



BUSINESS ENGLISH & LETTER WRITING 'PREMIER' DIPLOMA PROGRAM

A comprehensive Program teaching managers, business people and others to

MASTER THE ART OF WRITING EFFECTIVE BUSINESS LETTERS

Anyone seeking a worthwhile career in business, industry, government or the professions, **needs** the ability to write **good** professional business letters. Members with a knowledge of English equivalent to our "Professional English" Program (see previous page) will learn to understand and to use "business" terms and expressions, and learn to write effective business letters on a wide variety of topics.

Using many **specimen letters** we show how to create letters which are appropriate and effective, with the correct wording, grammar, spelling, tone and layout needed to achieve their objectives, and give confidence to recipients of those letters.



Sofiyah Kumar, Member, Fiji

Major Topics Covered in this Diploma Program:

- * **Why business letters are written: their objectives, special features, layouts and appearance. Sentences and paragraph construction.**
- * **English used in business letters today, acceptable abbreviations; ways of increasing vocabulary and improving English and writing style.**
- * **Letters concerning employment and/or promotion and work-related matters - memos, letters of appointment and rejection, references.**
- * **Sales letters: first approach letters, responses to enquiries, follow-up letters, customer retention, circulars, sales literature/promotion.**
- * **Letters making complaints, letters responding to complaints received. Letters dealing with accounts matters, credit and trade references.**
- * **Letters to and from central and local government departments, lawyers, educationists, institutions, banks, estate agents, and others.**

On successfully completing this Professional Program of Study you will:

- ✓ **Be awarded the CIC Diploma on Business English & Letter Writing.**
- ✓ **Have attained an accredited qualification at Level 4, equated to the British National framework at the same study level as Higher National Diploma (HND) and National Vocational Qualification (NVQ) Level 4.**
- ✓ **Have attained an accredited qualification for managerial and supervisory levels showing you possess competence in professional work activities.**
- ✓ **Have completed a Qualifying Program towards the International Higher Diploma on English for Business & Management and Baccalureate on English & Administration (BA Eng).**

Amanda Roberts wrote from **England** about this Program:
"The contents of this Program are amazing. Although I studied A level English at school, I was never taught how to write good, effective letters. I was always unsure about grammar and punctuation, but your Program deals with all these topics."



THE FEE FOR THIS 'PREMIER' DIPLOMA PROGRAM IS:

Either: GBP170 or US\$370 or Euros 290 if paid in full on enrolment

OR an Instalment of GBP75 or US\$170 or Euros 130 each month for three consecutive months

This Fee **includes** the supply by **registered airmail post** of two comprehensive Study & Training Manuals with Self-Assessment Tests and Recommended Answers, Progress Tests, Stationery and a detailed 'Study & Training Guide'. It also **includes** an Examination (despatched to the appointed Invigilator under **registered cover**) and the award of the CIC Premier Diploma when that has been passed. It also **includes** privileged access to the CIC **Member Services Website**.

ENROLLING AS A MEMBER FOR CIC TRAINING

Complete the **Enrolment Form on page 3** fully and in **CAPITAL LETTERS**. Then post it (or fax or scan and email it) **WITH** your Fee payment by **registered airmail post** to the College at:

College House, Leoville, Jersey JE3 2DB, Britain
OR

you may send your **enrolment details** through our website: www.cambridgecollege.co.uk

YOU MAY SEND YOUR PAYMENT by whichever of these ways you find easiest:-

CURRENCY NOTES: we accept British Pounds (£), United States Dollars (US\$), Euros (E).

A “crossed” **BANK DRAFT** or **INTERNATIONAL MONEY ORDER** payable to Cambridge International College can be purchased from a bank in British Pounds, US Dollars, or Euros. Collect the draft/IMO from the bank and send it to the College **yourself**; the bank will NOT send it to the College for you. A draft/IMO in **US Dollars** must be drawn on a bank in **New York**; a draft/IMO in **British Pounds** or in **Euros** must be drawn on a bank in **London**.

By BANK TRANSFER direct to one of our ‘receive only’ Bank Accounts:

Account Name: Services to Management (for Cambridge International College)
Bank: HSBC Bank plc, Jersey St Helier Branch, Britain

for transfers in British Pounds (£) send to: Account Number: 32144670
Sort Code: 402534, SWIFT/BIC Code: MIDLGB22, IBAN: GB35 MIDL 4025 3432 1446 70

for transfers in US Dollars (US\$) send to: Account Number: 68294583
Sort Code: 400515, Swift/BIC Code: MIDLGB22, IBAN: GB59 MIDL 4005 1568 2945 83

for transfers in Euros (E) send to: Account Number: 68343364
Sort Code: 400515, Swift/BIC Code: MIDLGB22, IBAN: GB38 MIDL 4005 1568 3433 64

Post, or fax, or scan and email your Enrolment Form to the College in Britain **with the bank receipt**. We can “credit” you **only** with the sum actually **received**, so ensure you pay **all** charges at your end and **add £15** or **US\$30** or **E20** to the Fee amount for incidental charges.

A WESTERN UNION AGENT in your country can send your payment in British Pounds OR US Dollars to CIC on your behalf; you can pay to the Western Union Agent in **your ‘local’ currency**. You can transfer your payment through Western Union:-

either by ‘**Quick Pay**’ service to Account Name: **Services to Management**

transfers in British Pounds (£): Code City SMCOLLEGE,UK Account No AUK040697

transfers in US Dollars (US\$): Code City STOM,UI Account No AUI000187

OR by ‘**Will Call**’ service to **David Stephen LAWSON** at **Jersey, U.K.** In either case, mail or fax or scan and email your Enrolment Form **with the Western Union receipt** to CIC in **Jersey, Britain**, stating clearly the **10-digit Money Transfer Control Number**.

A MONEYGRAM AGENT in your country can transfer your Fee addressed to **David LAWSON** at **Jersey, U.K.** Mail or fax or scan and email your Enrolment Form **with the MoneyGram receipt** to CIC in **Jersey, Britain**; stating clearly the **8-digit MoneyGram Reference Number**.

By CREDIT CARD by **American Express, Mastercard** or **Visa**. Fee payments are accepted **ONLY** for the Study & Training of the **person named on the credit card**. CIC must receive a **signed letter** from the **cardholder** stating the **card number** and **expiry date**, and stating his/her name and contact address, and authorising a **stated sum** of money to be paid. CIC also requires a photocopy of the front and reverse of the **signed credit card** itself. Fee charged will be in **British Pounds**.

BRITISH POSTAL ORDERS These may be purchased from British Post Offices.

CHEQUES Please avoid using “personal” cheques wherever possible, as despatches of Study & Training Materials will be delayed by at least 4 weeks when Fee payment is made by personal cheque.

RELATIVES/FRIENDS IN BRITAIN, USA, EUROPE: Send them your completed Enrolment Form to forward to the College in Jersey, Britain, **with the Fee** for your Study & Training.

ENROLMENT/REGISTRATION FORM FOR TRAINING WITH CAMBRIDGE INTERNATIONAL COLLEGE

for CIC Certificate Courses and Diploma Programs

College House, Leoville, Jersey JE3 2DB, **Britain**. Tel/fax: +44 (0)1534 485485. Email: learn@cambridgetraining.com

All enrolments are accepted by the College on the terms and conditions stated (on page 4)

Please enrol me as a Member of the College for the Training Course(s) and/or Program(s) which I have ticked:

CIC CERTIFICATE COURSES:

- | | |
|--|---|
| <input type="checkbox"/> Effective Management of People
<input type="checkbox"/> Secondary English (for Examinations) | <input type="checkbox"/> Proficient Business Bookkeeping |
|--|---|

CIC PREMIER DIPLOMA PROGRAMS:

- | | |
|--|---|
| <input type="checkbox"/> Accounting & Finance in Business & Management
<input type="checkbox"/> Admin/Personal Assistant/Secretarial Duties
<input type="checkbox"/> Advertising & Public Relations
<input type="checkbox"/> Business Bookkeeping & Accounts
<input type="checkbox"/> Business Economics & Commerce
<input type="checkbox"/> Business English & Letter Writing
<input type="checkbox"/> Business Management & Administration
<input type="checkbox"/> Business Start-up & Development
<input type="checkbox"/> Communication in Business & Management
<input type="checkbox"/> Computers & IT in Business & Management
<input type="checkbox"/> Hotel Operations & Management | <input type="checkbox"/> Human Resource/Personnel Management
<input type="checkbox"/> Insurance (Principles & Practice)
<input type="checkbox"/> Modern Management & Administration
<input type="checkbox"/> Office Management & Administration
<input type="checkbox"/> Professional English (Everyday & Business Use)
<input type="checkbox"/> Purchasing & Resourcing Management
<input type="checkbox"/> Sales Management & Marketing
<input type="checkbox"/> Stores Management & Stock (Inventory) Control
<input type="checkbox"/> Tourism & Travel Agency Management
<input type="checkbox"/> Advanced Study of Theory & Practice of Management & Administration |
|--|---|

FEES FOR NEW CIC MEMBERS ENROLLED FOR CIC TRAINING AFTER 1ST JANUARY 2008:	FULL PAYMENT ON ENROLMENT	OR	PAYMENT BY MONTHLY INSTALMENTS*
ANY ONE COURSE OR PROGRAM	£170 or US\$370 or E290		A payment of £75 or US\$170 or E130 for 3 consecutive months
ANY TWO COURSES/PROGRAMS (studied at the same time)	£340 or US\$735 or E580		A payment of £150 or US\$335 or E260 for 3 consecutive months
ANY THREE COURSES/PROGRAMS (studied at the same time)	£510 or US\$1100 or E870		A payment of £225 or US\$505 or E390 for 3 consecutive months
ANY FOUR COURSES/PROGRAMS (studied at the same time)	£680 or US\$1470 or E1160		A payment of £300 or US\$675 or E520 for 3 consecutive months

The College reserves the right to increase Fees prior to enrolment; £ = British Pounds; US\$ = United States Dollars; E = Euros

I enclose herewith the sum of (delete the one which does not apply):

Either _____ **being the FULL cost** of the Training;

OR _____ **being the first instalment** of the cost of the Training, and

I shall pay the next sum for the NEXT TWO consecutive months*

* If you choose to pay by instalments you **MUST** pay an instalment EVERY month to keep your Membership "valid"

The Fee amounts stated above **INCLUDE** the cost of despatch of your Materials and Examination by **registered airmail post**

Payment is in the form of: currency notes; bank draft/IMO; bank transfer (attach bank receipt); cheque; Postal Orders; Western Union: 10-digit money transfer control no:- _____; MoneyGram: 8-digit transfer reference no:- _____; credit card no: _____ expiry date: _____ cardholder's name: _____

My particulars are (please write clearly in capital letters - with your surname or family name last):-

FULL NAME: Mr/Mrs/Miss/Ms _____
(write or type your full name exactly as you wish it to appear on your Certificate or Diploma)

FULL ADDRESS: _____
(write or type the full and exact address to which we should send your Study or Training Materials)

EMAIL ADDRESS (if available): _____

Have you studied the subject(s) before? If so, give details: _____

Practical experience of the subject(s), if any: _____

Present employment/post held: _____ Standard of education: _____

By submitting this Enrolment/Registration Form you are agreeing to CIC's Terms and Conditions of Enrolment for CIC Certificate Courses and Diploma Programs as stated on page 4 of this document.

INTRODUCED BY:

MEMBER No. _____
(who will be entitled to a FREE GIFT from the College as soon as the new Member is enrolled)



International Headquarters: College House, Leoville, St. Ouen, Jersey JE3 2DB, Britain.
Telephone/fax: +44 (0) 1534 485052 Email: learn@cambridgetraining.com Website: www.cambridgecollege.co.uk

TERMS AND CONDITIONS OF ENROLMENT for CIC Certificate Courses and Diploma Programs

With Cambridge International College you study in your country of residence; you do NOT come to the College premises in Britain. You may enrol on ANY DAY or DATE of the year.

By signing below you accept the following Terms & Conditions of Enrolment and agree to abide by all Rules and Regulations of

Cambridge International College of College House, Leoville, Jersey JE3 2DB, Britain.

1. On receipt of your Fee payment at the College in Jersey, you will be enrolled as a **Member of the College**. If you have given an **email address**, Module One for each Course/Program will be **emailed** to you so you may commence CIC Studies & Training **at once**. You will also be rapidly sent* - by **registered airmail** post - **CIC Study & Training Materials** with full **Study & Training Instructions** on how you can learn and progress rapidly with CIC - **with all of which you agree to comply fully** - and may contain **Self-Assessment Tests** with **Recommended Answers**. (* "personal" cheques result in despatch delays.)
2. Your **Training Period** will be **up to 12 months from your enrolment date** to complete Training on one Course or Program (15 months for two Courses/Programs studied together, 18 months for three Courses/Programs studied together, or 21 months for 4 Courses/Programs studied together) without additional Fee - **provided** you have completed payment of the agreed Training Fee. However, you will be permitted to complete Training in a **shorter period of time** if you devote sufficient time to studies and produce **satisfactory** Final Examination Work.
3. During the **Training Period** for a Course or Program you may be set a **Mid-Training Test** and an **End-of-Training Test**. You will have the **OPTION** of whether or not to submit your Work for either Test or both Tests for **marking and assessment by qualified CIC Tutors** in Jersey, and receiving any additional guidance, assistance and instruction from the Tutors on your Work. If you choose to submit your Work, there is an additional **'Tutorial Charge'** for each Test*.
4. On successfully completing a Course or Program you will be entitled to sit a **Final Examination** (which is **included** in the Training Fee) under approved Invigilation/Supervision** in your own area. On passing that Examination you will be awarded either the **CIC International Certificate** or the **CIC International Diploma** for the Course or Program successfully completed.

Signed: _____ Date: _____ Age: _____

**PLEASE ATTACH - IF AVAILABLE - TWO PASSPORT-SIZE COLOUR PHOTOGRAPHS.
THE PHOTOGRAPHS ARE NOT, HOWEVER, ESSENTIAL, AND NEED NOT DELAY
THE COMMENCEMENT OF YOUR CIC TRAINING.**

* The **'Tutorial Charge'** is £25 or US\$50 or E40 for **each set** of Test Work **you actually submit**. You do **NOT** have to pay any more than the Fee stated on the Enrolment Form on page 3 if you do **NOT** use the **optional** Tutorial Service. You may pay the Tutorial Charge in advance on enrolment, **OR** wait until you have answered a Test to decide whether you want or need to submit the Work (and pay) for marking and assessment.

** **'Approved Invigilation'** means you will sit the Final Examination **under 'true examination conditions' supervised by an 'Invigilator' (or 'Proctor') appointed by the College** - **in your local area** (wherever you are resident at the time you are ready to sit the Examination). Arrangements for you to sit the Final Examination under Approved Invigilation/Supervision **in your local area** can **only be made**: (1) once you are an enrolled Member of the College; and (2) when you have made sufficient progress in your Studies and Training. Arrangements **cannot** be made before your enrolment.