

# Cambridge International College

Professional British Study and Training for Successful Careers

Global

## PROSPECTUS

2017/18

### Study & Training for Successful Careers

Internationally renowned  
study, training and education  
direct from Britain



# PROFESSIONAL STUDY, TRAINING AND EDUCATION FOR SUCCESSFUL CAREERS FROM BRITAIN AROUND THE WORLD

## Cambridge International College

### OFFERS YOU THE OPPORTUNITY TO:

- Secure top jobs, promotion and career success.
- Achieve valuable qualifications:  
International Diplomas and Higher Awards.
- Gain valuable knowledge, understanding, skills,  
competencies and ability.
- Improve your status, respect,  
confidence and standard of living.



Principal Dr Stephen Lawson, MAEd, PhD,  
& Vice Principal David Lawson, BSc, MBA,  
lead this highly-experienced professional  
College dedicated to ensuring your study  
success and career advancement.



Whatever your education, work experience and  
ambitions and wherever in the world you live,  
Cambridge International College offers you superb  
British study, training and education by distance-learning  
and provides you with everything you need for success.

Should you need any advice or assistance in  
choosing the right study and training for you,  
do please contact our highly experienced  
Study, Training and Education Consultants.

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## STUDY, TRAINING & QUALIFICATIONS TO MEET YOUR NEEDS AND AMBITIONS:

### page **International Diplomas:**

- |    |  |   |
|----|--|---|
| 2  | * Accounting & Finance in Management             | * Administrative/PA/Secretarial Duties          |
| 3  | * Advanced Management & Administration           | * Advertising & Public Relations                |
| 4  | * Asset & Investments Management                 | * Banking & Bank Operations                     |
| 5  | * Business Bookkeeping & Accounts                | * Business Economics & Commerce                 |
| 6  | * Business English & Letter Writing              | * Business Entrepreneurship & Organisation      |
| 7  | * Business Management & Administration           | * Commercial Practice & Law                     |
| 8  | * Communication in Business & Management         | * Computers & IT in Business & Management       |
| 9  | * Cost Accounting                                | * Credit Management & Control                   |
| 10 | * Education & Teaching: Classroom Management     | * Essential Everyday English                    |
| 11 | * Events Management                              | * Financial Management                          |
| 12 | * Health & Safety in the Workplace               | * Hotel Operations & Management                 |
| 13 | * Human Resource/Personnel Management            | * Insurance: Principles & Practice              |
| 14 | * International Business & Trade                 | * International Relations                       |
| 15 | * Leadership & Team Management                   | * Logistics, Materials, Supply Chain Management |
| 16 | * Management & Administration                    | * Mass Media & Communication                    |
| 17 | * Office Management & Administration             | * Organisational Behaviour                      |
| 18 | * Professional English (Everyday & Business Use) | * Project Management                            |
| 19 | * Public Administration                          | * Purchasing & Resourcing Management            |
| 20 | * Sales Management & Marketing                   | * Stores Management & Stock Control             |
| 21 | * Supervisory Management                         | * Supply Chain Strategy & Organisation          |
| 22 | * Tourism & Travel Management                    | * Training & Development                        |

### **International Honours Diplomas:**

- |       |                                      |  |
|-------|--------------------------------------|--|
| 24/25 | * Administrative Management          | * Banking, Finance & Management              |
| 24/25 | * Business Accounting & Finance      | * Business Administration                    |
| 24/25 | * Business Development               | * Computers & IT Management & Administration |
| 24/25 | * Executive & Secretarial Assistance | * Hospitality Management                     |
| 24/25 | * Human Resource Administration      | * Management & Administration                |
| 24/25 | * Management & Workplace Safety      | * Marketing Administration                   |
| 24/25 | * Materials Management               | * Retail Management & Administration         |

### **Advanced Business Administration (ABA) - with specialisations in:**

- |       |  |   |
|-------|--|---|
| 26/27 | * Business Administration                          | * Commerce & Administration                   |
| 26/27 | * Computers & IT Administration                    | * Education & School Leadership               |
| 26/27 | * English & Administration                         | * Financial Administration                    |
| 26/27 | * Hospitality Administration                       | * Human Resource Administration               |
| 26/27 | * HR & Occupational Health & Safety Administration | * Insurance, Risk Management & Administration |
| 26/27 | * Management & Administration                      | * Marketing Administration                    |
| 26/27 | * Materials & Logistics Administration             | * Project Administration                      |

### **Executive Business Administration (EBA) - with specialisations in:**

- |       |   |   |
|-------|---|---|
| 28/30 | * Accounting Administration             | * Business Administration               |
| 28/30 | * Commerce & Administration             | * Communication & Media Administration  |
| 28/30 | * English & Administration              | * Finance & Investment Administration   |
| 28/30 | * Hospitality & Events Administration   | * Human Resource Administration         |
| 28/30 | * International Business Administration | * Leadership & Strategic Administration |
| 28/30 | * Management & Administration           | * Marketing Administration              |
| 28/30 | * Materials & Logistics Administration  | * Project Administration                |

### **Mastery of Management Graduate Diplomas:**

- |       |                                      |   |
|-------|--------------------------------------|---|
| 32/35 | * Business Finance & Investment      | * Business Law                                |
| 32/35 | * Corporate Strategy & Planning      | * Events Management: Tourism, Business, Sport |
| 32/35 | * Financial Strategy & Decisions     | * International Marketing                     |
| 32/35 | * International Relations & Politics | * Management & Leadership                     |
| 32/35 | * Management of Human Resources      | * Managerial Economics                        |
| 32/35 | * Marketing Strategy                 | * Money, Banking & Financial Systems          |
| 32/35 | * Operations & Quality Management    | * Organisational Understanding & Development  |
| 32/35 | * Organisational Design & Behaviour  | * Real Estate (Property) Management           |

### **Advanced Mastery of Business Management & Administration (AMBMA) - specialisations in:**

- |       |                             |                                       |
|-------|-----------------------------|---------------------------------------|
| 36/37 | * Accounting & Management   | * Business Management                 |
| 36/37 | * Financial Management      | * Hospitality Management              |
| 36/37 | * Human Resource Management | * Logistics & Supply Chain Management |
| 36/37 | * Marketing Management      | * Organizational Management           |
| 36/37 | * Project Management        | * Strategic Management                |

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### Accounting & Finance in Business & Management



**Introduction:** This Program teaches how to record financial transactions, interpret accounting data, and prepare accounts; and how to manage costs, working capital, profits, finances and investments. It covers bookkeeping, cost accounting, budgeting, credit, bank accounts, and more; and how to guide colleagues and subordinates, and make wise financial decisions.

The Program is ideal for bookkeepers, accountants, finance and business people aiming for promotion and managerial posts, and for men and women seeking careers in the finance and accounting fields.

#### Major Topics Covered in this Diploma Program include:

- ★ The need for accounting information, accounting functions. Bookkeeping and the books of account: the ledger, principles of double-entry bookkeeping manually and by computer. Business units, liability.
  - ★ Financing businesses, capital, ordinary and preference shares, loans, debentures. Principles of investment and financial decisions. Working capital: composition, computation. Accounting concepts.
  - ★ Trading, manufacturing and profit & loss accounts, balance sheets, other statements; contents, purposes, layout, presentation. Interpreting financial statements, accounting ratios, break-even analysis.
  - ★ Planning, forecasting, budgets, budget preparation, budgetary control. Income, expenses. Stock control, inventory costs, stock levels, records, stocktaking, valuation, work in progress. Bank accounts.
  - ★ Control over gross and net profits, cash and funds flow, credit limits and credit control. Auditors and auditing, pricing policy. Costs, cost accounting, costing methods; standards, variances, overheads.
  - ★ Partnership, departmental, branch and hire purchase accounting. Investments: working and fixed capital, financial assets, returns, risk, financial decisions, funding, investment strategy, gearing.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Administrative, PA & Secretarial Duties



**Introduction:** This Program teaches how to become a competent, efficient administrative assistant, PA and/or private secretary with a wide range of skills; such a person is greatly valued by managers, executives and enterprises, and can command a good salary and benefits. It covers office control, personnel management, supervision, preparing for promotion, and more.

This Program is for men and women seeking a good administrative/PA/secretarial career, as well as those wishing to gain and advance to HR, supervisory, managerial and administrative positions.

#### Major Topics Covered in this Diploma Program include:

- ★ The PA/Secretary, posts, attributes, relationships, adapting to change. Office environment: layout, design, environmental factors, furniture and furnishings, equipment and machinery, their functions.
  - ★ Business letters, preparation; memos, emails, forms, business documents, reports, filing systems, office machines, computer systems: data, databases, hardware, software, security, desktop publishing.
  - ★ Incoming mail: sorting, opening, distributing; dictation, checking typed and word processed work; outgoing mail, despatching mail, methods, postage. Reception work, visitors, making appointments.
  - ★ Meetings: arrangements, agendas, minutes; making travel arrangements; the appointments diary. Conferences, managing events, logistics, travel. Effective communication: oral, visual, written, electronic.
  - ★ Principles of bookkeeping, the ledger, sales documents, managing petty cash, banking, processing invoices and receipts, checking and passing bills for payment, issuing cheques, financial records.
  - ★ Advertising for and recruiting office personnel: interviewing, inducting, training, supervising, controlling, counselling. O & M study, health & safety. Job analysis, job descriptions. Preparing for promotion.
- ✓ Level 4 ✓ Supervisory and guidance level ✓ Competence & knowledge in varied work activities  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Stephan Chigondo**

wrote from **Zimbabwe:**

"When my bosses learnt I had studied with CIC, their respect for me increased tremendously, and I have been given promotion to operate the Accounting Department for my organisation at National Level."

**Angelique Foster**

wrote from the **Bahamas:**

"I was privileged to study this great Secretarial Program filled with a wealth of information, a plus for self-development. With the knowledge gained I am confident in my daily duties. I found this Program very beneficial to my career."





## Diploma in Advanced Management & Administration



**Introduction:** This excellent Program teaches the theory and practice of management, leadership, strategy, motivation, change and the business environment. It provides a valuable advanced understanding of key topics and clearly explains useful concepts, the reasons for them, how to apply them as a manager and leader, and how to make strong management decisions.

The Program is essential advanced study for men and women aiming to become top managers and executives, to gain higher posts, build on other management programs and move on to higher studies.

### Major Topics Covered in this Diploma Program include:

- ★ *Principles of management: classical and early theorists; Fayol, Weber, Taylor, Mayo, scientific management, authority, discipline, modern developments. Mission statements, vision, values, MBWA.*
- ★ *Organisational theory: objectives, categories, ownership, environmental factors and interaction. Open and closed systems theory. Coordination, cooperation, structure, control. Communication theory.*
- ★ *Organisational structures, planning, growth, development, organization charts, systems diagrams. Duties and responsibilities of executives, delegation. International management: teams, structures.*
- ★ *Motivational theory: human relations, social psychology; self-realisation, motivation-hygiene, expectancy theory. Argyis, Maslow, McGregor, Likert, Herzberg, Vroom, Handy; intrinsic and extrinsic factors.*
- ★ *Leadership theory: traits, styles, contingency; theorists. Building workgroups, group behaviour, norms, cohesiveness. Managing change, culture, learning organizations, entrepreneurship, innovation.*
- ★ *Strategic management; Fayol, Chandler, Andrews, Ansoff, BCG, Porter, SWOT, barriers to entry, industrial competitiveness. Corporate objectives, policies, business ethics, social responsibilities.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
- ✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

## Diploma in Advertising & Public Relations



**Introduction:** This interesting Program clearly covers the types, functions and features of advertising, media and advertising agencies, and their role in selling products. It explains the benefits of good PR and its importance to business success; it deals with preparing and conducting effective PR programmes and campaigns, and managing PR companies and clients.

This Program is valuable for men and women who wish to become effective sales or marketing managers; and for sales, advertising, media or PR personnel, and for business people and managers.

### Major Topics Covered in this Diploma Program include:

- ★ *Features and types of advertising. Aims of advertising. Importance of advertising to producers, vendors, consumers and the media. Markets, marketing, communication. Media representatives.*
- ★ *Types of advertisers: individuals, business, others. Advertising media: print, broadcast, direct-mail, transit, cinema, radio, television; website design and production. Speciality and point of sale advertising.*
- ★ *Advertising agencies: functions, organisation, staff, departments and the work performed in them, advertising executives and duties. Account groups, payments, revenues, fees. Market research.*
- ★ *Creating print, radio and television advertisements, direct-mail and point of sale materials; principles of design and layout. Internet and website adverts and design. Social media and viral marketing.*
- ★ *Public relations theory and practice: objectives, programmes, techniques. Goodwill, public opinion. Internal PR departments, external PR consultancies. PR manager qualities; budgets, accounts, billing.*
- ★ *The promotional mix. Promotion campaign planning and operation. Sales promotion aims, features, methods, control. Planning advertising campaigns. Measuring PR and advertising effectiveness.*
- ✓ Level 4 ✓ Managerial and supervisory level ✓ Competence & knowledge in professional work activity
- ✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Charles Obiero**

wrote from **Kenya:**

"I am very pleased to inform you that after successfully completing the CIC Advanced Diploma in Management & Administration I was promoted to an Administrative Post as Senior Assistant Director of Education in Nairobi."

**Mohammed Eisa Omer**

wrote from **Sudan:**

"I thank CIC for the well organised study materials and support. After receiving my International Diploma in Advertising & Public Relations, I got a new job at a health care company as public relations manager."



## Diploma in Asset & Investment Management

**Introduction:** This Program teaches about tangible and intangible assets, investments, and the work of asset, investment and fund managers. It explains how to forecast and understand market trends, maximise investment returns, and how to manage equity, bond and other assets and portfolios. It also explains how to develop strong market and investment strategies.

The Program is invaluable to investors, brokers, analysts and investment personnel, and those involved in finance and analysis, and who need to advise customers on asset and investment markets.



### Major Topics Covered in this Diploma Program include:

- ★ Fixed assets as working assets; current, circulating and floating assets, the circulation of current assets in businesses. Liquid assets, liquidity, the working capital cycle; trade debtors, credit control.
  - ★ Intangible assets: intellectual property, goodwill, copyrights, patents. Financial instruments: equity and debt based, securities; investments: deposits, gilt-edged securities, stocks and shares, dividends.
  - ★ Physical asset management: selecting fixed assets, raising finance for purchases: leasing/contract hire/rental, sale and lease back, hire purchase, credit agreements, maintenance, depreciation.
  - ★ Investment businesses, duties and responsibilities of investment managers. The asset management industry, organisation of asset management houses. Dealing, cash management, the back office.
  - ★ Modern portfolio theory; economic data, growth, interest rates. Equities, bonds and the money market, derivatives, property; dividends and equity returns. Compliance, systems and data requirements.
  - ★ Fund management: equity, fixed interest, currencies. Performance returns, reporting and analysis, investment accounting, making settlements. Quantitative analysis. Security and market analysis.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

## Diploma in Banking & Bank Operations

**Introduction:** This Program is a comprehensive introduction to how banks work. It provides a thorough understanding of all types of banking from retail to investment banking, and covers global and central banking. It gives understanding of the wide variety of activities undertaken by banks, explaining why banks are so important and how their activities impact on modern life.

The Program is for anyone wanting to fully understand the banking industry, and for those who want good knowledge of modern banking to help develop their career in this vitally important industry.



### Major Topics Covered in this Diploma Program include:

- ★ Explaining what banking is; different aspects of banking; money creation, types of money, borrowers. Retail banking; deposits, lending, mortgages, transferring money and other retail bank services.
  - ★ Corporate banking: lending, credit, credit analysis, project finance; other key activities, interest, trade. How a bank operates, capital, liquidity and liquidity ratios, reserves, clearing systems, stockbroking.
  - ★ Asset management and liability management, loan policy; bank financial statements; interest rates. Investment banking: services to companies and governments; market trading activities, mergers.
  - ★ Mutuels and finance houses; credit unions, deposit-taking institutions, factoring, leasing, insurance. International banking; UK, Europe, the Americas, Asia, Australasia, Middle East, Africa; borders.
  - ★ Instruments and Markets (1): Debt markets, Foreign exchange markets; bills, bonds, currency, yields. Instruments and Markets (2): Futures markets, Swaps and Options markets, derivatives, speculators.
  - ★ Central banking and regulation; other functions of Central Banks, insurance, compliance, disclosure. Monetary policy, supply, demand, discount rates, the economy, quantitative easing, money laundering.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Lome Siara Laizer**

wrote from **Tanzania:**

"I thank you for the knowledge I have acquired since I enrolled as a CIC Member, which greatly helped my promotions, whereby first I was promoted to Business Support Team Leader and later to Zonal Financial Analyst."

**Emmanuel James**

wrote from **Sierra Leone:**

"Truly my dream has come true. With my Diploma I was promoted to executive in the best bank in Sierra Leone. Thank you for helping me realise my potential in life, and your materials are so unique and easy to understand."





### Diploma in Business Bookkeeping & Accounts



**Introduction:** This enjoyable and popular Program will enable you to quickly gain a detailed understanding of bookkeeping and the principles of accounting. It teaches how to maintain accurate books of account, prepare complete accounting statements - manually or by computer - and to deal with credit, inventory, and many related accounting and business matters.

This Program is ideal for beginners, those who have knowledge or experience of bookkeeping, those employed in accounting posts, and those ambitious for promotion to better paid accounts posts.

#### Major Topics Covered in this Diploma Program include:

- ★ *Books of Account: the ledger, 4-column cash book, purchases book, sales book, returns books, the journal: what they record and why. Accounting terms. Bank accounts, reconciliations, statements.*
  - ★ *Theory and practice of double-entry bookkeeping: types of ledger accounts, posting, folios; opening a new set of accounts; extracting and agreeing trial balances; errors and limitations. Cash and credit.*
  - ★ *Preparing for final accounts: stocktaking, valuing stocks, work in progress; journals, adjustments; prepayments, accruals, depreciation, bad debts, provisions. Goodwill. Discounts: reasons, bookkeeping.*
  - ★ *Manufacturing accounts, trading accounts and profit & loss accounts - why they are prepared, what information they contain, layouts. Gross and net profit and loss, prime cost. Foreign exchange.*
  - ★ *Balance sheets: production and layouts, comparisons between periods and companies. Interpreting final accounts, uses of accounting ratios. Provisions, reserves, loans, overdrafts. Cost accounting.*
  - ★ *Limited liability companies. Partnerships. Capital, shares, dividends, drawings. Departmental, branch and hire purchase accounts, bills of exchange. Computerised accounting systems, their advantages.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Business Economics & Commerce



**Introduction:** Economics explains about demand, consumer choice, supply, and factors affecting them; it covers production, prices and pricing strategy to help managers successfully guide their enterprises. Commerce focuses on how the business environment works: marketing, transport, distribution, import, export, banking, credit, insurance, profit, turnover, finance and more.

This unique Program is vital for business people and personnel who need to understand and analyse their business environment, and who want to develop profitable, successful organizations.

#### Major Topics Covered in this Diploma Program include:

- ★ *Economic systems, theories, activities and laws. Consumer income, consumer choice and behaviour, budgets and financial constraints; satisfaction of wants, utility, indifference curves, product bundles.*
  - ★ *The factors of production: land, capital, labour, the division of labour. Capital and working capital: sources, calculation, composition. Business finance: sources, control; revenue, turnover, gross profit.*
  - ★ *Uses and value of money. Sole ownership businesses, partnership firms, companies; incorporation, limited liability. Fixed, marginal and variable costs, costing. Government involvement in business.*
  - ★ *Supply and demand: causes and effects of changes; costs, pricing decisions and strategies, market structure. Products: normal, inferior, necessity, substitute, complimentary. Price elasticity of demand.*
  - ★ *Economies of scale, internal, external, cost implications; production policy, production levels, expansion, integration, location. International trade, competitive advantage, export planning, payments.*
  - ★ *Ancillary services; banking, insurance, transport, communications, advertising and sales promotion. The distributive trade, credit and its control, discounts: trade, quantity. Commercial documentation.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Andrew Onyango**  
wrote from **Uganda:**

"I am so happy to be a CIC Member. Since I completed my CIC Course in Accounting my salary has been increased by over 50% and I have been confirmed in a new position of Chief Cashier for the company. CIC studies are the key!"

**Jilda Kvaratskhelia**  
wrote from **Georgia:**

"I now hold the position of Manager at the Bank of Georgia. Access to the international business world, confidence, a professional approach - all this I gained after completing the CIC Diploma in Business Economics & Commerce."



## International Career Development and Progress Diploma Programs

### Diploma in Business English & Letter Writing

**Introduction:** This Program shows how to master the art of effective business letter writing; it teaches how to understand and use business terms and write letters on many topics. Using many specimens it shows how to create letters with the correct wording, grammar, spelling, tone and layout to achieve their objectives, and to inspire confidence in the recipients of those letters.

The Program is for anyone seeking a career in administration, business, government, management or the professions who needs the ability to write good, effective and professional business letters.



#### Major Topics Covered in this Diploma Program include:

- ★ *Why business letters are written: their objectives, language, special features, layouts and appearance. Constructing sentences and paragraphs. Internal and external communications. Technical terms.*
- ★ *English used in business letters, acceptable abbreviations; increasing vocabulary, improving English and writing style. Spellings, dictionaries. Conjunctions, verbs, nouns, pronouns, adjectives, punctuation.*
- ★ *Letters concerning recruitment, employment and/or promotion and work-related matters, transfers, recommendations; memos, letters of appointment and rejection, references. Meetings, memoranda.*
- ★ *Sales letters: first approach letters, responses, follow-up letters, customer retention, circulars, sales literature/promotion. Quotations, estimates, tenders, orders, acknowledgements, proforma invoices.*
- ★ *Letters making complaints, letters responding to complaints received; settlements, agreements. Letters dealing with accounts matters, credit notes, statements, credit references and trade references.*
- ★ *Letters to and from central and local government departments, lawyers, educationists, institutions, banks, estate agents, professional and others. Word processing, computers, email, filing systems.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
- ✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Business Entrepreneurship & Organisation

**Introduction:** The Program provides essential knowledge with practical advice from successful business owners with vast experience of running profitable businesses. It explains how to prepare a business plan, put ideas into practice, manage finance, premises, selling, accounts and staff. It teaches how to run a business profitably, and how to avoid business dangers.

This Program is for entrepreneurs, business people and managers planning to establish, take over, develop or improve a business, and anyone involved in general business activities and organisation.



#### Major Topics Covered in this Diploma Program include:

- ★ *Deciding on the 'venture': the importance of a sound business plan; raising the capital, sources of capital. Starting or 'taking over' a business; the asking price, goodwill. Goods, services, products.*
- ★ *Types of business ownership: sole owners, partnership firms, limited liability companies; features, advantages and disadvantages of each type. Personal liability, profits, franchises. Types of business.*
- ★ *Business location: factors to consider; renting premises; layout of the premises; services needed, machines, furniture, displays; leases, insurance. Markets, consumers, corporate buyers, competition.*
- ★ *Ordering and storing goods and materials, choosing suppliers. Stock control. Credit terms, discounts. Sales techniques, demonstrations, advertising, media, sales promotion, public relations, websites.*
- ★ *Human resources: employing and training staff, supervision and control; salaries, wages, benefits. Delegation of responsibility, business expansion. Forecasting, budgets; overheads, working capital.*
- ★ *Financial matters: sales documents, checking and paying bills, bank accounts, bookkeeping, accounting, reports, insurance. Principles of economics. Transport, communications, import, export.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
- ✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Nestor Gandika**

wrote from **Rwanda:**

"I did Business English and I am getting the harvest from CIC's professional training. I rejoice as that allowed me to become a national English Trainer. I really thank CIC for my increased pay which has quadrupled."

**Claudia Forbes**

from **St. Vincent & the Grenadines:**

"The theoretical and practical knowledge I learned helped me tremendously. Since I pursued the course I have been blessed with many business opportunities and accepted for a Bachelor in Management (USA)."





## International Career Development and Progress Diploma Programs

### Diploma in Business Management & Administration

**Introduction:** This Program provides expert business skills and knowledge for efficiency, competence and profitability in business, industry and commerce. A business manager or administrator must be proficient in management, finance, accounts, human resource, purchasing, marketing, inventory, computers, communication and more - all of which this Program covers.



*This Program trains existing and future managers to run businesses successfully; it is for anyone seeking administrative or managerial posts, running businesses, or who is in a managerial position.*

#### Major Topics Covered in this Diploma Program include:

- ★ *Capital and the financing of businesses, sources of capital, share issues; working capital, cash and funds flow; revenue, income, expenditure, overheads. Starting or taking over a business, goodwill.*
- ★ *Business units: sole-proprietors, partnership firms, limited liability companies, the board of directors; business organisation; the business environment, trading enterprises; factors in business location.*
- ★ *Planning and forecasting in business, the business plan; competition, location, knowledge and skills, market potential; budgeting, budgetary control, credit limits, credit control, discounts: trade, quantity.*
- ★ *Management of personnel: job analysis, recruiting, selecting, inducting, training, controlling, remunerating. Motivation and human resources. Health and safety in the workplace, O & M studies.*
- ★ *Selling, sales and marketing management, market research, sales promotion, pricing policy. Office management, delegation of responsibility; structure, charts; control and standards; communication.*
- ★ *Production management, equipment, technology, manpower, factories, costing. Stock control, costs, levels, purchasing. Financial records, accounting, ratios. Data, records, computer systems, IT, security.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
- ✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Commercial Practice & Law

**Introduction:** It is essential that business people understand laws relating to commercial activity, especially the law of contract and the law of tort. Failure to comply with the law can lead to civil or criminal actions, fines, loss of business or personal possessions, and imprisonment. This Program covers vital topics on legal and ethical conduct and the practice of business.



*This Program is for all business people, managers, owners and others who need to understand commerce and the commercial world, the essentials of business law, and their legal responsibilities.*

#### Major Topics Covered in this Diploma Program include:

- ★ *The place of commerce in the modern world; how the elements of commerce evolved and developed: business, money, banking, transport, hospitality, insurance, law, communication. Economic systems.*
- ★ *Sources of law: constitutional, customary, common, statute, case law. Criminal and civil law, commercial law, the law of contract: offer, acceptance, consideration. Terms and conditions of trade.*
- ★ *Credit transactions, cash flow, liquidity, risks associated with credit, credit management. Transactions, documents used in business. Business ownership: sole-owners, partnerships, limited companies.*
- ★ *Company finance: capital, sources, shares, shareholders, share certificates, shareholders' agreements. Legal obligations of company directors, company secretary duties, annual returns, general meetings.*
- ★ *Tort liability for defective goods, product liability, defective services. Employment law, health and safety in the workplace, legal protection of employees against dismissal, redundancy, discrimination.*
- ★ *The law of agency, creation of agency, rights and duties of agents and principals. Intellectual property law. Transfer of ownership, performance, legal remedies for breach of contract and of confidence.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
- ✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Henry Kramuel**

wrote from **Vanuatu:**

*"I thank CIC for the absolutely wonderful training on Business Management & Administration. CIC helped me a lot to achieve my goal as an officer in my country. I look forward to further CIC studies in management."*

**Marita Cremona**

wrote from **Malta:**

*"I took the Program even though I was a mother working full-time. However, with the professional course and guidance I was distinctly successful. The course helped my self-esteem and improved my performance at work."*



# International Career Development and Progress Diploma Programs

## Diploma in Communication in Business & Management



**Introduction:** All managers need to ensure that communication - whether oral, written or electronic - with internal and external sources is effective, clear, rapid and professional. This Program explains about communication channels, teaches how to produce good business letters, memoranda and reports, deals with desktop publishing and much more, with many examples.

This Program is for anyone who needs good communication skills, who is in an HR, administrative, managerial, business or other position, who works with people or needs to communicate with others.

### Major Topics Covered in this Diploma Program include:

- ★ Principles and benefits of effective communication, internal and external needs; removing barriers, two-way flows; feedback, the grapevine. Channels: oral, written, visual, electronic. Charts and graphs.
  - ★ Communications concerning employment, promotion, employee specifications, staff matters and relationships. Lines of communication: vertical and horizontal, trust, teamwork. Letters of complaint.
  - ★ Business letters, good English, lay out, composition, grammar, language, style. Sales letters, literature: catalogues, pamphlets, follow-ups, circulars, announcements, advertisements. Equipment.
  - ★ Enquiries, quotations, orders, payments; design of forms; business documents: invoices and credit notes produced manually and by computer, their features and accuracy. Financial terms and expressions.
  - ★ Meetings: formal and informal, preparing notices, agendas, minutes; employment interviews, induction and training; reports; research. Dictating, drafting, preparing and despatching letters, filing systems.
  - ★ Telecommunications, computer mediated communication, technology, telephones, SMS, email. Data and information, security, making copies, word processing, DTP. Broadband, websites, LANs.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

## Diploma in Computers & IT in Business & Management



**Introduction:** This Program explains the capabilities and benefits of computer systems, and about technology, hardware, software, data security, backups and communication. It explains the role of computers in planning, forecasting, analysis and business decisions, and covers designing, selecting, implementing and running computer systems to meet organization needs.

This Program is for administrators, supervisors, managers and staff who need to know how to manage IT and personnel, and use computer systems; and is ideal for anyone ambitious for a good job in IT.

### Major Topics Covered in this Diploma Program include:

- ★ Computers & technology in business; aids to management and administration; a decision-making tool. Computer characteristics, advantages, limitations; human factors. IT development, mass technology.
  - ★ Digital information, computer hardware, the CPU, interfacing, memory, bootstrapping, storage; input and output devices; understanding the technology, how it works; data orthogonality, programming.
  - ★ Operating systems, programming tools, computer languages, codes, applications. Information flows, security, location. Understanding digital information, hardware systems and software operations.
  - ★ Using software: forecasts, modelling, graphs, analysis; competitor and market analysis. Understanding and using business intelligence. Communication devices, protocols, networks, internet, IPs, URLs.
  - ★ Practical uses of computer systems: property, hotels, insurance, retail, production, sales, accounting and communications, forecasting, planning. Digital and print media technologies. Website design.
  - ★ Objectives of computerisation. Choosing and implementing a computer system; testing, introduction, functionality; efficient running, business continuity, back-up, disaster recovery, cyber-attack, security.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Joana Peter Khamis**

wrote from **South Sudan:**

"CIC is a true International College that gives global recognition to its Members. I gained new knowledge through your manuals and complete practical studies. I got promotion at my work place and an excellent salary with my certificate."

**Ludavaune Germain**

wrote from **Vanuatu:**

"I studied Computers & IT with CIC which gained me a job in information systems in the public sector. I was also accepted at the University of the South Pacific for a Bachelor of Commerce because of my CIC Diploma."





### Diploma in Cost Accounting

**Introduction:** This Program explains the principles and purposes of cost accounting; it covers cost accounting methods for manufacturing, service providers, not-for-profit organizations and general business, with many examples to clearly illustrate and explain the techniques and concepts; and it shows how costing complements management and financial accounting. The program is perfect for accountants, managers and others in practical business situations who need to apply costing methods to different costs and who need to make business and operational decisions.



#### Major Topics Covered in this Diploma Program include:

- ★ The scope and definition of cost accounting. Common techniques, and types of information provided. Cost accounting terminology; classification of costs: overheads, direct, total; cost centres and units.
  - ★ Cost behaviour: distinguishing differences, classes, prediction of costs, analysis methods and models. Accounting for labour costs, remuneration methods, direct and indirect labour, output, time-based systems.
  - ★ Material costs; pricing methods, FIFO, LIFO, AVCO; stock valuation, problems, just-in-time concept. Absorption costing; bases and rates; costs centres; fixed costs and overheads, two-stage process.
  - ★ Activity based costing; importance and framework, short- and long- term costs, AMT, cost drivers. Marginal costing, calculations; revenue statements, contribution, breakeven analysis, profit/volume.
  - ★ Marginal costing and short-term decision making; make or buy decisions; discontinuing products, opportunity costs. Planning and budgeting: control, zero-based, activity-based, behavioural aspects.
  - ★ Relationship of standard costing and budgets; variance analysis: calculation, investigation, analysis. Capital investment appraisal; techniques, discounted cash flows, ARR, IRR, NPV, payback, risk.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Credit Management

**Introduction:** Credit sales and purchases are vital to every business, but credit must be well-managed to avoid non-payments - customers 'defaulting' and not settling their debts. Such 'bad debts' can seriously affect operations and profitability. The Program teaches how to assess creditworthiness, make checks, set credit limits, monitor credit levels, collect debts, and more. The program is ideal for accounts personnel, small-business owners and managers, and officials of larger businesses who need to formulate a credit policy and control and manage credit customers.



#### Major Topics Covered in this Diploma Program include:

- ★ The meaning of credit: credit terms, credit limits; major forms of credit; benefits to manufacturers, vendors and consumers of credit availability. Risks in allowing credit. Setting a credit control policy.
  - ★ The importance of liquidity; management and methods of improving liquidity, cash flow, working capital. Responsibilities of the credit control function. Sources of customer information: internal and external.
  - ★ Financial analysis and monitoring of customer accounts; receivables (aged debtor) reports, financial position. Using performance indicators and customer credit scoring systems. Changes in credit terms.
  - ★ Granting credit and opening new customer accounts; factors to consider. Refusing credit to customers. Interest penalties for late payment. Methods of collecting trade debts. Methods of chasing debts.
  - ★ Selling and statute law; trade descriptions acts, consumer credit acts. Customers and contracts; offer and acceptance. Breaches of contract. Taking a customer to court. Enforcement of judgements.
  - ★ Doubtful and bad debts, provisions, writing-off. Dealing with insolvency. Third party debt collection. Discounts; types, why they are offered. Credit insurance; overseas sales and export credit insurance.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Yorine Inove**

wrote from **Papua New Guinea:**

"I thank CIC's team for very careful and easy to understand training materials. They helped me a lot at work, especially in Cost Accounting, and gained me entry to an Accountancy degree in one of the biggest Universities in my country."

**Teiba Riongary Mamu**

wrote from **Solomon Islands:**

"These courses are 'AWESOME'! CIC gave me practical knowledge which makes me feel confident to ply my skills in administration. I plan to enrol in another course, which is simple, practical and the price is affordable."



## International Career Development and Progress Diploma Programs

### Diploma in Education & Teaching: Classroom Management

**Introduction:** This Program teaches how to become an exceptional teacher, turn schools and classrooms into 'learning communities', encourage student responsibility, achieve academic improvement and prevent misbehaviour. It is filled with practical advice and strategies for managing classes, student behaviour, discipline, teaching style, lesson-planning and student safety.

The well-designed Program is for both new and veteran teachers and educators, men and women studying education, and those looking to become capable modern teachers and classroom 'managers'.



#### Major Topics Covered in this Diploma Program include:

- ★ The principles of proactive classroom management; the purpose of education; management and student achievement, correct attitudes, turnaround teachers; emotional control, personal needs.
  - ★ School discipline, structure, instruction, reflection; theories, models; applying teaching concepts. Building a classroom community, the benefits: productivity, behaviour, belonging and empowerment.
  - ★ Developing positive student-teacher relationships; stereotypes; gender equity; diversity; development. Classroom myths concerning noise, discipline problems, punishment, behaviour change, special needs.
  - ★ Preventing disruption; managing groups, maintaining focus, group cohesion, peer relationships. Enhancing student motivation; the failure syndrome; improving student optimism; motivation theories.
  - ★ Instructing in classes, using engaged learning, avoiding student boredom; differentiation of delivery and teaching, learning styles, learning problems, improving social skills. The teacher as a leader.
  - ★ Discipline with dignity, sanctions, behaviour modification, reinforcement, behaviour, emotion problems. Health and safety in schools; hazards, risk management, school responsibilities, supervisor roles.
- ✓ Level 4   ✓ Managerial and supervisory level   ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Essential Everyday English

**Introduction:** This Program covers the essentials of English; it will increase technical and practical proficiency, and provide confidence in social and work situations. It focuses on improving reading and writing and teaches about words, sentences and paragraphs to improve ability and communication. It covers English for Examinations, and for progress to higher English studies.

This Program is for anyone needing to learn or improve English, and who deals with English speakers nationally or internationally, and who needs to communicate in education, work and business.



#### Major Topics Covered in this Diploma Program include:

- ★ English words, the Alphabet, capital and small letters, vowels, consonants, syllables; singular, plural. Parts of speech: nouns, pronouns, adjectives, prepositions, verbs, adverbs, conjunctions; gender.
  - ★ Sentences: subjects, objects, word order; statements, questions, commands, compound sentences. Verbs, finite forms, action; verb tenses - present, future, past; simple, continuous, perfect; conjugation.
  - ★ Pronouns: why and when used; objects, subjects; potential errors; position and meaning in sentences. Adjectives: uses and types, articles, colours, numbers. Adverbs: uses, position, qualifying words.
  - ★ Punctuating sentences: full stops, commas, colons; question, exclamation, quotation marks; dashes. English dictionaries; spelling, accents, meanings; vocabulary; suffixes, prefixes; word confusion.
  - ★ Positive and negative sentences and questions; 'not' and abbreviations; changing sentence tenses. Sentences and paragraphs; passive and active, short and long, dialogue: direct and indirect speech.
  - ★ Making written passages interesting; stories and events; comprehension, context, answering questions. Letter writing: social, business and private letters; their aims, layout, structure, content and features.
- ✓ Level 3   ✓ Proficiency and some technical English   ✓ Competence in routine English activities.  
✓ Study progression available includes Level 4 Diplomas, Honours Diplomas and Advanced Diplomas.

#### Dexter Graham



wrote from **Solomon Islands**:

"CIC provides the best education, and professional skills to benefit you for a life time. The amazing courses prepared me for the teaching profession, and I gained Scholarship to university for a Graduate Diploma in Teaching."

#### Velentin Ivlev



wrote from **Russia**:

"I now teach English at an International Institute. It was a great advantage for me to have learned English with CIC. Thank you for your excellent training materials, wonderful support and for my fantastic success."



## Diploma in Events Management

**Introduction:** This Program teaches how to plan, set-up, conduct, control and manage events successfully, whilst carefully and efficiently dealing with the very many important event-related matters which must be managed well. It teaches how to professionally manage event personnel, finance, marketing, logistics, venues and more, whether an event is small or large.

This Program also advises on how to set up and run an event management business. It is extremely useful to anyone involved in or looking to be involved in managing projects and events of all types.



### Major Topics Covered in this Diploma Program include:

- ★ The events industry; categories of events; stakeholders; event creation, feasibility, themes, checklists. Event managers, the event team, personnel, communication, decision making, time management.
  - ★ Event concepts, planning and strategy, SWOT analysis, the event business plan, event documentation. Event budgets, financial planning, forecasts; sources of event income, expenditure, records, accounts.
  - ★ Event sponsorship: opportunities, targeting sponsors; sponsorship packages, proposals, prices, brands. Event venues; logistics, factors in venue selection, site visits, contracts; catering, concessionaires.
  - ★ Event programs and schedules, timing of activities, ceremonies, Gantt charts, programmes, advertising. Legal matters, organisational structure, copyright, agreements, licences, insurance cover, claims, law.
  - ★ Event logistics and production; venue layout, capacity, access, site features, equipment, services. Event health & safety; workers, performers, attendees; risk assessment, crowds, emergencies, transport.
  - ★ Marketing & promotion, media, market research & strategy, the event product, promotional campaigns. Starting an event management business; factors to consider: legal, finance, staff, skills, competition.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

## Diploma in Financial Management

**Introduction:** This Program provides valuable knowledge of financial management principles and concepts in a clear, well-explained manner for rapid understanding. It explains how to raise and control finances, and how to analyse potential business projects. It has a very practical emphasis on topics like managing financial risks and working capital management.

This program is for men and women ambitious to gain successful careers in finance, and for business people and managers who need to manage and make good business decisions about finances.



### Major Topics Covered in this Diploma Program include:

- ★ The nature and importance of capital investment decisions; resources involved; investment appraisal methods, accounting rate of return (ARR), return on capital employed (ROCE), payback period.
  - ★ Net present value (NPV), risk in investment appraisal, calculating and using probabilities; impact of interest and inflation, premiums; considering wealth. Investment in practice and reality, logical investors.
  - ★ The cost of capital; review and control for capital expenditure projects, decision management, audit. Short-term finance, gearing, factoring, discounting. Sources: internal, external, profits, credit control.
  - ★ Long-term finance, the stock exchange, primary and secondary markets, stock listing. Shares, share issues, debentures, small business finance, venture capital, funding, business angels, Government.
  - ★ Managing working capital, definition, elements, scale of capital; managing stocks, stock ordering systems, MRQ, JIT, inventory models. Budgeting for demand, financial ratios, debtor & credit control.
  - ★ The working capital cycle; discounts, collection policies and settlement periods. Cash management and budgets, the cash cycle. Policies for working capital control; balance, banking, overdrafts.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Jamie Dolcy**

wrote from **St. Lucia:**

"I am practicing my CIC studies in the field, and my first fashion show was well received. I appreciate CIC's study methods as I can pace myself, especially with my long working hours. Also, the CEO promoted me to department head!"

**Naresh Balkaran**

wrote from **Guyana:**

"I thank CIC for all the support and understanding in my studies in Financial Management. The knowledge gained enabled me to function better at my workplace and I am now an Officer. I wish CIC all the best for the future."



### Diploma in Health & Safety in the Workplace



**Introduction:** This Program explains how to avoid accidents and injuries which affect employees and employers, which can lead to reduced output, investigations and legal costs. It teaches how to identify and manage hazards and risks in many types of workplace, and teaches about accident prevention actions, risk assessment and implementation of health and safety measures.

This Program is for employers, management, supervisors, HR and personnel who need to ensure a safe environment, and who want to develop HR and safety skills for job advancement and promotion.

#### Major Topics Covered in this Diploma Program include:

- ★ Managing workplace health & safety; legal matters, responsibilities; hazards, risk assessment, policy. Workplace safety, buildings, environs, layout, housekeeping, equipment, accident prevention, trips, falls.
  - ★ Fire safety: ignition sources, fuel, oxygen, risk assessment, eliminating hazards, precautions, extinguishers. Working at height, ladders, mobile platforms, roof work; building & construction sites, traffic, waste.
  - ★ Equipment: training, hazards, safety guards, controls, position, space, maintenance, tools, gas, pressure. Transport, route planning, vehicles, aisles, materials handling, equipment, systems, training, operators.
  - ★ Electricity, current, circuits, conductors, insulators, power, hazards; noise, vibrations, risks, control. Hazardous & explosive substances, storage; radiation, exposure, machines; occupational skin diseases.
  - ★ Catering, kitchens, food preparation, cleaning, hygiene, injuries, dermatitis, premises, H & S officers. Psychological health, stress, job design, counselling, HR policy, harassment, bullying, equal opportunity.
  - ★ Educational establishments, hazards, injuries, grounds, supervisors, staff, fire, medical facilities, stairs. Health protection, first aid, accident control; liability insurance; VDUs, protective equipment, training.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Hotel Operations & Management



**Introduction:** This Program trains men and women to be professionals in the operation and management of hotels, to be knowledgeable about the many hotel positions and functions, and to ensure efficiency, quality service, and guest satisfaction. It teaches about the business aspects, the need for profitability and how to manage hotels with understanding, skill and ability.

This Program is for men and women wanting to achieve a good career in hotels, and who want to gain promotion within the hotel industry, in any of the many types of jobs offered in hospitality.

#### Major Topics Covered in this Diploma Program include:

- ★ Hotels as businesses: functions, types, locations, sizes, standards, facilities; type of guests, guests' travel motivations; planning services, organisation and management structures. Ratings and categories.
  - ★ Hotel products: accommodation, food and beverages; tangible and intangible features, services. Marketing, methods of selling hotel products: brochures, the internet, websites. Recruitment, staffing.
  - ★ Hotel front offices: duties of receptionists, reservations, check-in, check-out, guest relations, guest billing, cashiering, complaints; product knowledge, staff attributes. Uniformed staff and their duties.
  - ★ Hotel bedrooms, furniture, fixtures, decor, en suite facilities, occupancy, features. The duties of the housekeeping department: staff training, motivation, room inspections, servicing, linen, security.
  - ★ Hotel catering: purchasing, storing and issuing foodstuffs, security, food preparation, hygiene, outlets, catering; kitchens, hotel restaurants, ambience, layout, menus, types of service, restaurant staff.
  - ★ Hotel beverages, sales in bars, restaurants, room service, minibars, additional guest services. Financial accounts and statements, hotel computer systems, ownership, profitability, starting a hotel.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Egan Kakoma Sapato**

wrote from **Angola:**

"When I received my Diploma in Health & Safety my Supervisor and colleagues celebrated with me and I was honoured. I now conduct safety training for the company. I dedicate my achievement to the best learning institution, CIC!"

**Ikechuwu Samuel Kalu**

wrote from **UAE:**

"I thank the College for wonderful training in Hotel Operations, the professional support and guidance. I got a new job as the Front Office Captain with the Fairmont Hotel in Dubai because of my CIC Diploma. I really appreciate it."





### Diploma in Human Resource/Personnel Management



**Introduction:** This Program will produce modern, effective HR and personnel managers, and provides training on their important duties (including industrial relations). Trained HR/personnel managers and staff are vital to the performance of an enterprise, motivate the workforce, and create a positive, safe work environment to benefit both employees and the enterprise.

This Program is for people seeking employment, promotion and good positions in HR, and anyone who has responsibility for work colleagues, is a manager, or needs to handle personnel proficiently.

#### Major Topics Covered in this Diploma Program include:

- ★ HR/personnel managers and specialists; the HR/personnel department; its functions, staff and roles. HR/personnel policy and strategy. Scientific management, O & M studies and work studies, efficiency.
  - ★ Manpower planning, objectives, job analysis, job descriptions, job structure and design, workgroups. Organisational structures, forms, charts, spans of control. Management roles, forecasting, budgeting.
  - ★ Recruitment and selection, advertising, applications, interviews, induction, training and employee development, assessments; remuneration policy, employment packages. Responsibility, culture.
  - ★ Effective communication: horizontal, vertical, principles, oral, written. Safety in the workplace, security, staff welfare, medical facilities, health, accident prevention. Promotion, resignations, retirements.
  - ★ Industrial relations: trade unions, staff associations, collective bargaining, joint consultation. Motivation: motivational theory, management style, delegation; counselling, discipline, grievance procedures.
  - ★ HR/personnel records, labour turnover, stability index, payroll, promotion, equal opportunity policy, flexitime. Computers and IT in the HR/personnel department, data protection. Learning organizations.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Insurance - Principles & Practice



**Introduction:** This Program covers modern insurance practice, the principles on which it is based, the main classes of insurance business, documentation, policies and claims. It explains and teaches about the purposes, principles and types of insurance and contracts, risk and losses, the running and organization of insurance businesses and the work of insurance practitioners.

This Program is for those looking to enter, or who are already in, the insurance field, aiming to be effective insurance personnel; and for business people and managers needing insurance knowledge.

#### Major Topics Covered in this Diploma Program include:

- ★ Nature and purpose of insurance, types and natures of risks, methods of reducing effects of risks; insurance and the law; insurance contracts and their components, benefits. Classes of insurance.
  - ★ Insurable interest, utmost good faith, material facts, voidable contracts. Indemnity: purpose, forms, value, subrogation, contribution, proximate cause, physical and moral hazard, fraud, warranties.
  - ★ Regulation of insurance businesses. Proposal forms, layout, cover notes, certificates, policy documents. Premium rating, renewals, claims procedures, total and partial losses, average. National insurance.
  - ★ Transportation insurance: marine; hull, cargo, voyage; aviation, transit, motor; liability, cover offered in different personal and commercial policies; comprehensive and personal; no-claims bonus, excess.
  - ★ Personal and commercial property, scope of cover; accident, pecuniary and liability insurances. Personal insurance: accident, sickness, health, medical and life insurances, groups. Pensions and annuities.
  - ★ The insurance market: buyers and sellers, types of insurers, intermediaries, Lloyd's, reinsurers. Organization and operation of insurance companies: branches, directors, reserves, funds, specialists.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Walubuta Nyimba**

wrote from **Zambia:**

"I am delighted to be promoted to Senior Human Resources Officer. It is your institution which made me get this elevation and additional responsibilities and the admiration of my employers. CIC wins fame all over the world."

**Noor Hamad Al Nisif**

wrote from **Qatar:**

"CIC study manuals are so rich in examples and it was easy to relate them to situations I face at work. The studies gave me the ability to move up the management ladder to section head and now to departmental manager."



## Diploma in International Business & Trade

**Introduction:** This Program teaches how to conduct international business and export profitably and professionally; it explains how to research and evaluate potential markets, how to use marketing concepts and strategies to enter target markets, and covers many key matters including pricing, transport, logistics, currency, documentation, insurance, import and export.

This Program is for business people, managers and personnel who need good knowledge of international trade, and who want good jobs in business, marketing, logistics, research or export.



### Major Topics Covered in this Diploma Program include:

- ★ Domestic and international trade. The reasons for imports and exports: sales, production, economies, risks; balance of payments. Roles of money and banks in trade. Trends in global trade. Export methods.
  - ★ Researching and selecting markets, segmentation, market strategy, marketing mix, marketing decisions. Tariffs and trade barriers; cultural and social factors: language, customs, products, labelling, packaging.
  - ★ Entry routes to overseas markets: direct and indirect exporting, intermediaries, buying houses, overseas representatives or agents, licencing, joint ventures, franchising. Payment methods, exchange control.
  - ★ Costing and pricing for overseas markets. Quotations, sales contracts: offers, acceptance, breaches. Documentation: quotations, orders, invoices, bills of lading, air waybills. Customs, tariffs and taxes.
  - ★ Transport and logistics, features, factors: rail, road, air, sea; freight management; insurance, policies. Finance for overseas trade: lines of credit, loans, forfaiting, factoring; budgets, budgetary control.
  - ★ Overseas sales and promotion: communication, advertising, publicity, e-commerce, social media, websites. Import business: consumer research, selecting the right products, negotiating with suppliers, incoterms.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

## Diploma in International Relations

**Introduction:** This Program introduces key theories and helps to analyze contemporary world politics and international relations. It includes theoretical perspectives such as realism, liberalism, constructivism, gender theories and globalization. It explains the complexities of international relations, politics and relationships in an interesting, understandable and useful way.

The Program will be of interest and benefit to anyone wishing to understand international relations and politics, anyone involved in the field including those in international trade and government.



### Major Topics Covered in this Diploma Program include:

- ★ Principles of IR theory; states, international systems, IGOs, NGOs, MNCs; levels of IR, global geography. Realism, idealism, anarchy, sovereignty; balance of power, great & middle powers, hegemony, alliances.
  - ★ Foreign policy, rational behaviour, models of decision making, arms control, psychology in foreign policy. Liberal institutionalism; integration theory, international regimes, United Nations, the European Union.
  - ★ Domestic factors; democracy, peace, bureaucracy, interest groups, the military, industry, public opinion. Constructivism and identity, international expectations, law & human rights, war crimes, the world order.
  - ★ IR theories: Marxism, Imperialism, Colonialism, dependency; revolution, post-modernism, peace studies. Gender theories: importance, types of feminism, gender in war and peace, women in IR, influences.
  - ★ Conflict: nationalism, ethnic, religious, economic; territorial; causes of war, terrorism, proliferation. Trade theories: mercantilism, liberalism, balance of trade, comparative advantage, protectionism, WTO.
  - ★ Globalization: currency, exchange, banks, debt; multinational business; environment, population, disease. Development theories: human needs, economic development, capital, trade, technology, foreign aid.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



#### Danny Simfukwe

wrote from the **Congo**:

"Due to my CIC studies I have been promoted and I am now in charge of six regions and our international market, and I have a new vehicle for me at Head Office. Imagine what awaits me when I finish even more training with CIC!"

#### Joram Kagina Ngurube

wrote from **Tanzania**:

"It is an honour to have a CIC certificate which is recognized by international organizations. I have been invited to conferences at national and global levels. Also several universities accepted my qualification for postgraduate studies."





### Diploma in Leadership & Team Management

**Introduction:** This Program provides supervisors, managers, professionals and executives with the knowledge and training to provide effective leadership and to build and manage teams. Having leadership skills is vital for business and career success; this Program covers these matters, as well as motivation, team behaviour and roles, power, development and culture.

*This Program is for current and future managers and leaders aiming for successful careers in management, and aiming for promotion and to achieve the respect of colleagues and employers.*



#### Major Topics Covered in this Diploma Program include:

- ★ Human resources; the activity of management; employers, employees, organizations; pay, benefits. Planning and organizing work; training, planning, forecasting, coordination; work groups and supervisors.
  - ★ Motivation, intrinsic and extrinsic; job satisfaction, building relationships, developing commitment. Responsibility of management to: the organization, subordinates, the community. Companies. Authority.
  - ★ Delegation of responsibility; the stages, mistakes to avoid, benefits. Decision making and initiative. Division of labour; workgroups & teams, teamwork; personality, attitudes, norms, cohesiveness, values.
  - ★ The role of the leader; traits, styles; leadership theories, spectrum and matrix, becoming a leader. Authority, responsibility and accountability. Power, influence and relationships in organizations.
  - ★ Conflict and negotiation; learning, adaptation, behaviour. Organisational structures. Project teams. Team leadership and culture; cultural development and change, cultural types, culture clashes.
  - ★ Team formation and development; team features, roles and functions; role theory, Belbin's model. Management and leadership of international teams. International organisations and structures.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Logistics, Materials & Supply Management

**Introduction:** This Program provides a thorough understanding of logistics and supply chain management. It covers planning, organizing and controlling logistics activities, how to develop competitive strategies and make good decisions to ensure products are available at the right time and place, in the right condition, profitably and cost-effectively, and how to manage transport.

*The Program is for anyone involved in logistics, or who desires a good job in logistics or related fields like supply, transport, distribution, materials management, procurement, warehousing and stores.*



#### Major Topics Covered in this Diploma Program include:

- ★ Management of logistics and the supply chain; the processes and activity mix; customer expectations. Business firms and added value, aims; relationship to marketing, production and inventory; transport.
  - ★ Logistics and supply chain strategy, corporate strategy, planning levels and areas, tactical decisions. Implementing strategy, channel strategies; their characteristics, measuring performance and costs.
  - ★ LSC products, characteristics and effects on pricing and packaging; effect of the product life cycle. Elements and goals of customer service; its importance, complaints; the order cycle time, priorities.
  - ★ Logistics and sales and customer relations; optimum service level; service variability and constraints. Order processing: definition, administering, processing, filling, time and other factors, status reports.
  - ★ Logistics information and management systems; orders, warehouse management; functions, databases. Rail, air, truck, water transport; their characteristics; decision strategies; intermodal services, agencies.
  - ★ Transport selection and appraisal, transport costs: variable and fixed, rate profiles; private carriers. Transport decisions, competition; vehicle routing and scheduling, freight consolidation, documentation.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Patrick Masikara**

wrote from **Botswana:**

*"CIC is the gateway to success! Training with CIC bought me knowledge, understanding, skills and many improvements. I now deliver to the best of my ability and lead my team and company to greater heights."*

**Philemon Lelei**

wrote from **United Arab Emirates:**

*"With my Diploma in Logistics I was promoted to General Stores Superintendent. I thank CIC for the knowledge and skills which elevated my career. CIC offers high quality education that can change someones career and entire life."*



### Diploma in Management & Administration

**Introduction:** This Program is designed to produce professional modern managers with the training and ability to guide others: to plan, organise, direct, co-ordinate and control their activities so that objectives are achieved in an efficient and economical manner. It teaches how to manage people, departments and organizations, guide teams and provide positive leadership. *This Program provides men and women with the potential for good employment, advancement and development in any career which requires managerial or administrative knowledge, skills and ability.*



#### Major Topics Covered in this Diploma Program include:

- ★ *The meaning, functions and purpose of modern management; managers and subordinates, maintaining good relations, communicating, team building, supervising workgroups; quality, standards, culture.*
- ★ *Responsibilities and obligations of management and staff; seniority, authority; customers, community. Structural organisation of businesses, organisation charts, delegation, workgroups, spans of control.*
- ★ *Effective communication, oral, unspoken, written, email; vertical, horizontal, two-way communication, removing barriers, external sources of communications. Technical and human management.*
- ★ *Strategy and planning: short-term and long-term, forecasting, setting standards; budgets, budgeting and budgetary control; the business environment, O & M studies. Leadership styles and theories.*
- ★ *Manpower planning, specialisation, recruiting, selecting, inducting, training, remunerating, controlling personnel; employee counselling. Management styles, teams, goals. Motivational theory, theorists.*
- ★ *Industrial relations: trade unions, staff associations, joint consultation, collective bargaining, personnel policy, remuneration policy. Health & safety, counselling. Manager and employee development.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
- ✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Mass Media & Communication

**Introduction:** This Program provides a good understanding of how media work and operate, and how to use them for the prosperity of businesses. It teaches how to effectively communicate with prospective and existing customers and overcome competition, how media and communications affect modern life, and how businesses, governments and individuals communicate. *This Program is valuable training for careers in television, radio, media, journalism, marketing, advertising, public relations and communication, and also for all managers and business people.*



#### Major Topics Covered in this Diploma Program include:

- ★ *Media professionals and the politics of representation: stars, personalities and celebrities. Dominant practices and forms of reality media: reality, truth, freedom, ethics and responsibilities in the media.*
- ★ *Media businesses in the digital age. Methods and techniques of mass communication. Media regulation and public policy. The impact of social media and global media; global media production.*
- ★ *Producing audiences, activities of media professionals, propaganda and manipulation, media effects, moral panics, from 'effects' to influence. Researching audiences; identifying audience activity.*
- ★ *Media and power, conceptualisation, ideology; discourse, power in communication, global news. Mass society, mass media and social change; theories of mass society and who the "masses" are.*
- ★ *Making media: writing, still images, web design, moving images, animation, game design, audio production; imagining, planning, telling, imaging, designing, editing, theorising. Documentaries.*
- ★ *The 'consumer society', consumerism, advertising, culture. Branding, identity and consumption. National and global marketing; advertising in the digital age. The future of advertising and marketing.*
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
- ✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Cyrus Sebit Hillary**

wrote from **South Sudan:**

*"Many thanks to CIC for giving me great knowledge of management. After gaining the CIC Diploma I was appointed Manager in the Ministry of Finance and my salary was raised by 50%. CIC is the Master Key for a Better Life!"*

**Tarataake Angiraoui**

wrote from **Kiribati:**

*"Thank you CIC for the training I did with you. My Diploma was the major factor behind my achievements, I have made it to the very top position in the Kiribati Broadcasting & Publications Authority as Chief Executive Officer."*





### Diploma in Office Management & Administration



**Introduction:** This very practical Program provides expert training on the duties of modern office managers and administrators and how to efficiently ensure the smooth running of the enterprise. It teaches how to manage, train, supervise and control personnel, equipment, computer systems, communications, the reception, arrange the office layout, and much more. **This Program is ideal for anybody working in or seeking promotion to higher levels in an office or work environment, or who wants a job in an office or department, or who needs to manage effectively.**

#### Major Topics Covered in this Diploma Program include:

- ★ The functions of the office; duties and responsibilities of managers/administrators; range of activities. Organisational structures, organisation charts; technical/human management; objectives and policy.
  - ★ Office location, centralised and decentralised, layout, design, environmental features: heating/cooling, lighting, ventilation, cloakrooms; furniture, furnishings, decor. Accident prevention, noise reduction.
  - ★ Office machines and equipment, copiers, computer systems, networks, databases, email, security, word processing, desk top publishing, filing systems. Business letters, memoranda, reports: features.
  - ★ Recruiting, job analysis, employee specification, interviewing, inducting, training, motivating, supervising, controlling, grading, ranking, remunerating, counselling. Trade unions. O & M studies.
  - ★ Communication, preparation, telecommunications, incoming and outgoing mail, meetings, agendas, minutes, conferences. The reception, receptionists. Business forms, documents, design, codes.
  - ★ Financial matters, principles of accounting: cashiering, bank accounts, budgets, budgetary control. Employee development, promotion. Computerisation: needs analysis, specification; data security.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Organisational Behaviour



**Introduction:** This Program teaches about the behaviour of people in organizations and provides the knowledge needed to be a successful and effective supervisor, motivator, leader and manager. It explains the effects of policies, instructions, leadership, motivation, technology and social changes, and how to take the best choices and actions to successfully manage people. **This Program is for supervisors, junior, middle and senior management and directors and business owners, and for anyone wanting professionalism and career development in any area of management.**

#### Major Topics Covered in this Diploma Program include:

- ★ Organizations and the environment, organisational goals, aims, objectives; decision-making. Perception, stereotypes, anthropology, sociology, attitudes, values, beliefs, learning, development.
  - ★ Motivational features, requirements, processes, theories; job design, frustration at work, performance. Personality, traits, qualities; role behaviour and activities; selection, testing and assessment, stress.
  - ★ Communication: one-way, two-way, vertical; channels, barriers, blockages; agendas, assertiveness. Influence, authority and its misuse; sources of power, relationship types; control mechanisms, delegation.
  - ★ Leadership and management functions, styles, factors, traits and complexities; models and theories. Teams and groups: their purposes, creation, development and behaviour; high-performance teams.
  - ★ Conflict: sources and symptoms, conflict resolution. Realpolitik, favouritism, bullying, trust, confidence. Ethics, responsibility and obligations in relationships; stakeholders; pressures and influences of culture.
  - ★ Technology: production, expertise, alienation. Change management: drivers, factors, processes. Organisation structures and design, centralisation, decentralisation; organic structures, bureaucracy.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Julia Fuehrer**

wrote from **Germany:**

"I have been searching for a job and now have a very lucrative job because of my CIC study and the practical Program. Thank you for caring about my problems and coming up with a solution so quickly, and for your efforts."

**Sifiso Mahlalela**

wrote from **Swaziland:**

"Since I studied Organisational Behaviour and HR with CIC I have seen a huge difference in my job as I am now applying what I have learned to my work. With my successes and praises I am now confident of my future."



## International Career Development and Progress Diploma Programs

### Diploma in Professional English (for Everyday & Business Use)

**Introduction:** This Program teaches the professional use and understanding of English to a high level, in social, business and workplace situations. It covers a wide range of topics important in speaking, reading and writing good English of an advanced standard. It provides technical and practical knowledge, self-confidence, and will gain the respect of customers and clients.

This Program is for men and women who need to read, write and use professional English in business, management and socially, and to show employers they have the education needed for promotion.



#### Major Topics Covered in this Diploma Program include:

- ★ Punctuation marks to make writing clear and easy to understand; improving vocabulary, prefixes, suffixes, spellings and meanings of English words, dictionaries. Types of punctuation and their uses.
  - ★ Forming complete and sensible sentences: positive and negative statements, questions, commands; building paragraphs. Sentence parts: subjects, predicates, order. 1st, 2nd, 3rd person. Names, numbers.
  - ★ The parts of speech: nouns, pronouns, verbs, adverbs, adjectives, conjunctions, prepositions, gender, subjective, objective, articles; verb tenses; making writing varied and interesting, descriptions, context.
  - ★ Avoiding problems with commonly confused English words, using an English-English dictionary to increase understanding and variety. Distinguishing between words. Complements, transitive verbs.
  - ★ Developing a good writing style. Comprehension. Writing social and private letters: enquiries and complaints, writing replies. Written and spoken English compared, direct, indirect. Similes, metaphors.
  - ★ Introduction to business letter writing: planning, drafting, features, layouts, objectives, tones, style, references, post scripts; letters about sales, employment, accounts; passages, paragraphs, clarity.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Project Management

**Introduction:** This Program provides practical understanding and knowledge of how to successfully manage a project from start to completion. It explains the principles and techniques of project ideas and methods, and teaches a professional approach to project management. It teaches the careful organization, planning and control needed for projects or events of any size.

This Program is of great value to managers, executives and entrepreneurs currently or aiming to be involved in project management, and is essential for career success in this respected field.



#### Major Topics Covered in this Diploma Program include:

- ★ Project management, managers, people involved; project objectives; the time/cost/quality relationship. Customer project specifications; design, production, development; contractors; project checklists.
  - ★ Project organization: matrix, functional, hybrid; project teams, support, cooperation, communication. Analysing and planning project tasks: work breakdown, designing work code systems; big projects.
  - ★ Project costs: fixed, variable, direct, indirect, accuracy; estimating, costing format, profit vulnerability. Project planning; bar charts, critical path networks, diagrams, milestones, resource constraints, timescales.
  - ★ Resource scheduling, computer systems and network analysis; monitoring projects; reports, risks. Project implementation, authority, design standards, control schedules, actually getting started.
  - ★ Specifying requirements, purchasing and supplier selection; orders, documents, shipping, quality. Cost management and budgets; materials, equipment, services; performance analysis, profitability.
  - ★ Changes during projects, agreeing and authorizing changes, design freeze, emergency changes. Managing progress, schedule updates, control systems, corrections; finishing projects and closure.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Elizabeth Arthur**  
wrote from **Ghana:**

"I am happy to inform you of my promotion to Senior Superintendent in the Ghana Education Service after the evaluation of my Diploma in Professional English. A big thank you for the training and the knowledge and skills I learned."

**Patrick Desmond Vosloo**  
wrote from **South Africa:**

"I am a South African who gained a CIC Diploma in Project Management and I am now the Chief Field Engineer in charge of projects and developments in building, electrics, plumbing and construction."





## Diploma in Public Administration

**Introduction:** This Program explains the role of public administration in government and public office. It covers the organisation of government departments and agencies, the management of public programmes, policy implementation, behaviour and responsibilities of civil servants and officials, government decision making, policy development and the analysis of them.

The Program is for men and women aiming for employment or advancement in the public or civil service, local government, and administration, and who need to professionally conduct their duties.



### Major Topics Covered in this Diploma Program include:

- ★ The nature and roles of public administration in the world of changing public expectations. Public administration in the implementation of government policy and its effect on the daily lives of citizens.
  - ★ The institutional setting of public administration: organisational structures, central government. The public sector, the environment, "green" policies, gauging their impact and outcomes, implementation.
  - ★ The civil or public service: public administrators, duties and responsibilities, behaviour towards the public. Traditional roles, recent changes, the modern civil or public service; economy, efficiency, equity.
  - ★ Human resource management: recruitment, training, remuneration, supervision and control, promotion - vertical and horizontal - in public administration. Integration and continuity, the effects of change.
  - ★ Structure and functions of local administration; duties and responsibilities of local administration officials, local government service, bureaucracies; elected and employed officials, central government control.
  - ★ Financing the public sector, allocating resources for central and local administration, budgets and budgetary control, financial control, audits. Independent public bodies. Health and voluntary agencies.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

## Purchasing & Resourcing (Procurement) Management

**Introduction:** This practical Program explains the responsibilities and duties of professional buyers and teaches the skills and knowledge needed by a good purchasing and resourcing manager. It covers purchasing policy, quality, supplier relationships and negotiations, personnel and planning issues in purchasing management, and competitiveness and business profitability.

This Program is valuable for careers in purchasing, resourcing, buying and quality management, whether as a job-seeker, looking for promotion, or needing to gain managerial purchasing knowledge.



### Major Topics Covered in this Diploma Program include:

- ★ Purchasing objectives and strategy: purchasing policy formulation, implementation, evaluation and control; strategic options, logistics; just-in-time manufacture and purchasing; distribution channels.
  - ★ Purchasing organisation: centralisation and decentralisation; purchasing in the management hierarchy; job structures, analysis and specifications, co-ordination; total quality management; partnerships.
  - ★ Purchasing procedures, documentation, records, control systems. Information technology: effects on purchasing and supply, database facilities, statistics; master production schedules; supplier appraisal.
  - ★ Human resource in the supply chain: planning, recruitment, training and development, supervision, control; management styles and leadership, motivation, employee relations, discipline, task/relationship.
  - ★ Sourcing; matching supply with demand, production, materials requirement planning; specifying and assuring quality of supplies; quality control; controlling prices, costs and quality; relationships.
  - ★ Potential suppliers, stages in negotiations, bargaining, win-win; support tools: tendering, forecasting, costing; quality management, techniques; buying power, purchasing research, performance, ethics.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Milan Simacek**

wrote from **Czech Republic:**

"I was offered a prestigious job by the President of the Czech Republic to join the government in the State administrative position of Chief of the Cabinet, which I accepted. My thanks to CIC for enabling this outstanding achievement."

**Brown Saranji**

wrote from **Angola:**

"After completing my International Purchasing Diploma with CIC I got a great job with an Oil and Gas Company as a buyer and access to my Bachelor of Business Administration with Atlantic International University in the USA."



### Diploma in Sales Management & Marketing

**Introduction:** This Program provides training for success in the vital fields of sales and marketing. It gives detailed, practical knowledge about selling and sales, markets, research, distribution, marketing strategies, advertising, publicity, pricing and more. It also covers sales and marketing management tasks of recruiting, motivating, planning, controlling and organising staff.

The Program is a route to good sales and marketing posts, and is essential for business people, entrepreneurs and managers, and anyone involved in sales, marketing or dealing with customers.



#### Major Topics Covered in this Diploma Program include:

- ★ Principles of salesmanship, internal and commercial travellers; methods of selling, creating interest, transactions, demonstrations. Consumers; commercial and corporate buyers. Ongoing sales, leads.
  - ★ Principles of management: recruiting, training, remunerating, controlling and motivating sales personnel; travelling salesmen; building sales teams, sales targets, sales areas: organisation, control.
  - ★ Market research: consumer research, market surveys, advertising research, test marketing, sales forecasting, segmentation, brands, psychology; planning, budgeting, budgetary control, variances.
  - ★ Channels of distribution; wholesale, retail, franchise. Credit terms, limits, control; discounts: trade, quantity. Sales forecasting, planning, product life cycle (PLC). Pricing strategy, factors, objectives.
  - ★ Direct and indirect advertising and publicity, media, sales promotion; sales literature, direct marketing, public relations. The Internet: a marketing and sales tool; website design, social media, viral marketing.
  - ★ The sales office, records, graphs, statistics, collection and analysis of data, computerised sales data. Export selling, international marketing, customs duties, researching overseas markets, expansion.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Stores Management & Stock (Inventory) Control

**Introduction:** This Program produces professional stores personnel and managers who are able to efficiently manage and organise stores and who can positively affect operations, help save money, satisfy customers and maintain production or services. It teaches how to control stores, stockyards and inventory; and organise, train, supervise and control stores personnel.

This Program is for anyone seeking a good job or promotion in stores, stock and inventory management, and for business people needing knowledge to manage inventory professionally.



#### Major Topics Covered in this Diploma Program include:

- ★ The stores function and activities, efficiency; principles of management: recruiting, training, controlling, motivating stores personnel; attributes looked for in staff. Health and safety, accident prevention.
  - ★ Storehouse buildings, location, design, layout, floors, entrances, planning, heating, efficiency, sub-stores, maintenance. Stockyards: materials, location, design, layout, through-flow, access, protection.
  - ★ Manual and powered stores equipment, materials handling; storage, measuring and general stores equipment; order picking, packaging, damages, pallets, racks. Protective clothing, safety equipment.
  - ★ Protection of stock against loss and damage, causes of spoilage, storehouse and stockyard security, keys, prevention of theft and pilfering, fire prevention, fire drills and equipment. Ordering stock items.
  - ★ Stock items, inventory identification, codes, coding systems. Stock records: contents, uses, accuracy, statistics and reports; the stores office. Procedures for stock receipts and issues; packing, despatch.
  - ★ Setting stock levels, reorder levels, factors; costs, ABC, EOQ; stocktaking, spot checks, stock valuation, inspections; obsolete and obsolescent stock, disposals. Documentation, data safety and backups.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Atef Hekmat Aref**

wrote from **Saudi Arabia:**

"Gaining my CIC Marketing Diploma was a great point in my life. Its distinguished reputation got me promoted to officer and my salary was doubled. Studying with CIC you get something of higher value than just money."

**Luate James Freza**

wrote from **South Sudan:**

"Immediately after I enrolled with CIC for Stores Management I was able to secure a great job with the United Nations with a good salary working in Inventory Management. I will enrol for Management and Logistics next."





### Diploma in Supervisory Management

**Introduction:** This Program provides a thorough, practical introduction on how to effectively manage subordinates, groups and teams, and how to become a good manager, foreman or supervisor. It teaches valuable skills and techniques which are easy to understand and apply, and provides the foundation for advancement in management, administration and HR posts.

This Program is ideal for people seeking successful careers in supervision, who need key management skills, or who are aiming for promotion to higher supervisory posts, and for progress to higher studies.



#### Major Topics Covered in this Diploma Program include:

- ★ Human and material resources, management activity, employers and employees, work and pay. The workforce: training, goals, teamwork, supervising, leading, planning, forecasting, organising.
  - ★ Motivation and motivating, relationships, commitment; control, standards, performance. Management responsibility to the organization and to subordinates. Companies and businesses. Health and safety.
  - ★ Authority, the delegation process, monitoring performance, decision-making by managers and staff. Business organisation, division of labour, workgroups, work structures; line, function, staff; charts.
  - ★ Communication: two-way, motivation and benefits, lines; horizontal and vertical; oral, written, unspoken. HR activity, internal and external recruitment; job analysis, job applications, selection, appointment.
  - ★ Induction, introduction to the workplace, the work environment, job training, employee development. Employee counselling, disciplinary action, equal opportunity policy, trade unions, staff associations.
  - ★ Job satisfaction, job evaluation, grading, ranking, design, rotation, enlargement. Stress and harassment. Resignations, dismissal, retirement; time management, preparing for promotion, authority, leadership.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Supply Chain Strategy & Organisation

**Introduction:** This Program teaches how to organise and manage the supply chain, and its strategic role to help generate sales, enter new markets, increase market-share, reduce costs and ensure customer satisfaction. It covers vital supply chain functions including forecasting, inventory, storage, scheduling, supply networks and facility location. (We advise studying Logistics first.)

This Program is for anyone involved in, or aiming for a career or promotion in the wide range of supply chain jobs and roles which including warehousing, distribution, materials handling and inventory.



#### Major Topics Covered in this Diploma Program include:

- ★ Forecasting supply chain requirements, methods and techniques, prediction problems, collaborative forecasting, flexibility and quick response. Variations in demand, lead times, prices and costs; trends.
  - ★ Inventory control and policy decisions, inventory location points; flows of goods and services; inventory appraisal, types of inventory, objectives of holding inventory, pull and push inventory systems, MRP.
  - ★ Pipeline inventories, aggregate control, supply-driven inventory control, virtual inventories. Purchasing and supply scheduling, storage and handling systems, costs. Deciding policy. Mathematical models.
  - ★ Site selection, planning, design and operational needs, materials handling, systems design. Location strategy and decisions, single and multiple facilities location, factories, dynamic warehouse location.
  - ★ Network planning and product flows: data sources and checklists, logistics research, tools for analysis. Facility costs, capacity; configuration of networks, benchmarking, channel design, monitoring efficiency.
  - ★ Supply chain organisation and control: choices, orientation, positioning, inter-functional and inter-organization management, control process framework, data measurement. Integrated supply planning.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Brenda Murray**

wrote from **Scotland:**

"I very much enjoyed studying the Program, and with my Diploma I succeeded in gaining promotion from personal assistant to a managerial position with good benefits. Many thanks for your support and for my success!"

**Mohammed Morally**

wrote from **Egypt:**

"Thank you for your support and encouragement through my Supply Chain studies. My qualification has enhanced my career and gained me better employment. I am continuing on to higher studies in this field with CIC."



### Diploma in Tourism & Travel Management

**Introduction:** This Program creates professionals in tourism and travel organisation and management. It teaches about the tourism industry, its importance, types of tourism, travel and travel motives; and how to benefit from, develop, plan and control tourism, and how to market tourism. It deals with tourism operators and businesses, and teaches how to satisfy customers.

This Program is for anyone employed in or aiming to work in the tourism industry or related jobs, whether private or government run, and who deals with travel, visitors, transport, attractions and more.



#### Major Topics Covered in this Diploma Program include:

- ★ Definitions of tourism, motivations for travel, the tourism industry: structure, organisation, products, services; national and international importance of tourism, infrastructure, effects on balance of trade.
  - ★ Economic and social consequences: income from tourism, the income multiplier, developing tourism, investment sources. Reasons for government involvement, actions, safety and security of tourists.
  - ★ Measurement of tourism, statistics: arrivals, expenditure, uses; tourist behavioural patterns, trends. The hospitality industry: hotels, accommodation, restaurants, functions, entertainment and activities.
  - ★ Tourism markets: leisure, business travel, VFR travel, cultural, educational, health travel; destinations, locations, attractions. Transport, carriers: air, rail, road, water. Environmental protection, sustainability.
  - ★ Tour operators, types and standards of accommodation, rating, catering; economics of tour operation. Reservations systems, booking forms, itineraries, fares, tickets. Inclusive tours and package tours.
  - ★ Public and private tourism marketing. Advertising, brochures, displays, websites, social media and design. Promotional campaigns, objectives, targeting, competition, communication. Travel insurance.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.

### Diploma in Training & Development

**Introduction:** This Program teaches how to become an expert in organising training and the development of employees and organizations. It covers training needs analysis, training methods, and how to manage the designing, monitoring and evaluating of development activities in organisations. It deals with preparing development policies, leadership, motivation and change.

The Program is for anyone involved in training and development, manpower and organisation of human resources, and is beneficial for trainers, managers, leaders, supervisors and HR personnel.



#### Major Topics Covered in this Diploma Program include:

- ★ Training, learning and development; costs, charges, cost-benefit analysis. Learning: styles, factors. Training needs analysis; priorities, performance appraisal, assessment, critical incidents and policy.
  - ★ Core training programmes and universal programmes; quality and delivery, feedback, activities. On-the-job and off-the-job training; projects, secondments. Designing training programmes. CPD.
  - ★ Monitoring, review and evaluation. Testing, reports, and factors affecting training. Training and development equipment and resources. Mentoring, coaching and counselling. Development strategies.
  - ★ Organisational training functions. Organisational development; attitudes, values, roles, learning organisations. The intended and actual outputs of training. Relationship intensity in development.
  - ★ Management development; considering qualifications, expertise, job enhancement. Succession, transformation. Ethics; relationships with employees, staff and customers. Dealing with conflict.
  - ★ Government training and development policy. Social factors and strategic approaches; social and cross-cultural factors in training. Consultants and specialists. Change, uncertainty, barriers to change.
- ✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.  
✓ Study progression available includes Honours Diploma, Advanced Diploma and EBA Programmes.



**Dzane Joseph Asangama**

a **Tanzanian** wrote from **Austria**:

"I thank CIC for the excellent knowledge and training given in Tourism & Travel Management, it really helped my career, and because of it I was admitted to the Institute of Tourism Management in Austria."

**Claire Beausoleil**

wrote from **St Lucia**:

"I work in the Human Resource Department thanks to my Employee Training and Development studies and Diploma, and my Director has given me additional responsibilities for the training of other employees. Thank you so much CIC."





## Advice on study, training, progression and career aims

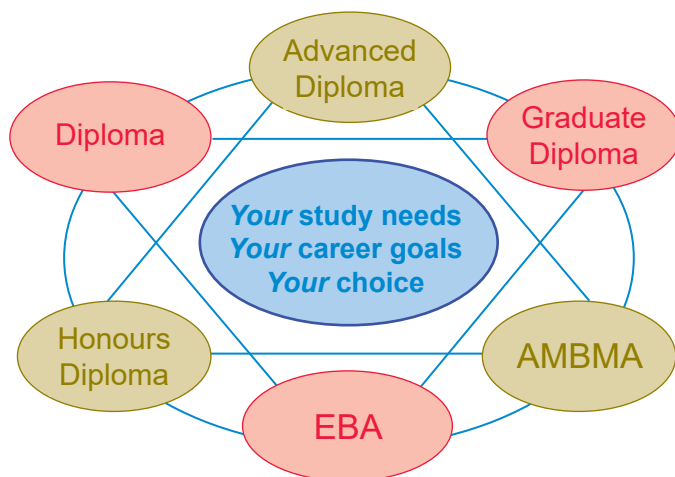
Before, during and after completing CIC Study, Training and Education you are welcome to ask (by email, telephone or letter) CIC's experienced consultants for advice on which CIC courses would be most suitable to improve your career and for advancement. In most cases, our initial advice is based on 3 principles:-

- 1 Select a Study Level (such as Diploma, Advanced Diploma, EBA, etc) which you feel comfortable with; there is always time and opportunity to progress, specialise and undertake further studies later (not everyone needs to - often, a single CIC qualification is all that is needed for success!)
- 2 Select a course which will benefit your current or intended career, or which adds useful knowledge to your existing abilities, and for which employment/promotion opportunities already exist. If uncertain, take a "general" management course - EVERY organization needs well-trained managers.
- 3 Don't delay - act quickly; enrolling is quick and easy (see pages 40 and 41). CIC will support you, make your learning enjoyable, and is here to advise you. Within just a few days you could be enrolled, studying, progressing, gaining knowledge, and on the way to achieving your goals.

★ There is no "rule" about what you may enrol for, or how you may progress. Many of you will enrol for a Diploma or an Honours Diploma or enrol directly onto the Advanced Diploma or the EBA, or the AMBMA.  
★ Depending on your experience, previous studies, goals and motivations you can start with a Diploma, Honours or Advanced Diploma and progress to EBA or AMBMA - the choice is YOURS (CIC is happy to advise).

### A FOCUS ON STUDY & TRAINING FOR COMPETENCE AND CAREER SUCCESS

The levels of CIC's international Courses are based on the **vocational competence framework** below, which describes the skills and knowledge needed to perform a job **effectively** - which you should reach after completion.



Level	Description: competence and skills.
3	Competence in a range of work activities, often non-routine. Some responsibility and control or guidance of subordinates may be required.
4	Competence involving application of knowledge in professional work activities, often with personal autonomy and responsibility for the work of others, and for allocation of resources.
5	Competence to apply professional principles in various work situations. Ability for self-management, for having responsibility of colleagues and resources, and for work which involves analysis, planning and evaluation.
6	Competence in work needing responsibility, problem-solving skills and initiative. Detailed knowledge, competence, skills, qualities and ability to analyse and evaluate data, make good decisions and to communicate effectively.
7	Competence to deal with complex issues systematically and creatively, to make sound judgements and decisions, and communicate clearly. Ability to plan and implement tasks professionally with initiative and self-direction.



#### Ramos Silverio

wrote from **Mozambique**

*"CIC changed my life tremendously. I now run Nampula Training Centre. CIC's programs are the solution to employment. Don't wait, take action!"*

**Ramos has completed 8 Programs including:**

- ★Diploma in Leadership & Team Management
- ★Honours Diploma in Management & Administration
- ★AMBA - Specialisation in Business Management



#### Lydia S Carbon

wrote from **Dominica:**

*"I am now a Manager as a result of the excellent courses I took with you. And what you taught also enabled my family business to survive the recession."*

**Lydia has completed 9 Programs including:**

- ★Diploma in Modern Management & Administration
- ★Honours Diploma in Management & Administration
- ★EBA - Specialisation in Business Administration

#### Sibtain Haider Rizvi

wrote from **Qatar:**

*"My sincere thanks to CIC for fabulous professional courses which enhanced my knowledge and helped my career advancement enormously."*

**Sibtain has completed 6 Programs including:**

- ★Diploma in Purchasing & Resourcing Management
- ★Honours Diploma in Materials Management
- ★Advanced Diploma - Specialisation in Logistics



# HONOURS GROUP DIPLOMAS

The popular Honours Group Diploma Programme is designed so that applicants can choose a 'group' of **Specialist Subjects**, as well as studying and gaining theoretical and practical understanding and knowledge of management, administration, leadership, motivation, strategy and other important topics.

This Programme is for men and women ambitious to gain valuable skills, abilities, knowledge and competencies to enable them to achieve good posts, respect and promotions to managerial levels in any type of enterprise; private or public; industrial, trading or service-based; local, national or international.

Each Honours Group Diploma includes the study of **Advanced Management & Administration Theory & Practice**. The other 3 Subjects to be studied for a Specialisation are listed:



## Specialisation on ADMINISTRATIVE MANAGEMENT:

- \* Office Management & Administration \* Computers & IT in Business & Management and ONE of:- \* Public Administration OR Communication in Management OR Insurance

## Specialisation on BANKING, FINANCE & MANAGEMENT:

- \* Business Management & Administration
- \* Banking & Bank Operations \* Financial Management

## Specialisation on BUSINESS ACCOUNTING & FINANCE:

- \* Accounting & Finance in Business & Management \* Financial Management and ONE of: \* Business Bookkeeping & Accounts OR Cost Accounting

## Specialisation on BUSINESS ADMINISTRATION:

- \* Business Management & Administration \* Management & Administration
- \* Commercial Practice & Law

## Specialisation on BUSINESS DEVELOPMENT:

- \* Business Entrepreneurship & Organisation \* Business Management & Administration and ONE of: \* International Business OR Project Management OR Sales & Marketing

## Specialisation on COMPUTERS & IT MANAGEMENT & ADMINISTRATION:

- \* Computers & IT in Business & Management
- \* Office Management & Administration \* IT Systems Security & Administration

## Specialisation on EXECUTIVE & SECRETARIAL ASSISTANCE:

- \* Administrative/Personal Assistant/Secretarial Duties
- \* Office Management & Administration \* Business English & Letter Writing

*Note: it might be possible, on special request to CIC, to change one of the 4 Subjects of an Honours Group Diploma Specialisation, but 'Advanced Management & Administration' is compulsory and cannot be changed.*



**Okome Audrey Djena**

wrote from **Gabon:**

*"Studying an Honours Diploma with CIC greatly enhanced my skills and knowledge. My sincere thanks for the wonderful programme. I feel fully equipped for my job, and my dream is now reality. I wish to pursue higher studies with CIC."*

**Donna Shilunga**

wrote from **Namibia:**

*"I give a big thank you to CIC. My Honours Diploma in Executive Assistance put the biggest smile on my face as I got a good job in one of the biggest companies in my country as a private secretary. Thank God for CIC!"*





## Honours Group Diploma Programmes

- \* An Honours Group Diploma indicates competence, understanding and ability to be a successful **senior manager, administrator or executive** in industry, management, business or public service.
- \* The Honours Diploma Programme results in **FIVE** awards: a Diploma for *each* of the 4 individual Subjects; **and** the **Honours Group Diploma** when all 4 Subjects are successfully completed.
- ✓ An Honours Group Diploma is a level 5 award - the same as HND and equivalent levels.
- ✓ An Honours Group Diploma demonstrates knowledge and ability in a group of related specialist subjects as well as of advanced managerial, business and administrative areas; this provides very wide and varied options and far-ranging opportunities for career advancement.
- ✓ The holder of an Honours Group Diploma may proceed to **higher levels of study** including to undergraduate (Bachelor / first degree) and graduate (Masters) levels, including CIC's Advanced Business Administration (ABA) Diploma, Executive Business Administration (EBA), Mastery of Management Graduate Diplomas and AMBMA programmes, with one or more Study Exemptions.

### Specialisation on **HOSPITALITY MANAGEMENT**:

\* Hotel Operations & Management    \* Tourism & Travel Management  
and **ONE** of:    \* Business Management & Administration OR Events Management

### Specialisation on **HUMAN RESOURCE ADMINISTRATION**:

\* Human Resource/Personnel Management    \* Health & Safety in the Workplace  
and **ONE** of:    \* Organisational Behaviour OR Training & Development

### Specialisation on **MANAGEMENT & ADMINISTRATION**:

\* Management & Administration    \* Business Management & Administration  
and **ONE** of:    \* Leadership OR Public Administration OR Project Management

### Specialisation on **MANAGEMENT & WORKPLACE SAFETY**:

\* Workplace Management & Administration    \* Health & Safety In The Workplace  
\* Commercial Practice & Law\* (\*includes principles of employee and labour law)

### Specialisation on **MARKETING ADMINISTRATION**:

\* Sales Management & Marketing    \* Advertising & Public Relations  
and **ONE** of:    \* Retail Product Management OR International Business & Trade

### Specialisation on **MATERIALS MANAGEMENT**:

\* Stores Management & Stock Control    \* Purchasing & Resourcing Management  
\* Logistics, Materials & Supply Chain Management (and Transport)

### Specialisation on **RETAIL MANAGEMENT & ADMINISTRATION**:

\* Sales Management & Marketing    \* Retail Product Management  
\* Business Management & Administration

*Note: it might be possible, on special request, for CIC to provide other Honours Group Diploma Specialisations, or for the combination of Subjects to be amended slightly.*



**Kourossangama Esther**

wrote from **Burkina Faso**:

*"I am amazed how the Honours (HND) programme has transformed my way of thinking. Knowledge in purchasing, stores logistics and management has really enlightened me about the logistics business. I'm very grateful."*

**Alex Kamwanga Ciyombo**

from **Namibia** wrote from **Canada**:

*"I completed my Honours Diploma in HR when I was in Namibia. Now I have been admitted to Bachelor of Commerce (HR Management) at University in Canada, and the University has granted me some credits toward my degree."*



## ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION

This **flexible 2-year Programme** leads to the award of an **Advanced Diploma in Business Administration and offers a range of Specialisations**. Such study and training is essential for management success in today's competitive environment and modern world of international trade and global business.

This professional Programme has been designed by leading professionals for ambitious men and women seeking the **high-level skills and competencies** vital for the development of **successful careers** in business, commerce, finance, management, marketing, human resource, logistics and administration, in commercial, industrial and government posts.



### Subjects studied in 'STUDY YEAR ONE':

*(The Study Year One Subjects are the same for every Advanced Diploma Specialisation)*

1. Business Theory & Commercial Practice	2. Commercial Practice & Law
3. Management & Administration	4. Advanced Management & Administration

### Subjects studied in 'STUDY YEAR TWO':

#### Specialisation in BUSINESS ADMINISTRATION

5. Business Economics & Commerce	6. Sales & Marketing Administration
7. Business Finance & Accounting	8. Advertising & Public Relations

#### Specialisation in COMMERCE & ADMINISTRATION

5. Business Economics & Commerce	6. International Business & Trade
7. Business Finance & Accounting	8. Project Management

#### Specialisation in COMPUTERS & IT ADMINISTRATION

5. Computers & IT in Business Management	6. IT Security & Management
7. Workplace Management & Administration	8. Project Management

#### Specialisation in ENGLISH & ADMINISTRATION

5. Professional & Social English	6. Business English & Letter Writing
7. Communication in Business & Management	8. Advanced English Language

#### Specialisation in FINANCIAL ADMINISTRATION

5. Business Finance & Accounting	6. Business Economics & Commerce
7. Cost Accounting	8. Financial Management

#### Specialisation in HOSPITALITY ADMINISTRATION

5. Hotel Operations & Management	6. Tourism & Travel Management
7. Events Management	8. Human Resource Management



#### Rola Fayyad Abu-Qerayyan

wrote from **Jordan**:

*"Studying with CIC greatly enhanced my management skills and knowledge and the subjects were very beneficial for my career.*

*Studying was quite difficult due to timing but the excellent Programme overcame that issue."*

#### Eusebio Rodriguez Ocha

wrote from **Equatorial Guinea**:

*"My dream has come true! I am now Coordinator in the Facilities Department in my company. With the award from your distinguished College, job opportunities and promotions were given to me by my employer."*





## Advanced Diploma in Business Administration

- ★ The high-quality Study Materials ensure the acquisition of wide-ranging knowledge to help accelerate **career development**. The Programme increases knowledge, understanding and analytical skills, and provides confidence and competence to hold significant management responsibility.
- ✓ The Advanced Diploma Programme is a level 5+ award equivalent to foundation and associate degrees. It demonstrates high-level knowledge and ability which provides very wide and varied high-level opportunities for career advancement in management, administrative and other posts.
- ✓ Holders may proceed to **higher levels** including undergraduate/first degree and to graduate degree (MBA) levels, including CIC's EBA and AMBMA with automatic acceptance and Exemptions.

### Specialisation in HUMAN RESOURCE ADMINISTRATION

5. Human Resource/Personnel Management	6. Organisational Behaviour
7. Leadership & Team Management	8. Training & Development Management

### Specialisation in HUMAN RESOURCE & OCCUPATIONAL HEALTH & SAFETY

5. Human Resource/Personnel Management	6. Organisational Behaviour
7. Health & Safety in the Workplace	8. Health & Safety Communication & Practice

### Specialisation in INSURANCE, RISK MANAGEMENT & ADMINISTRATION

5. Insurance Management	6. The Insurance Industry & Environment
7. Health & Safety in the Workplace	8. Commercial & Business Risk Management

### Specialisation in MANAGEMENT & ADMINISTRATION

5. Administrative Management	6. Project Management
7. Leadership & Team Management	8. Human Resource/Personnel Management

### Specialisation in MARKETING ADMINISTRATION

5. Sales & Marketing Administration	6. Advertising & Public Relations
7. International Business & Trade	8. Retail Product Management

### Specialisation in MATERIALS & LOGISTICS ADMINISTRATION

5. Stores Management & Stock Control	6. Purchasing & Resourcing Management
7. Logistics, Materials & Supply Chain Management	8. Supply Chain Strategy & Management

### Specialisation in PROJECT ADMINISTRATION

5. Project Management	6. Project Leadership
7. Project Event Management	8. Purchasing & Resourcing Management

*Other Specialisations may be available or arranged; please contact the College with your request.*

CIC also offers an Advanced Diploma with **Specialisation in Education & School Leadership** which comprises the following 8 Subjects (4 per Study Year):

1. Management & Administration	2. Health & Safety Management
3. Management of Training & Development	4. Advanced Management & Administration
5. Education & Teaching: Classroom Management	6. Middle Leadership and Guidance in Schools
7. Educational Leadership & School Improvement	8. School Leadership and Educational Success



**Nero C Chisumila**

wrote from **Malawi**:

*"I was promoted to Superintendent after completing my CIC studies (Human Resource Administration).*

*I have been very successful in my career as a result of studying with CIC."*

**Jean Bosco Ntabakivindimwe**

wrote from **Rwanda**:

*"CIC was my opportunity for high academic level, and I succeeded! The BFA made me confident in my work and my employer (People's Bank of Rwanda) promoted me to high level."*



### **EXECUTIVE BUSINESS ADMINISTRATION (EBA) PROGRAMME**

Cambridge International College offers all ambitious men and women a professional, enjoyable, flexible **3-year Executive Business Administration Programme**. This Programme is designed by experts to develop the high-level skills and competencies vital in men and women seeking successful careers in business, management, administration and related specialisations, at senior and at executive levels.

The EBA is for men and women aiming to be successful and effective leaders, executives and senior managers, and for those seeking promotion to senior positions. Studying the EBA will help achieve the goal of becoming a competent, efficient, respected executive, business person, manager or administrator.



- ★ The EBA Programme covers a wide range of important, interesting, practical, and specialist subjects. The professional Study Materials prepared by experts enable rapid and enjoyable learning.
- ★ The EBA Programme includes preparation of a Project to blend the practical and theoretical knowledge gained, and to increase analytical ability. Members may choose a subject of personal interest to them, and follow the clear and helpful guidance and framework provided by CIC.
- ★ The EBA Programme will greatly improve skills, competencies, knowledge and confidence; and offers an opportunity to specialise and gain an in-depth understanding of the business environment.
- ★ A valuable additional benefit of the EBA Programme is that **you will gain and be awarded a valuable qualification for each Study Year completed:**
  - ▶ on completion of the EBA First Study Year an Honours Diploma will be awarded;
  - ▶ on completion of the First and Second Study Years an Advanced Diploma will be awarded;
  - ▶ and on completion of the three Study Years, CIC's prestigious **Executive Business Administration** award (with a detailed transcript and grade sheet) will be awarded to you.

The award for *each* 'Study Year' completed provides proof to employers and others of **progress**, of **achievement**, of **commitment**, of **improvement**, of **development** and of **on-going success**.

- ★ Holders of an Honours Diploma gained within 3 years of registering on the EBA Programme will be eligible to at least one Study Exemption; holders of a CIC Advanced Diploma gained within 3 years of registering on the EBA Programme will usually be eligible to Study Exemption from the complete First Year, and part or all of the Second Study Year, depending on the Specialisation chosen.
- ✓ The EBA is designed as a level 6 programme. The AMBMA programme and/or graduate degree level study with other education providers is usually next for anyone aiming for further studies.
- ✓ The Programme is primarily designed for men and women already in employment, and who are ambitious to expand and increase knowledge, ability and understanding, and to succeed at high levels within their organisation. It will allow them to take their sections or departments (or own businesses if they are business owners or entrepreneurs) to greater success and development.
- ✓ Men and women who complete the EBA are destined for executive-level, respected, well-paid posts with high responsibility, carried out with technical, managerial and analytical professionalism.



#### **Bakary Touray**

wrote from **The Gambia:**

*"I am happy to inform you that because of the valuable CIC certificate, I am now holding a high post of the Director of Population Affairs. I thank God for the day when I read about your College and decided to register."*

#### **Abdul Shamrani**

wrote from **Kuwait:**

*"Since I began studying there has been a continuous improvement in the execution of my duties as Finance Manager for a Company with over 1,000 employees. Your fees are affordable and I have recommended CIC highly."*





# Executive Business Administration Programme

The First Year of the Executive Business Administration Programme is the same for all Specialisations:

## The four Subjects of the First Study Year:

- |  |   |
|--|---|
| 1. Business Theory & Commercial Practice | 2. Commercial Practice & Law            |
| 3. Management and Administration         | 4. Advanced Management & Administration |

**Study Year Two comprises Subjects 5 to 8, and Study Year Three comprises Subjects 9 to 12:**

### Specialisation in ACCOUNTING ADMINISTRATION

- |  |   |
|--|---|
| 5. Business Bookkeeping & Accounts         | 6. Business Finance & Accounting              |
| 7. Cost Accounting                         | 8. Credit Management                          |
| 9. Computers & IT in Business & Management | 10. Management Accounting for Decision Makers |
| 11. Organisation Environment               | 12. Project                                   |

### Specialisation in BUSINESS ADMINISTRATION

- |  |                                     |
|--|-------------------------------------|
| 5. Business Economics & Commerce           | 6. Sales & Marketing Administration |
| 7. Business Finance & Accounting           | 8. Advertising & Public Relations   |
| 9. Computers & IT in Business & Management | 10. International Business & Trade  |
| 11. Organisation Environment               | 12. Project                         |

### Specialisation in COMMERCE & ADMINISTRATION

- |  |  |
|--|--|
| 5. Business Economics & Commerce           | 6. International Business & Trade        |
| 7. Business Finance & Accounting           | 8. Project Management                    |
| 9. Computers & IT in Business & Management | 10. Economics & The Business Environment |
| 11. Organisation Environment               | 12. Project                              |

### Specialisation in COMMUNICATION & MEDIA ADMINISTRATION

- |  |                                       |
|--|---------------------------------------|
| 5. Communication in Business & Management  | 6. Business English & Communication   |
| 7. Advertising & Public Relations          | 8. Mass Media & Communication         |
| 9. Computers & IT in Business & Management | 10. Professional Communication Skills |
| 11. Organisation Environment               | 12. Project                           |

### Specialisation in ENGLISH & ADMINISTRATION

- |  |                                      |
|--|--------------------------------------|
| 5. Professional & Social English           | 6. Business English & Letter Writing |
| 7. Communication in Business & Management  | 8. Advanced English Language         |
| 9. Computers & IT in Business & Management | 10. Professional Communication       |
| 11. Organisation Environment               | 12. Project                          |

### Specialisation in FINANCE & INVESTMENT ADMINISTRATION

- |  |   |
|--|---|
| 5. Business Finance & Accounting           | 6. Financial Management                       |
| 7. Asset Management                        | 8. Banking & Bank Operations                  |
| 9. Computers & IT in Business & Management | 10. Management Accounting for Decision Makers |
| 11. Organisation Environment               | 12. Project                                   |

### Specialisation in HOSPITALITY & EVENTS ADMINISTRATION

- |  |                                |
|--|--------------------------------|
| 5. Hotel Operations & Management           | 6. Tourism & Travel Management |
| 7. Events Management                       | 8. Human Resource Management   |
| 9. Computers & IT in Business & Management | 10. Hospitality Management     |
| 11. Organisation Environment               | 12. Project                    |



**Dawit Birhane Mulaw**

wrote from **Ethiopia:**

*"I believe in the importance of education and started with your Diploma in Logistics, and then Materials & Logistics Administration.*

*I now work for the United Nations with initiative, passion and competence. CIC is ideal."*

**Eunice Evans Mthunzi**

wrote from **Botswana:**

*"I really thank CIC for training me. When I completed the great CIC Commerce & Administration programme I gained promotion to Accountant General. Very soon I will join you for MBA studies. Stay blessed!"*



## Executive Business Administration Programme

### Specialisation in HUMAN RESOURCE ADMINISTRATION

- |  |   |
|--|---|
| 5. Human Resource/Personnel Management     | 6. Organisational Behaviour             |
| 7. Management of Health & Safety           | 8. Training & Development Management    |
| 9. Computers & IT in Business & Management | 10. Strategic Human Resource Management |
| 11. Organisation Environment               | 12. Project                             |

### Specialisation in INTERNATIONAL BUSINESS & ADMINISTRATION

- |  |   |
|--|---|
| 5. International Business & Trade          | 6. Logistics, Materials & Supply Chain Management |
| 7. International Marketing Management      | 8. Business Economics & Commerce                  |
| 9. Computers & IT in Business & Management | 10. International Business & Management           |
| 11. Organisation Environment               | 12. Project                                       |

### Specialisation in LEADERSHIP & STRATEGIC ADMINISTRATION

- |  |  |
|--|--|
| 5. Leadership & Team Management            | 6. Organisational Behaviour & Leadership |
| 7. Marketing Strategy                      | 8. Project Management & Leadership       |
| 9. Computers & IT in Business & Management | 10. Strategic Management                 |
| 11. Organisation Environment               | 12. Project                              |

### Specialisation in MANAGEMENT & ADMINISTRATION

- |  |  |
|--|--|
| 5. Administrative Management               | 6. Project Management                  |
| 7. Leadership & Team Management            | 8. Human Resource/Personnel Management |
| 9. Computers & IT in Business & Management | 10. Health & Safety Administration     |
| 11. Organisation Environment               | 12. Project                            |

### Specialisation in MARKETING ADMINISTRATION

- |  |  |
|--|--|
| 5. Sales & Marketing Administration        | 6. Advertising & Public Relations              |
| 7. International Business & Trade          | 8. Global Marketing Management                 |
| 9. Computers & IT in Business & Management | 10. Marketing: Brands, Strategy, Value, Growth |
| 11. Organisation Environment               | 12. Project                                    |

### Specialisation in MATERIALS & LOGISTICS ADMINISTRATION

- |   |                                       |
|---|---------------------------------------|
| 5. Stores Management & Stock Control              | 6. Purchasing & Resourcing Management |
| 7. Logistics, Materials & Supply Chain Management | 8. Supply Chain Strategy & Management |
| 9. Computers & IT in Business & Management        | 10. Inbound Logistics Management      |
| 11. Organisation Environment                      | 12. Project                           |

### Specialisation in PROJECT ADMINISTRATION

- |  |   |
|--|---|
| 5. Project Management                      | 6. Project Leadership                       |
| 7. Project Event Management                | 8. Purchasing & Resourcing Management       |
| 9. Computers & IT in Business & Management | 10. Programme Management & Project Strategy |
| 11. Organisation Environment               | 12. Project                                 |

Other Specialisations may be available or arranged; please contact the College with your request.



#### Ferdinand Maramag

wrote from **Malaysia**:

*"Your institution is the breeding ground of professionals worldwide. Your teaching method and excellent CIC Study Materials gave me a big edge to get my top job as a Senior Manager."*



#### Abdilahi Yusuf Farah

wrote from **Somalia**:

*"CIC is really efficient and effective. On completing my CIC study the Somali Government promoted me to the high position of Vice President of Somali Airlines. I will continue studies with CIC."*

#### Giovanni Benedetto

wrote from **Italy**:

*"With my valuable CIC Business awards I work in two training centres as lecturer and marketing director. What I learned with CIC has helped greatly with my tasks and career."*



#### Edward Creers

wrote from **England**:

*"CIC studies have helped me secure my post as a senior accountant, and also given me the confidence to start up and successfully run my own financial advisory company."*





## INTERNATIONAL RECOGNITION, HIGH QUALITY, GREAT EXPERIENCE

★ A CIC Award is confirmation that you have undertaken high-quality, professional, endorsed and accredited Study and Training to gain **competence, skills and professionalism in work activities**.

★ CIC's Courses, Study Materials and Educational Provision are **quality audited** by educational authorities. CIC follows **standards of good practice**, holds the prestigious **BILD Quality Mark** for professional provision of education and learning, and meets British and International quality standards. CIC is a **registered UK Learning Provider**.



★ The College was established in 1935 so you can be confident in our quality, reputation and experience. Over 40% of all Members have been personally recommended by other CIC Members, friends, colleagues, consultants and employers to study with the College - confirming their high satisfaction with CIC and great regard for the professional study, training and education offered by the College.

★ Hundreds of thousands of men and women from over 100 countries worldwide have studied successfully with the College, and gone on to achieve their ambitions, gain good jobs, high pay, promotion and more.

## PERSONAL & INDIVIDUAL INTERNATIONAL STUDY & TRAINING FROM BRITAIN

★ **YOU WILL BE A 'MEMBER' OF CIC.** You receive **personal attention** from CIC. The College treats you as a mature person and respects **your goals**. You can **rely** on CIC's high quality management, support and experience to help **you** succeed and **achieve YOUR ambitions!**

★ **YOU STUDY IN YOUR OWN AREA.** You do **not** have to travel to a study centre. With distance-learning you can study wherever **you** are. But, if you wish to enrol with a local CIC Affiliate centre we can advise you about that.

★ **YOU CAN ENROL AS SOON AS YOU ARE READY.** You can register and start your CIC Study & Training on **ANY** day of the year, whenever **you** are ready and able; there are no set semesters, terms or registration dates.



★ **STUDY AT YOUR OWN PACE, CONVENIENTLY AND FLEXIBLY.** You study at the speed which best suits **your** circumstances to ensure **YOUR success**, at home, at work, day or night. We set a study period for motivation **BUT** the actual time taken to complete is **flexible** to suit **YOU**.

★ **YOU CAN RAPIDLY MASTER CIC STUDY & TRAINING MANUALS.** Study Materials are written by highly skilled and expert Writers, Professors and Lecturers, supervised by CIC's **experienced Executives**, to ensure **YOUR rapid progress**, even if your main language is not English.

★ **YOUR EMPLOYMENT.** CIC Study & Training is **perfect** if you are already employed as you do **NOT** need to give up work or take unpaid study leave, **AND** you can use at work the knowledge you gain **as you study**. And if not yet employed, CIC is your **rapid route** to **good jobs, promotions and top careers!**



★ **ACCESS AND EQUALITY.** Equal Opportunity & Special Needs Policies strictly applied.



★ **SUCCESSFUL CIC MEMBERS & GRADUATIONS WORLDWIDE.** Wherever you live **you can succeed** with CIC's **professional, affordable, flexible Distance-Learning** - **at your own pace and convenience**. On your completion your award will be sent **directly to you**; and when Graduation Ceremonies are held in various countries worldwide you will be welcome to attend (see *Newsletters* for details).



**Ali Al Attas Mohammed**

wrote from **Egypt**:

*"The EBA lead me to great success. After graduating I was promoted to Executive Manager. I recommend CIC to enrich management skills."*

**Katongo Chalabesa**

wrote from **Zambia**:

*"With my CIC qualifications I was promoted to Contracts Supervisor controlling the whole department. I owe this great success to CIC."*



## Mastery of Management Graduate Diploma Programs

### MASTERY OF MANAGEMENT GRADUATE DIPLOMAS

These Programs are high-level specialist subjects comprising market-leading content which will provide great knowledge, understanding and development. They help Members to apply the content professionally at work. These MBA-level materials and syllabuses incorporate the strongest educational materials and syllabuses written by leading authors and experts, and have been developed and produced by leading professionals.

These Programs are designed for men and women who already possess a good level of knowledge and who have completed appropriate levels of study, training and education, and who require expert, specialist knowledge for their careers.



★ These professional Programs are offered to men and women who are, or who aim to become, specialist senior managers, directors, executives and professionals; and who wish to gain specialist, high-level awards and knowledge in a particular career area or field of expertise.

✓ These Graduate Diplomas are rated as level 7 Programs; these high-level awards can be attained within one year, and without needing to study longer-duration MBA/MA/MSc level courses. The knowledge and understanding gained can be used and put in to practice at work immediately.

✓ Further recommended study includes the EBA programme for wide high-level, business, administration and management understanding; or a full graduate-level AMBMA or MBA programme.

### Business Finance & Investment

This Program covers the theory and practice of business finance. It focuses on major theories of financial decision making and investment appraisal methods. It explains financial decision-making theory and actual practice.

It is for accounts, finance & investment personnel, managers, directors and owners who make finance and investment decisions. Contents include:

- ◆ The Business Finance Environment
- ◆ A Framework for Financial Decision Making
- ◆ Investment Decision Making
- ◆ Practical Aspects of Investment Appraisal
- ◆ Portfolio Theory and Pricing Models
- ◆ Business Finance, the Organisation of Business
- ◆ Financial Accounting Statements, Interpretation
- ◆ Investment Appraisal Methods
- ◆ Risk in Investment Appraisal
- ◆ Tax, Inflation, Capital Rationing, Cash Flows



### Business Law

This Program covers the major area of business law and legal developments, using business examples to increase understanding and to demonstrate the practical application of the law and how it applies to businesses.

It is for intending law specialists, and for business managers, executives and others who require a good knowledge of business law. Contents include:

- ◆ The Nature of Law, How the Law is Made
- ◆ The Law of Agency and Sale of Goods
- ◆ Employment Law, Contracts of Employment
- ◆ Company Law, Business Organisation
- ◆ Directors, Secretary, Auditors, Shareholders
- ◆ The Terms of Contract, Remedies for Breach
- ◆ Law of Tort, Liability: Goods, Services, Premises
- ◆ Rights at Work: Safety, Discrimination, Dismissal
- ◆ Forming and Running a Registered Company
- ◆ Intellectual Property, Copyright, Patent, Trademark



#### Parmeshwar Irshad Budhu

wrote from **Guyana:**

*"The Guyana Government was so pleased with your training I was offered a job as Deputy General Manager of the Guyana Gold Board.*

*A big step up to a very senior official!"*

#### Louis Pangogo

wrote from **Papua New Guinea:**

*"Thanks for your great effort. I can't help but grin to anyone as I am now preparing for a post in the Department of Education of Papua New Guinea. Thanks a million!"*





## Mastery of Management Graduate Diploma Programs

### Corporate Strategy & Planning

This Program expertly explains about strategic management and corporate policy, how to analyse the business environment, and how to make strategic decisions; and how to plan, implement, control and evaluate strategies.

It is for current and aspiring senior managers, directors, executives and owners who must control organisational strategy effectively. Contents include:

- ◆ Concepts of Strategic Management and Policy
- ◆ Environmental Scanning, Industry Analysis
- ◆ Strategy Formulation, Situational Analysis
- ◆ Strategy Implementation: Staffing and Directing
- ◆ Corporate Governance, Social Responsibility
- ◆ Internal Scanning, Organization Analysis
- ◆ Corporate, Business and Functional Strategy
- ◆ Strategic Choices, Evaluation and Control



### Events Management (Tourism, Business, Sport)

This Program provides the knowledge and sophisticated skills needed to become a professional event and/or project manager. It covers strategy, operational planning and implementation for event projects in clear detail.

It is for managers and business people responsible for ensuring events are expertly and competently managed from start to finish. Contents include:

- ◆ The Event Industry, Event Concepts
- ◆ Quality, Customer Service, Marketing, PR
- ◆ Relationships, Staff, People Management
- ◆ Crowd Control, Catering, Work Practices
- ◆ Event Feasibility, Venues, Sites; Staging Events
- ◆ Sponsorship, Protocol, Regulations and Law
- ◆ Project Management, Infrastructure, Safety
- ◆ Finance, Budgets, Pricing, Bids, Legals, Risk

### Financial Strategy & Decisions

This Program deals with decisions on financing organizations and particular investments, and financial strategies. It covers the stock exchange, gearing, dividends, working capital, restructuring and other financial decision areas.

It is for people involved in high-level finance and financial decision making in companies and those looking for promotion to senior roles. Contents include:

- ◆ Financing Decisions, Integrated Decisions
- ◆ Cost of Capital Estimations, Discount Rates
- ◆ Gearing, Shareholder Wealth, Dividends
- ◆ International Aspects of Business Finance
- ◆ Sources of Long-term Finance
- ◆ Secondary Capital Markets (Stock Exchange)
- ◆ Working Capital Management, Cost of Capital
- ◆ Corporate Restructuring, Takeovers, Divestment



### International Marketing

This Program provides a detailed, informative explanation of the international marketing and planning process; of customers, producers, suppliers, global markets; and how best to implement and develop marketing programmes.

It is for high-level managers, executives and marketing personnel who must make important international marketing decisions. Contents include:

- ◆ Global Marketing, Management and Firms
- ◆ Selecting International Markets, Research
- ◆ Production Abroad and Strategic Alliances
- ◆ Global Logistics, Channel/Distribution Decisions
- ◆ Political, Economic, Sociocultural Environment
- ◆ Entering International Markets and Exporting
- ◆ Global Competition, Global Marketing Strategy
- ◆ Control of Global Marketing Programmes

### International Relations & Politics

This Program provides a wide ranging but concise examination of all the key themes, trends and issues of contemporary international relations & politics.

It is particularly for people involved in politics, diplomacy, and government; and international development, trade and human rights. Contents include:

- ◆ International Relations and World Politics
- ◆ World Politics, History and Geography
- ◆ Diplomacy & Foreign Policy, Power
- ◆ International Law, Human Rights, Conflict
- ◆ Globalization
- ◆ The Sociocultural Environment Overseas
- ◆ Entering International Markets and Exporting
- ◆ Global Competition, Global Marketing Strategy



#### Ihsanullah Zaheer

wrote from **United Arab Emirates:**  
"I thank CIC for outstanding services in education. The Program was very interesting and well designed. Choose CIC for career development."

#### Valentina Malic

wrote from **Montenegro:**  
"CIC is ideal for studying organization. It greatly improved my skills. Now I am an Administrative Manager with a large number of staff and activities."





# Mastery of Management Graduate Diploma Programs

## Management of Human Resources

This Program expertly deals with the theory and practice of personnel (workforce-centred) and human resource (resource-centred) management. It explains the detailed roles, responsibilities and strategic management of HR. **It is for senior HR managers, executives, leaders and administrators who need to assess control and improve HR management. Contents include:**

- ◆ Personality Dynamics, Cognitive Theory
- ◆ Individual Perception, Transaction Analysis
- ◆ Workgroups, Teamwork, Processes, Dynamics
- ◆ Job Design, Satisfaction, Work Performance
- ◆ Managing Knowledge, Learning Organizations
- ◆ Behaviour, Motivation, Relationships, Culture
- ◆ Managing Change, Improving Performance
- ◆ Staffing, Appraisals, Training, Roles, Conflict



## Management & Leadership

This Program teaches about the managerial leadership role relating to control, power, culture, conflict, decision-making, organisations, relationships and performance; how to lead and create an effective work environment.

**It is for managers, executives, leaders needing high-level understanding of leadership roles, processes, and the theory and practice. Contents include:**

- ◆ Qualities of Successful Managers, Attributes
- ◆ Managerial Styles, Systems, Philosophies
- ◆ Management Control Systems and Strategies
- ◆ Power, Organisation, Transformation, Change
- ◆ Managerial Behaviour, Effectiveness
- ◆ Leadership, Influence, Attitudes, TQM
- ◆ Theories, Concepts: MBO, the 7-S Framework
- ◆ Organisational Culture, Development, Conflict

## Managerial Economics

This Program explains how to make good business decisions based on macroeconomic and microeconomic theory; it teaches how the economy works, about the business environment, and how to run businesses competitively.

**It is for senior managers, directors and executives who must understand the economy in order to run businesses effectively. Contents include:**

- ◆ The Domestic Economic Environment, Income
- ◆ Macroeconomic Issues, Employment, Supply
- ◆ Demand, Forecasting, Pricing, Competition
- ◆ Economies of Scale, Mergers, Acquisitions
- ◆ The International Environment, Exchange Rates
- ◆ The Economy: Structure, Industry, Productivity
- ◆ Costs: Total, Marginal, Average; Theory, Practice
- ◆ Governments, Legislation, Balance of Payments



## Marketing Strategy

This Program focuses on strategic marketing and how to conduct strategic market planning, develop core strategy, and segment markets; how to achieve customer satisfaction, quality, value and growth, and overcome competition.

**It is for managers, marketers, strategists, directors and business people in both domestic and global companies and businesses. Contents include:**

- ◆ Strategic Marketing Planning, Marketing Mix
- ◆ Segmentation, Targeting, Strategic Groups
- ◆ Building Customer Relationships, Quality, Value
- ◆ Product Life-Cycle Strategy, Pricing Strategy
- ◆ Core Strategy, Satisfying Customer Needs
- ◆ Positioning, Differentiation, Communication
- ◆ Creating Competitive Advantage, Market Share
- ◆ Product Development, Innovation, Review

## Money, Banking & Financial Systems

This Program explains the purposes and features of money, banks, banking, financial institutions, financial systems and markets, their function and importance, risks, regulation and effects on financial and economic activity.

**It is for banking and financial services personnel who need advanced knowledge of banking and financial economics theory and policy. Contents include:**

- ◆ Roles, Features, Operation of Financial Systems
- ◆ Valuation of Assets, Rates of Return, Risk
- ◆ The Demand for Money, Monetary Policy
- ◆ Equity Markets, Foreign Exchange Markets
- ◆ Interest Rates, Liquidity, Risk, Inflation
- ◆ Banks, Money Supply, Expectation, Borrowing
- ◆ Money Markets, Bond Markets, Pricing
- ◆ Derivatives, Futures, Options, Swaps Markets



### Chukwuma Nwanza

wrote from **Nigeria:**

*"Because of my CIC Diploma I was recruited by a top Management Consultancy firm on an unbelievable salary, four times my previous one!"*

### Imre Szucs

wrote from **Hungary:**

*"As soon as my employers learned about my studies I was promoted to Senior HR Manager. I gained a deep knowledge of modern business."*



# Mastery of Management Graduate Diploma Programs

## Operations & Quality Management

This Program explains the key issues and techniques of operations management, and its strategic role in managing and making the best and most efficient use of resources to produce high quality goods and services.

It is for managers, directors and business people wishing to improve processes, efficiency, customer satisfaction and competitiveness. Contents include:

- ◆ Operations Management, Processes, Resources
- ◆ Operations Strategy; Total Quality Management
- ◆ Product, Service and Process Design
- ◆ Managing and Designing Supply Networks
- ◆ Inventory Management, Supply and Demand
- ◆ The Input-Transformation-Output Process
- ◆ Performance: Social, Environmental, Economic
- ◆ Positioning and Layout; Operations Flow
- ◆ Demand and Capacity, Market Requirements
- ◆ Enterprise Resource Planning, Efficiency



## Organisational Design & Behaviour

This Program expertly takes and teaches a managerial approach to design, structure, management and behaviour, and shows their effects on organisational performance, productivity and management effectiveness.

It is for managers, executives, directors and business people who need an effective approach to organisational behaviour and design. Contents include:

- ◆ Management and Organisational Behaviour
- ◆ Approaches to Organisation and Management
- ◆ Organisational Goals, Strategy, Responsibility
- ◆ Work Relationships, Behaviour, Performance
- ◆ Patterns of Structure and Work Organisation
- ◆ Organisational Behaviour, Culture, Psychology
- ◆ Organisations, Systems, Functions, Change
- ◆ Organisation Structure and Design
- ◆ The Environment, Social Systems, Operations
- ◆ Technology, Organisations and Human Resource

## Organisational Understanding & Development

This Program provides detailed understanding of the processes, relationships and behaviour of people at work. It teaches how to manage human resources, and use power, authority, skills and leadership to best effect.

It is for managers, leaders and executives who must manage individuals and groups effectively to improve organisational performance. Contents include:

- ◆ Individuals, Differences, Personality, Diversity
- ◆ Perception, Organisation, Judgement
- ◆ Workgroups, Teamwork, Performance, Cohesion
- ◆ Group Processes and Behaviour, Commitment
- ◆ Culture, Conflict, Change, Social Factors
- ◆ Knowledge, Learning Theories, Development
- ◆ Work Motivation, Frustration; Models, Theories
- ◆ Management Control, Power, Empowerment
- ◆ Organisation Development and Effectiveness
- ◆ Management Development and Effectiveness



## Real Estate (Property) Management

This Program provides detailed, well-planned and learner-friendly guidance of the essential concepts, and a reference for what must be understood to achieve a successful professional career in Real Estate Management.

It is for managers and practitioners involved in real estate, property, planning, construction, surveying and property development. Contents include:

- ◆ Agency-client Relationships, Real Estate Law
- ◆ Commercial Property Management
- ◆ Economics, Finance, Investment, Taxation
- ◆ Residential Property & Housing Management
- ◆ Real Estate Valuation, Marketing Properties
- ◆ Building Surveying, Quantity Surveying
- ◆ Planning, Construction and Development
- ◆ Land Management, Building Restrictions
- ◆ Sustainability, Environment, Regeneration
- ◆ Property Asset Management, Ownership



**Ross Cooper**

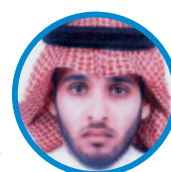
wrote from **England:**

*"The detailed CIC Mastery of Management Graduate Diplomas helped me gain an appreciation of management and to apply it to my workplace with success, and provided me access to further studies in management at MBA level."*

**Abdullah M Al Dosari**

wrote from **Saudi Arabia:**

*"I admired the well-designed books for self-study and the rich examples they provided. I enjoyed studying so much that I rapidly mastered management, teamwork, finance and many other valuable tools for success."*





## Advanced Mastery of Business Management & Administration (AMBMA)

### ADVANCED MASTERY OF BUSINESS MANAGEMENT & ADMINISTRATION

This specially-designed comprehensive high-level Programme develops advanced business management and administration skills that are essential for senior, executive and Board-level managerial positions in our highly competitive business world. This excellent programme is flexible and expertly produced. Study materials and content are written and produced by world-leading experts and publishers to provide expert knowledge and understanding, and allows structured, continuous progress.

This Programme is for men and women aiming to get to the top of their chosen careers, and who are motivated, highly-driven and determined to be successful, top-quality leaders, executives, business people and senior managers.



- ★ This is the highest-level Programme which the College offers, and gives great rewards in terms of wide-ranging knowledge and high potential to achieve top careers, high pay and good benefits.
- ★ The first two Study Years provide a wide-ranging practical-oriented view of the business and commercial environment, covering important subjects with a focus on management and business.
- ★ The third Study Year comprises 3 compulsory subjects and 2 specialisation subjects. They are high-level subjects with both technical and academic content, yet always with a focus on the practical application of the subject knowledge.
- ★ A valuable additional benefit of the AMBMA Programme is that:
  - ▶ on completion of the First and Second Study Years an Advanced Diploma will be awarded, providing proof to employers and others of **progress**, of **achievement**, of **commitment**, of **improvement**, of **development** and of **on-going success**, and as *additional* motivation;
  - ▶ on completion of the three Study Years, CIC's prestigious **Advanced Mastery of Business Management & Administration** award (with detailed transcript and grade sheet) will be awarded.
- ★ Holders of a CIC Honours Diploma, Advanced Business Administration Diploma or EBA gained within 3 years of registering for the AMBMA Programme will be eligible to several Study Exemptions (and reduced Fee); holders of those CIC qualifications may contact CIC for details and confirmation.
- ✓ The AMBMA programme provides professional graduate degree (level 7) business and management focused expertise for applicants with suitable qualifications and/or work experience.
- ✓ As part of the Programme a thesis/project is prepared, incorporating both theoretical and practical aspects of the project topic, and incorporating study of key MBA management models, designed to be both enjoyable and stimulating, and to increase research, analytical and assessment skills.
- ✓ The flexible 3-Year Programme can be studied and completed at the pace which is required and suitable for each individual CIC Member registered onto the Programme.
- ✓ Members may also undertake a second Specialisation, in which case only the relevant additional Specialisation Subjects need to be studied.
- ✓ Completing the Programme is preparation for accelerated high-level career development and demonstrates that the holder has excellent training and education, and is destined for career success.



#### Lawrance Bottney

wrote from **Oman**:

*"I learnt a lot through this AMBA Programme. It has all a student needs. I thank CIC for their expertise in preparing this course. CIC enabled me to gain the AMBA, and made the impossible become possible."*

#### Mariam Mahmoud Abu Daqa

wrote from **Palestine**:

*"I aspire to find new futures for women in all walks of life. Women in the world have established their status as active participants in society. Women in Palestine and worldwide can do the same and more."*





# Advanced Mastery of Business Management & Administration (AMBMA)

## Core Subjects of Study on the AMBMA Programme

<b>FIRST 'STUDY YEAR' - Core Subjects:</b>	
1. Business Theory & Commercial Practice	2. Business Economics & Commerce
3. Management & Administration in Business	4. Advanced Management & Administration
<b>SECOND 'STUDY YEAR' - Core Subjects:</b>	
5. Business Finance & Accounting	6. Sales & Marketing Administration
7. Human Resource Management	8. Commercial Practice & Law
<b>THIRD 'STUDY YEAR' - Core Subjects:</b>	
9. Corporate Strategy & Planning	10. Managerial Economics
11. Business Finance & Investment	12. Project/Thesis

### Specialisation Subjects for the Third 'Study Year':

<b>Specialisation on Accounting &amp; Management:</b>	
13. Advanced Accounting	14. Cost & Financial Accounting
<b>Specialisation on Business Management:</b>	
13. Management & Leadership	14. Marketing Strategy
<b>Specialisation on Financial Management:</b>	
13. Money, Banking & Financial Systems	14. Financial Strategy & Policy
<b>Specialisation on Hospitality Management:</b>	
13. Hospitality Management	14. Hospitality & Organizational Behaviour
<b>Specialisation on Human Resource Management:</b>	
13. Management of Human Resources	14. Management & Leadership
<b>Specialisation on Logistics &amp; Supply Chain Management:</b>	
13. Materials Management	14. Logistics, Supply & Transport Management
<b>Specialisation on Leadership &amp; Management:</b>	
13. Project Management	14. Management & Leadership
<b>Specialisation on Marketing Management:</b>	
13. International Marketing	14. Marketing Strategy
<b>Specialisation on Organisational Management:</b>	
13. Organisational Design & Behaviour	14. Organisation Understanding & Development
<b>Specialisation on Project Management:</b>	
13. Project Management	14. Event Management
<b>Specialisation on Strategic Management:</b>	
13. Marketing Strategy	14. Financial Strategy & Policy

It may also be possible to offer other Specialisations/Majors on special request to the College.



#### Densill Sinclair

wrote from **Jamaica:**

"It has been my pleasure studying (specialisation Human Resource Management) with CIC. I have made upward strides and was promoted to Director and accepted by several professional institutions."

#### Anthony Agyekum

wrote from **Ghana:**

"The President of Ghana, on advice from Ghana Education Service, promoted me to Assistant Director. I was also installed as a Chief. These achievements are due to your superb training. CIC made it possible for me to achieve this."



## Everything you need for your Study Success is included in the CIC Fee

Your CIC Fee includes all of this:-

- ✓ Your **registration** as a Member with CIC.
- ✓ Your own high-quality, professionally written, well-produced and illustrated **International CIC Study & Training Publications**.
- ✓ A detailed, professional '**Study & Training Guide**' with helpful expert **instructions and advice** on how best to study and to answer Assessments and Examinations.
- ✓ Self-Assessment **Tests** and Recommended Answers, and/or Tests and Past Papers and an optional **Tutorial Support Service**.
- ✓ The **Examination(s)** invigilated/supervised in your own area and assessment/marking.
- ✓ The **CIC Diploma, Honours Diploma, Advanced Diploma, EBA, Mastery of Management Graduate Diploma** or **AMBMA** award on the successful completion of your Study & Training.
- ✓ Your personal pages on CIC's **Member Services website** with access to your results, despatch details, advice, guidance, and more: [www.cambridgeinternationalcollege.co.uk](http://www.cambridgeinternationalcollege.co.uk)
- ✓ **Newsletters**; details of **special offers**, new Programs, competitions, information and advice.

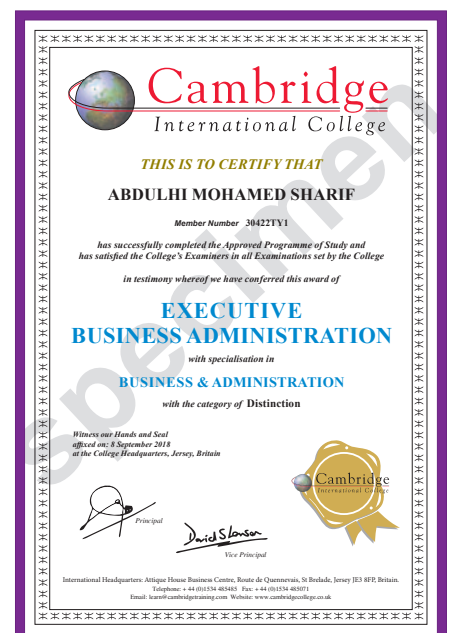


## SITTING YOUR EXAMINATION(S) UNDER 'APPROVED INVIGILATION'

★ "Approved Invigilation" means that you sit your CIC Examination(s) under the supervision of an approved Invigilator (or Monitor/Proctor/Supervisor) - wherever you are resident, whenever you are ready to sit. You may sit Examination(s) on any date which is convenient to YOU and your Invigilator. Arrangements can **only** be made: (1) **after** you are an enrolled/registered Member of the College; and (2) when you have made sufficient progress in your Study & Training.

★ CIC has special arrangements with organizations worldwide, such as **National Examinations Boards, Government Ministries** and **Education Departments**, the **British Council**, the **WAEC**, Affiliates and Approved Centres and Invigilators worldwide. This means that Invigilation can be quickly and easily arranged for you to sit your Examination(s) **wherever you are** - the College will provide you with full and clear guidance about Invigilation **as soon as you are enrolled**.

**Study & Graduate to Achieve your own CIC Diploma, Higher Award or Qualification**



## Comments & Testimonials from CIC Members Worldwide

***CIC Programs are primarily designed for career success and development, but they also provide a cost-effective route to further studies at many institutions around the world:***

**Ngo Malabo Antoinette from Cameroon wrote from England:**

"Presently I am at the MBA preparatory class at Coventry University in England in the Department of Accounting & Finance Studies. This is thanks to my Higher Diploma on Accounting & Finance which I gained from Cambridge International College."



**Buba Jatta wrote from The Gambia:**

"As a result of your effective methods of teaching, excellent manuals and internationally recognized Diplomas, I gained admission to university to pursue a BSc in Management. I also work as federation sponsor relations officer because of your excellent training."



**Boniface Rwigemera wrote from Rwanda:**

"I completed Business Management and Business Finance which resulted in promotion to Director and a great salary increase. I was accepted then for MBA with Karnataka University. I prefer flexibility without sacrificing quality and only CIC does this the best."



**Moses Olima Tiang from Kenya wrote from The Netherlands:**

"CIC Programmes are focused and tailor-made to the current dynamic business world. The CIC Honours Diploma and EBA gained me promotion to Senior Accountant and a Scholarship to Maastricht School of Management (Netherlands) for MBA in Finance."



**Kouadio Kouassi Lucien wrote from Ivory Coast:**

"Thank you so much for your professionalism which was clearly demonstrated. Thanks to you I am a teacher at one of the most prestigious universities in my country. Cambridge International College is the best at distance training. Keep it up!"



**Theophilus Owusu Ansah from Ghana wrote from England:**

"I am delighted to tell you that I have been admitted to University of Liverpool to pursue MSc in Accounting and Finance. The springboard for this remarkable achievement was my study of your enriched Honours Diploma in Accounting & Finance programme."



**Sylvia Sagar wrote from Fiji and the United Arab Emirates:**

"I have worked for many organizations since receiving my CIC Diplomas. I have worked for a PR Company, at Fiji's Embassy as Executive Assistant to the Ambassador, and now PA to the Head of Cranleigh School in Abu Dhabi. Study with CIC is widely recognized."



**Yiregalem Gebremariam wrote from Ethiopia:**

"After my study with CIC I was promoted to Head of Credit Appraisal in the bank and my salary increased. I also gained entry to University for a degree. Then with further CIC education, AMBA, I was promoted to Principal Officer and my salary increased again."



**Mayen Riakbai Mayen Simon wrote from the USA:**

"Your study and training opened up my way forward. I have been accepted by Atlantic International University to pursue a Bachelor Degree in Business. The Diplomas in Computers & IT and Supply Chain Management gave me great credit. God bless CIC."



**Nina Gabelia wrote from Georgia:**

"I founded an international logistics company after I gained my CIC Honours Group Diploma in Materials Management, which is now one of the most successful in the country. My Diploma and knowledge ensured my success. My thanks and best wishes."



**Spencer Noal from Vanuatu wrote from Australia:**

"I was offered a scholarship by the Vanuatu government because I had a Diploma at Cambridge. That gave me a lot of back up for the approval of my scholarship. I have to take time to thank the College for their support without which I would not get this far."



**Isaac Sasraku wrote from Liberia:**

"A big 'Thank You' to CIC! Your professional studies improved my growth professionally. My understanding of HR and Personnel Management has grown. I have more tasks and responsibilities in my new post of Human Resource Officer for a mining company."





# ENROLMENT/REGISTRATION FORM FOR STUDY & TRAINING WITH CAMBRIDGE INTERNATIONAL COLLEGE

Attique House Business Centre, Route de Quennevais, St Brelade, Jersey JE3 8FP, Britain.  
Tel/fax: +44 (0)1534 485485 Email: learn@cambridgetraining.com Website: www.cambridgecollege.co.uk

*This is a condensed Form; all enrolments are accepted by the College under the full terms and conditions of enrolment - full details and Enrolment Forms are available by post and email, and on the College website.*

## **SUMMARY OF FEES** (£ = British Pounds; US\$ = United States Dollars; € = Euro)

Fees from 1st July 2017	ONE FULL PAYMENT OF	INSTALMENT OPTION 1	INSTALMENT OPTION 2
DIPLOMA	£200 or US\$400 or €300	3 monthly payments of £90 or US\$180 or €135	N/A
HONOURS DIPLOMA	£760 or US\$1,520 or €1,180	4 monthly payments of £215 or US\$430 or €320	N/A
ADVANCED DIPLOMA	£1,350 or US\$2,700 or €2,100	2 payments of £750 or US\$1,500 or €1,125	8 monthly payments of £220 or US\$440 or €330 each
EBA	£2,025 or US\$4,050 or €2,990	3 payments of £750 or US\$1,500 or €1,125	12 monthly payments of £220 or US\$440 or €330 each
GRADUATE DIPLOMA	£240 or US\$480 or €330	N/A	N/A
AMBMA	£2,500 or US\$5,000 or €3,750	3 payments of £895 or US\$1,790 or €1,275	10 monthly payments of £320 or US\$640 or €480

**PLEASE ENROL ME FOR (tick):** ☐ DIPLOMA ☐ HONOURS DIPLOMA ☐ ADVANCED DIPLOMA  
☐ EBA ☐ GRADUATE DIPLOMA ☐ AMBMA

**TITLE** (write exactly as stated in the Prospectus): \_\_\_\_\_

**PAYMENT DETAILS:** I enclose herewith the sum of (amount and currency):

**BEING (tick):** ☐ the FULL PAYMENT; or ☐ INSTALMENT OPTION 1; or ☐ INSTALMENT OPTION 2

**PAYMENT IS IN THE FORM OF:** (see Prospectus page 41, or the CIC website, or ask for further details)

☐ Bank Transfer (attach bank receipt); ☐ Western Union Quick Pay (attach Western Union receipt)  
☐ Bank Draft/Cheque or IMO; ☐ Currency Notes; ☐ British Postal Orders; ☐ PayPal (attach details);  
☐ Dahabshiil Money Transfer (attach Dahabshiil receipt); ☐ Other: \_\_\_\_\_ (attach details)

**MY DETAILS ARE** (please write or type clearly in capital letters):-

**FULL NAME:** Mr/Mrs/Miss/Ms \_\_\_\_\_  
(write or type your full name exactly as you wish it to appear on your Award/Qualification)

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

Email address: \_\_\_\_\_ Telephone (include code): \_\_\_\_\_

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

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

Present employment / work experience: \_\_\_\_\_

Qualifications held (attach copies/transcripts if available and relevant): \_\_\_\_\_

Special needs, if any: \_\_\_\_\_ Nationality: \_\_\_\_\_ Age: \_\_\_\_\_

**I agree to CIC's Terms and Conditions of Enrolment/Registration for Study & Training:**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

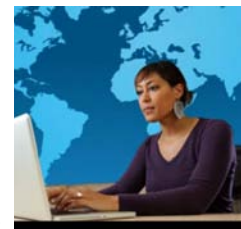
**Send the completed Enrolment Form to the College WITH a Fee payment (or details of the payment).  
CIC cannot enrol you until your Enrolment Form and Fee payment are received by the College in Britain.**

## HOW TO PAY FEES AND ENROL FOR STUDY & TRAINING WITH CIC



There are different ways for you to enrol with CIC. You can:-

**Either** complete a standard **Enrolment/Registration Form\*\*** or the '**condensed Prospectus version**' (see page 40) and then send your Enrolment/Registration Form to CIC in Britain WITH the **Fee payment** by registered airmail post or courier;  
**OR** scan and email your Enrolment/Registration Form to [learn@cambridgetraining.com](mailto:learn@cambridgetraining.com) with details of your Fee payment.



**\*\*If you do not have an Enrolment/Registration Form, ask for one to be posted or emailed to you.**

**OR** download or print an **Enrolment/Registration Form** from website [www.cambridgecollege.co.uk](http://www.cambridgecollege.co.uk) and post or email it to the College in Britain WITH the appropriate **Fee payment**;

**OR** you can complete an **electronic Enrolment/Registration Form** and send it electronically from CIC's website: [www.cambridgecollege.co.uk](http://www.cambridgecollege.co.uk) Ensure you give or attach details of your **Fee payment**.

**CIC CANNOT finalise your Enrolment until your Enrolment Form AND Fee payment are received at the College.**

**YOU MAY SEND YOUR PAYMENTS TO CIC** by whichever of these ways you find easiest:-

**By BANK TRANSFER** or by **ON-LINE BANKING** direct to one of our 'receive only' Bank Accounts:

**Account Name: Services to Management (for Cambridge International College)**

**Bank Details: 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 (€) 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 a copy of 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 €20 to the Fee amount to cover any incidental bank transfer charges or deductions.

**By WESTERN UNION 'Quick Pay' service:** you can pay a Western Union agent in **any currency** and they can transfer your Fee to CIC's Western Union account - tell the Western Union agent these account details:

**Name: SERVICES TO MANAGEMENT Number: AUK040697 Company Code: SMCOLLEGE,UK**

Post or email your Western Union receipt and Enrolment Form to CIC in Britain, stating clearly the 10-digit MTCN.

**BANK DRAFT/CHEQUE or INTERNATIONAL MONEY ORDER:** Bank drafts/cheques or IMOs in **British Pounds** must be drawn on a **London bank**; those in **US Dollars** must be drawn on a **New York bank**. They must be payable to 'Cambridge International College'. Send the draft/cheque/IMO with your **Enrolment Form** to CIC by **recorded delivery**. (Bank drafts in US Dollars must have a minimum value of US\$200.)

**CURRENCY NOTES:** we accept clean, undamaged notes in British Pounds (£), United States Dollars (US\$), Euros (€) and Australian Dollars (AUD\$). If you send notes be very careful to avoid their loss in the post.

**BRITISH POSTAL ORDERS:** they should be crossed and payable to Cambridge International College.

**By PAYPAL:** If you have a debit card, credit card, or a PayPal account, you can make a Fee payment through the CIC website: simply go to the **College website**, fill in your details, and follow the instructions so that you can use your debit or credit card, or a PayPal account, to make a payment.

Also, if you have a PayPal account, you can send payments to CIC via: [registrar@cambridgetraining.com](mailto:registrar@cambridgetraining.com)

**By DAHABSHIIL Money Transfer:** A Dahabshiil Agent can send your payment to the College, to:

**Beneficiary: David Simon Lawson Destination: Britain Telephone: 01534 485485**

Then post or email or fax the Dahabshiil **receipt** and your Enrolment Form to CIC in **Britain**, stating clearly the **Money Transfer Control Number** and the "sender's name" exactly as it is on the receipt.

A **MONEYGRAM AGENT:** If MoneyGram is the **only** option you have for sending Fees, then contact CIC for advice **before** you try to make a payment; it might be possible for CIC to accept a MoneyGram payment.

**By CREDIT or DEBIT CARD - American Express, Mastercard or Visa.** Send a **signed letter** stating: the **card number** and **expiry date**; the card-holder **name** and **address**; authorisation for a **stated sum** of money to be paid; the purpose of the payment; and a **photocopy of the front and back** of the **signed card**.

Further and fuller details are available on request and from the CIC website.

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