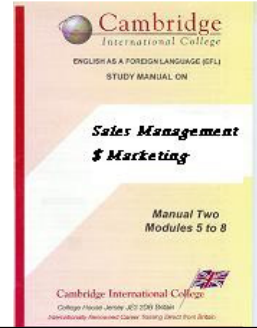


International Diploma Programs

Outlines

Programs Offered Are:-



 International Diploma Programs in 29 areas يتوفر الدبلوم العالمي في 29 برنامج مختلف	
1. Tourism & Travel Agency Management	1. السياحة وإدارة وكالات السفر
2. Stores Management & Stock - Inventory Control	2. إدارة المخازن وضبط المخزون
3. Sales Management & Marketing	3. إدارة التسويق والمبيعات
4. Project Management	4. إدارة المشاريع
5. Logistics, Supply Chain & Trans Mangmnt.	5. إدارة سلسلة الامداد والتأمين والمواصلات
6. Organisational Behaviour	6. السلوك التنظيمي
7. Office Management & Administration	7. إدارة المكاتب
8. Modern Management & Administration	8. إدارة الاعمال الحديثة
9. Leadership & Team Management	9. القيادة وإدارة الفريق
10. International Business & Trade	10. إدارة الاعمال والتجارة الدولية
11. Insurance - Principles & Practice	11. التأمين - المبادئ والتطبيق
12. Human Resource / Personnel Management	12. إدارة الموارد البشرية وشؤون العاملين
13. Hotel Operations & Management	13. إدارة عمليات الفنادق
14. Global Marketing Management	14. إدارة التسويق العالمي
15. Financial Management	15. إدارة التمويل
16. Employee Development	16. تطوير القوى العاملة
17. Cost Accounting	17. محاسبة التكاليف
18. Computers & IT in Business & Magnt	18. الكمبيوتر وتقنية المعلومات في إدارة الاعمال
19. Communication in Business & Mngmt	19. الاتصالات في إدارة الاعمال
20. Business Start-Up & Development	20. تطوير الاعمال المبتدئة
21. Business Management & Administration	21. إدارة الاعمال
22. Business English & Letter Writing	22. المكاتبات الانجليزية في العمل
23. Business Economics & Commerce	23. الاقتصاد وإدارة الاعمال
24. Business Bookkeeping & Accounts	24. المحاسبة ومسك الدفاتر
25. Advertising & Public Relations	25. العلاقات العامة والاعلان
26. -Advanced Theory & Practice of Management & Administration	26. النظرية والتطبيق المتقدم لادارة الاعمال
27. -Administrative / Personal Assistant / Secretarial Duties	27. المساعد الادارى
28. Accounting & Finance in Business & Mnt	28. إدارة المحاسبة والتمويل
29. Purchasing & Resourcing Management	29. إدارة المشتريات والموارد

When completing this program you will be :

- Be awarded the CIC Diploma on your area of choice.
- Have attained an accredited qualification at Level 4, equated to the British National framework at the same study level as Higher National Diploma (HND) and National Vocational Qualification (NVQ) Level 4.
- Have attained an accredited qualification for managerial and supervisory levels showing you possess competence in professional work activities.
- Have completed a Qualifying Program towards the International Honours Group Diploma .
- Be eligible to apply for an additional **EDI** certificate .

بنهاية البرنامج تكون :

- حصلت على دبلوم كلية كامبردج البريطانية فى المجال المختار.
- حصلت على مؤهل بريطانى معتمد على مستوى دراسة الدبلوم الوطنى العالى (التأهيل المهني البريطانى الوطنى) المستوى 4 - **NVQ Level 4**
- حصلت على مؤهلات معترف بها للمستويات الإدارية والإشرافية و الكفاءة المهنية فى أنشطة العمل.
- أكملت برنامج تأهيل نحو دبلوم مع مرتبة الشرف
- تكون مؤهلا للتقدم للحصول على شهادة **EDI**

Accreditation and Approval of Training and Qualifications التوثيق والاعتماد لشهادات كامبردج بريطاني

- ✓ **EDI** is an accredited Awarding Body and leading international education company with a wide range of products and services including vocational and professional qualifications both within the UK and internationally through LCCI IQ, Goal online assessments for schools, approved training programmes for employers, an electronic assessment delivery system, electronic portfolio package and specialist business broadband service.
- ✓ **Open & Distance Learning Quality Council**
British Accrediting body set up at the request of the British Government
- ✓ **The British Institute for Learning and Development**
Membership of specialists in Learning
- ✓ **United Kingdom Registry of Learning Providers**
Government register of verified learning providers in the UK
- ✓ **British Qualifications**
Guide to Qualifications in the United Kingdom programmes.
- ✓ **British Council**
An organisation for educational and cultural relations



1- TOURISM & TRAVEL AGENCY MANAGEMENT

[An International Diploma Program](#)

A Program designed to create PROFESSIONALS trained in TOURISM AND TRAVEL ORGANIZATION AND MANAGEMENT.

The tourism industry is becoming increasingly important in countries all over the world; and the "tourism income" earned contributes greatly to their balance of payments. But for their economies and peoples to benefit fully, tourism development must be planned and be controlled - and be "sold" to tourists. Travel agencies are an important link between tourism and the travel products on offer, and travellers; to be profitable, they must be efficient and well-managed, with knowledgeable staff.

This Program deals with both vital areas, and also with the marketing of tourism and travel products - by state bodies, tour operators and travel agencies.

[Summary of Major Topics Covered in this Diploma Program](#)

- The tourism industry: structure, organisation, products, services; features, motivations for travel.
- National and international importance.
- Economic and social consequences of tourism: income from tourism, factors in developing tourism.
- Tourism markets: leisure and activity, business travel, VFR travel, destinations, package tours.
- Structure and organisation of the tourism industry, organisations involved.
- Transport, accommodation, catering.
- Tour operators, inclusive tours, transport, accommodation, catering; economics of tour operation.
- Travel agency establishment, appointment, operations, management, IATA; recruiting and training staff.
- Marketing and promoting tourism, public, private and national marketing, compilation and use of tourism statistics.
- Travel and tour brochures, production, content, design, information, special offers.

2- STORES MANAGEMENT & STOCK CONTROL

[An International Diploma Program](#)

A Program designed specifically to train and create effective PROFESSIONAL STORES PERSONNEL AND STORES MANAGERS.

The success or failure of any enterprise can be greatly affected by the efficiency of its stores. Efficient stores management can save an enterprise money, help to retain customers and maintain production; stores "mismanagement" can lose an enterprise money, customers and production.

This Program provides the training essential for efficient stores management. A stores manager must manage more than just the store and inventory; he/she must also manage stores personnel: plan, organise and co-ordinate their work, train, supervise and control them; we teach how that is done.

[Summary of Major Topics Covered in this Diploma Program](#)

- Storekeeping, stock control and stores management; functions of and reasons for stores and stocks.
- Principles of modern management: recruiting, training, controlling and motivating stores personnel.
- Storehouse buildings, location, design, layout, sub-stores. Stockyard location, design and layout.
- Manual and powered stores equipment for materials handling, storage, measurement, order picking.
- Protection of stock against loss and damage, storehouse and stockyard security, fire and accident prevention.
- Stores identification and coding, types of code, construction of codes.
- Stock records: contents, use, accuracy - manual and computerised.
- Setting stock levels, considerations, purchasing, suppliers.
- Receipts into and issues from the stores; procedures, documentation, reports.
- Issues of stock, internal and to customers, returns, despatching.
- Stocktaking and spot checks, valuation of stocks.

3- SALES MANAGEMENT & MARKETING

[An International Diploma Program](#)

This Program is the PROVEN vehicle for Management SUCCESS in THE VITAL FIELDS OF MANAGING SALES AND MARKETING.

Top-class selling ability is not all that is required for success in sales and/or marketing management. Not only must knowledge be possessed about market research, about distribution channels, marketing strategies, advertising and publicity, public relations, and much more, but a sales or marketing manager must be able to manage his or her subordinates: recruit them, motivate them, control them, plan and organise their activities.

Training is essential for success in sales and marketing; this very practical Program provides the very best training on the wide-ranging duties of sales and marketing managers in today's competitive world of business.

[Summary of Major Topics Covered in this Diploma Program](#)

- Commerce and the business environment, goods, products, services, types of enterprises.
- Principles of selling and salesmanship - internal selling, commercial travelling.
- Consumers and commercial buyers, buying motives. Related and on-going sales.
- Principles of management: recruiting, training, remunerating, controlling and motivating sales personnel.
- Markets and market research: consumer research, market surveys, sales forecasting, planning and budgeting, test marketing.
- Pricing considerations, competition, demand, government intervention, brand image, loyalty.
- Sales forecasting and planning; the product life cycle; budgets and budgetary control.
- Channels of distribution: wholesalers, large and small retailers. Credit terms and credit limits. Discounts.
- Direct and indirect advertising and publicity, public relations, sales promotion, sales letters and sales literature.
- The sales office and sales team, sales records, graphs and statistics, analysis of data, computers in sales recording.
- Export selling, controls, customs duties, considerations, payments. The marketing concept.

4- PROJECT MANAGEMENT

An International Diploma Program

Project management is a field which can be of enormous value to many different types of managers, businessmen, administrators, executives and entrepreneurs. Many types of people in many different fields who may not be trained professional project managers will at some time need to manage at least one project. Projects can be as diverse as setting up a market research project, arranging an event, implementing a new shipping route, relocating a company, choosing and installing a complex new computer system, a building project or running a campaign.

Most new ventures can benefit enormously from proven project management ideas and methods; it is not only large types of industrial projects that need careful organization, planning and control. However, not everyone called upon to manage a project is trained as a specialist project manager, and few people have the time or the need to study to become a career project manager. This Program is intended to assist managers of all kinds of occasional projects, people who need a practical introduction to project management, and those looking for careers in the field.

Summary of Major Topics Covered in this Diploma Program

- Project management processes, project objectives, time/cost relationship. Cost, quality.
- Customer project specifications. Contractor design, production, development specifications.
- Documenting project specifications. Organization and communications. Project manager, groups.
- Coding systems. Cost format. Estimating methods. Networks. Planning Resource constraints.
- Resource scheduling. Implementation. Authorization. Design standards, procedures, preparations.
- Purchasing: specifying requirements, supplier selection, ordering, receipts, assuring quality.
- Cost management, budgets, analysis, modifications. Changes, procedures, emergencies.
- Achievement measurement and progress monitoring. Corrective measures. Project closure.

5-LOGISTICS, SUPPLY CHAIN & TRANSPORT MANAGEMENT

An International Diploma Program

A Program which teaches about the vital role of business logistics and supply chain management, and its importance to the competitive strategy and revenue generation of a business.

This management area has been described by many names, and relevant activities may include one or more of the following areas: physical distribution, materials management, transportation management, logistics, supply chain management, transportation, inventory, order processing, purchasing, warehousing, materials handling and packaging.

The focus of this Program is on the planning, organizing and controlling of these activities - key elements for successful management in any organization. Special emphasis is given to strategic planning and decision-making as an important part of the management process. Managerial efforts are directed towards setting the level of the logistics activities to make products and services available to customers at the time and place, and in the condition and form desired, in a profitable and cost-effective way.

Summary of Major Topics Covered in this Diploma Program

- Business Logistics, Supply Chain, Activity Mix, Customer Expectations, Added Value, Objectives
- Logistics/Supply Chain (LSC) Strategy, Planning, Costs, Implementing Strategy, LSC Channels
- The LSC Product, 80-20 Curve, Product Characteristics, Packaging, Pricing, Incentive Prices
- LSC Customer Service, Order Cycle Time, Sales Service Relationships, Levels and Constraints
- Order Processing, Time and other Factors, Logistics Information Systems, Management Systems
- Transport Systems and Decisions, Characteristics, Shipment Agencies, International, Costing.

6-ORGANISATIONAL BEHAVIOUR

[An International Diploma Program](#)

Understanding the principles that govern human behaviour in organisations is part of being a fully effective manager. These principles apply to sales, marketing, production, operations, finance, project and all areas of management, and to the organisation and direction of teams; they apply to all sectors of industry, commerce and public service, and the not-for-profit sector. The effects on people's behaviour of policy and direction initiatives need to be understood by those taking decisions, and by supervisor, junior, middle, senior management and director levels. Organisational performance is adversely affected if insufficient attention paid to its human aspect.

The Program covers the fundamental aspects of human behaviour, and how this is affected when people work in organisations. It also aims to assist practitioners gain a better understanding of the human aspects of organizations as they pursue career paths and maintain professional development.

[Summary of Major Topics Covered in this Diploma Program](#)

- The organisation and its environment, organisational goals, aims and objectives. Decision-making.
- Perception: stereotyping, pigeonholing and compartmentalisation. Attitudes, values and beliefs.
- Learning, specialisation, development. Motivation processes and motivational theories.
- Personality, roles. Communication: direction, two-way, barriers. Influence, power, authority, control.
- Delegation of responsibility. Leadership: functions, styles. Teams and workgroups, development.
- Conflict. Spheres of influence. Relationships, trust, patronage, realpolitik.
- Ethics, responsibilities, obligations. Culture, pressure, influences. Technology, production.
- Organisation structure and design, centralisation, decentralisation. Change management.

7- OFFICE MANAGEMENT/ADMINISTRATION

[An International Diploma Program](#)

A Program designed specifically to train Managers for MODERN OFFICES, INCLUDING THE USE OF SOPHISTICATED EQUIPMENT/COMPUTERS.

The office is responsible for services essential to the smooth running of the entire enterprise of which it is part. The office and its personnel must be well managed so those services are rapidly and efficiently provided. That requires training, supervision and control of personnel and the machines and equipment, including computers, they use; and management of the communications network, the reception, the mailroom, cashiering, accounts work, stationery, and much more.

This very practical Program provides expert training on the most important duties of modern Office Managers and Administrators, and of their subordinates.

[Summary of Major Topics Covered in this Diploma Program](#)

- The functions of the office and of its managers/administrators, activities; technical and human.
- Office environment, commerce and industry, organisational structure.
- Office location and layouts, the working environment, furniture, furnishings, decor, the reception.
- Office activities and responsibilities; information, records, communication.
- Office machines and equipment, computers, word processors, filing systems. Accident prevention.
- Recruiting, inducting, training, controlling, grading, ranking, remunerating, counselling office personnel.
- Oral and written communications, telecommunications, incoming and outgoing mail, reception. Meetings.
- Forms and business documents, business letters, memoranda, reports.
- Word processing, desk top publishing, computers and computerisation, stationery and printing.
- Financial matters, basic accounting, books of accounts, cashiering, budgets, budgetary control, security.

8- MODERN MANAGEMENT/ADMINISTRATION

[An International Diploma Program](#)

A Program specifically designed to produce TRAINED, PROFESSIONAL MODERN MANAGERS FOR INDUSTRY AND COMMERCE.

A good manager is a person set apart by his or her training and abilities to guide the efforts of others: to plan, organise, direct, co-ordinate and control their activities so that the desired objectives of his or her section, department or enterprise are achieved - and always in the most efficient and economical manner. Those are no easy tasks. But they can - and must - be performed well if an enterprise is to prosper.

This Program covers a wide range of important topics which must be mastered by the modern manager both for success in "general" supervision/management, and also to provide a foundation for specialisation in specific management fields.

[Summary of Major Topics Covered in this Diploma Program](#)

- The meaning, functions and purpose of modern management, commerce and the environment.
- The modern manager and subordinates, delegation, differences, attitudes.
- Structural organisation of businesses.
- The responsibilities and obligations of management, business objectives, policy, practical management.
- The importance of effective communication in management; vertical and horizontal communication.
- Planning, forecasting, standards; budgets, budgeting and budgetary control; manpower planning.
- Recruiting, selecting, inducting, training, remunerating, controlling personnel; employee counselling.
- Industrial relations, industrial action, staff associations, government intervention, joint consultation and collective bargaining.
- Personnel policy, remuneration policy. Computers in management.
- Management attributes, leadership, decision-making. Preparing for promotion.

9-LEADERSHIP & TEAM MANAGEMENT

[An International Diploma Program](#)

In business, supervision and management the leadership role of supervisors, managers, professionals, executives and the importance of teamwork and group dynamics is well recognised. The ability to work as part of a team and possess team leadership abilities is increasingly more vital for business and career success.

This Program aims to explore the nature of leadership, teamwork and team building and to equip those working in, or aiming for a career in, administration, supervision and management with the necessary knowledge to understand and to harness these important aspects of organizational life. It considers individuals' motivations, the behaviour of teams, and leadership. The Program also aims to assist managers and leaders gain a better understanding of the leadership role in organizations as they rise in seniority.

[Summary of Major Topics Covered in this Diploma Program](#)

- Leadership, team building, the importance of leadership, work and organisations.
- Motivation, : needs and wants, motivational theories, importance of achievement.
- Team behaviour, norms, perceptions of membership, sizes, spans of control. Synergy, groupthink.
- Team development, formation, loyalty, communication. Learning curves, life cycles. Team roles.
- The role of the leader. Leadership traits, theories, styles. Power, influence, relationships.
- Teams, leadership and organisational culture. Change. Twenty-first century teams and leaders.
- Virtual teams. Empowerment. Trust and support. Contemporary views on teams and leadership.

10-INTERNATIONAL BUSINESS & TRADE

An International Diploma Program

For a business to succeed internationally it is essential that those involved in its international trade and business have a sound understanding of the subject and are professionally trained. Exporting is not an activity for untrained sales managers. Exporting can be rewarding and lucrative if it is conducted in a professional manner and if an effective international marketing strategy is developed.

This Program shows how to understand the potential for export, export readiness and product fit, and the importance of products meeting standards and regulations of importing country. It deals with marketing concepts and tools, research to identify and evaluate potential markets, and strategies to assist in penetrating target markets effectively. It examines the principles of pricing, transport/logistics, currency, documentation and insurance, and provides a comprehensive introduction to the core requirements of importing and exporting.

Summary of Major Topics Covered in this Diploma Program

- Overseas business and trade, image, risks, importing and exporting. Sales and production.
- Growth through acquisitions and mergers. Marketing mix. Market research. Product fit.
- Macro factors. Import controls and licences. Exchange control. Political, legal, cultural factors.
- Routes to market; direct and indirect marketing, methods of selling overseas. Business finance.
- Export costing, pricing and the sale. Transport and logistics: the role of the freight forwarder.
- Freight charges. Insurance. Contracts. Documentation and customs procedures. Bills of lading.
- Methods of payment: bills of exchange, exchange rates. Finance for international trade.
- Suppliers and support organisations. The export marketing plan. Communication.

11- INSURANCE - PRINCIPLES & PRACTICE

An Advanced International Program

This Program covers principles and contemporary law of modern insurance, classes of insurance: marine, aviation, motor, fire, transit, accident, pecuniary, liability, long term life, personal accident and health. It also deals with insurance company organisation, selling, and a wide range of other topics.

Summary of Major Topics Covered in this Diploma Program

- The nature and purpose of insurance; risk, indemnity, the legal position.
- The benefits of insurance, reducing risks; insurance contracts.
- Insurable interest, utmost good faith; classes of insurance business.
- Indemnity, purposes, forms and contracts; values, subrogation and contribution.
- Proximate cause, physical and moral perils, consequential loss.
- Buyers and sellers of insurance, proposal forms, offers and acceptance.
- Premiums payable, policies, cover, certificates; endorsements, legal interpretation.
- Underwriting, premium ratings; reserves, renewals, excesses.
- Claims and claim settlements.
- Organisation of insurance companies, structure, management, personnel.

12- HUMAN RESOURCE/PERSONNEL MANAGEMENT

[An International Diploma Program](#)

A Program designed to promote better WORK RELATIONS FOR THE BENEFIT OF BOTH EMPLOYERS AND EMPLOYEES.

No enterprise can today risk using old-fashioned, 'hit or miss' methods of managing the modern workforce. The activities of the trained human resource/personnel manager and his or her department can ensure the uninterrupted operations of an enterprise and avoid loss of production - and profits - due to industrial action or poor effort by a discontented workforce. This Program concentrates on modern human resource/ personnel managers, providing training on a wide range of the important duties which they must perform (including industrial relations) and their responsibilities in the modern worlds of commerce and industry.

[Summary of Major Topics Covered in this Diploma Program](#)

- Responsibilities and functions of the Human Resource/Personnel Manager and the Human Resource/Personnel Department.
- The functions of management, forecasting and budgeting, organisation and job structure, work groups.
- Scientific management, O & M studies and work studies, manpower planning. Forecasting and budgeting.
- The human resource/personnel policy and strategy.
- Recruitment and selection, induction and training, employee development, remuneration policy, flexitime.
- Effective communication; internal, external; principals of, types and methods of communication.
- Manpower planning, scientific management, O & M studies, work studies, job analysis, job descriptions and specifications.
- Safety in the workplace, security, staff welfare, medical facilities. Counselling, resignations and retirements.
- Industrial relations: trade unions, staff associations, joint consultation, collective bargaining, equal opportunity.
- Human resource/personnel records and statistics, promotions.
- The use of computers in the Human resource/personnel department.

13- HOTEL OPERATIONS & MANAGEMENT

[An International Diploma Program](#)

A Program designed to produce PROFESSIONALS trained in the OPERATION & MANAGEMENT OF HOTELS OF ALL TYPES/STANDARDS.

Hotels of many different sizes, standards and types, and catering for differing demands of guests exist in a country. Despite their differences, all hotels are businesses, with common functions and with the aim of profitability. The prosperity of any hotel requires considerable knowledge, experience and managerial skill. Every hotel comprises a number of departments performing different operations, which need skilful co-ordination to ensure satisfied guests.

This Program provides training on all major operations, and also on their successful planning and implementation.

[Summary of Major Topics Covered in this Diploma Program](#)

- Hotels as businesses: functions, types, locations, sizes, standards, facilities, type of guests.
- Hotel products: accommodation, food & beverages, hotel services.
- Marketing, methods of selling hotel products, brochures, national tourism.
- Hotel organisation, management and staff, staff recruitment and training.
- Hotel front offices: duties of receptionists: check-in, check-out, guest billing, cashiering, registrations, organisation.
- Dealing with guests, security, uniform staff.
- Hotel bedrooms, furniture, fixtures, decor, en suite facilities.
- Hotel housekeeping and the duties of the housekeeping department.
- Hotel catering: purchasing, storing and issuing foodstuffs, food preparation - the kitchen.
- Hotel restaurants, menus, food service, environment and atmosphere, restaurant staff. Hotel beverages.
- Other guest services, leases, concessions, merchandise, ancillary services. Room service.
- Financial accounting and statements, ownership of hotel businesses, computers.

14-GLOBAL MARKETING MANAGEMENT

An International Diploma Program

This Program takes a decision-oriented approach to global marketing, and considers how a company - and its management - can best decide which markets to enter and how to do so. It considers decisions and strategies concerning products, and pricing decisions, distribution decisions and communication and promotion decisions. The Program then covers the factors involved in cross-cultural sales negotiations. It deals with the organization and control of the global marketing programme including global logistics and channel decisions.

The Program explains how global marketing programmes must adapt to needs and preferences of customers with different levels of purchasing power, climates, languages, cultures, competition and methods of doing business. It considers small and middle-sized enterprises, large and multinational companies, and their global marketing advantages.

Summary of Major Topics Covered in this Diploma Program

- Globalization, international marketing mix, international products and services, product life cycles.
- Product decisions, brand equity and positioning; the internet and green marketing strategies.
- Pricing decisions and strategies. Terms of business, sales and delivery, payments, export finance.
- Distribution decisions, logistics management; channel structure, control; international retailing.
- Communication decisions and tools. International advertising and promotion strategies.
- Cross-cultural sales negotiations; knowledge management, learning across borders.
- Organisation, design and control of global marketing programmes, activities, budgets.

15-FINANCIAL MANAGEMENT

[An International Diploma Program](#)

This Program examines the principles and underlying concepts of financial management, and the ways in which financial information can be used to improve the quality of management decision-making. It has a practical emphasis with many illustrations and examples. The key topics of Capital Investment Decisions, the Sources of Finance and Financial markets, and the Management of Working Capital are introduced and explained. Technical terminology and key terms are highlighted for rapid understanding of the main techniques and concepts.

The study of this Program should be of particular benefit to students seeking knowledge of business, finance, management and accounting fields; and to professionals and managers who require a working knowledge of financial management; and to those ambitious for careers in financial management and related fields.

[Summary of Major Topics Covered in this Diploma Program](#)

- Capital investment decisions, decision-making. Sensitivity Analysis.
- Investment appraisal methods. Control in capital expenditure projects.
- Accounting rate of return, payback period, net present value, internal rate of return, discount tables.
- Dealing with risk in investment; interest and inflation.
- Managing investments: funds, opportunities, evaluation, approval, control.
- Sources of finance, finance terms. Financial gearing, shares, debentures, loans, bonds, leasing.
- Share issues, stock exchange. Small business finance.
- Working capital, capital cycles; stocks, debtors, credit, cash, factoring, discounts, budgeting.

16-EMPLOYEE DEVELOPMENT

[An International Diploma Program](#)

This Program is set in the context that expert, trained and developed employees contribute directly to successful, effective and profitable commercial and public service performance. Therefore, needs analyses, core training and development requirements, on-the-job and off-the-job provisions, projects and secondments are each dealt with in turn. The Program considers structures for designing, monitoring, reviewing and evaluating events and attention is then paid to the needs to invest in and manage the development of organisations. The Program also discusses government training and development policy and influences on the future. The Program is aimed at all those who wish to understand the realm, role and function of organisation and employee development. The Program also concentrates on the prerequisites for successful and lasting effective training and development activities.

[Summary of Major Topics Covered in this Diploma Program](#)

- Employee development. How people learn. Training needs analysis. Core training programmes.
- On-the-job training. Off-the-job training. Projects, secondments. Designing training programmes.
- Monitoring, review and evaluation. Training and development equipment and resources.
- Mentoring, coaching and counselling. Organisation and employee development strategies.
- Organisational training functions. Organisation development. Management development.
- Government training and development policy.
- The future of organisation and employee development.

17-COST ACCOUNTING

[An International Diploma Program](#)

Cost Accounting is a discipline that originally arose out of costing and estimating practices in engineering. Its historical context has been manufacturing, but increasingly Cost Accounting is being successfully implemented in service industries and not-for-profit organizations with significant results. This reflects the fact that today Cost Accounting is vital to all modern businesses which face growing competition.

The study of this Program should be of particular benefit to students of professional accounting bodies, those studying undergraduate and also postgraduate courses in business and management and accounting fields where knowledge of Cost Accounting principles is required; and to professionals and managers who require a working knowledge of the principles of Cost Accounting.

[Summary of Major Topics Covered in this Diploma Program](#)

- The scope and definition of cost accounting. Terminology; classification, overheads, total cost.
- Cost behaviour; distinguishing differences, classes, prediction, analysis.
- Accounting for labour costs and for material costs; pricing methods, stock valuation, just-in-time.
- Absorption costing; cost units and centres; activity based costing; overheads, appraisal.
- Marginal costing systems; revenue statements, contribution, breakeven analysis.
- Costing short-term decision making. Planning, budgeting; control, zero-based, activity-based.
- Standard costing and variance analysis, calculation, investigation, appraisal.
- Capital investment appraisal; techniques, discounted cash flows, risk and uncertainty.

18- COMPUTERS & IT IN BUSINESS & MANAGEMENT

[An International Diploma Program](#)

A Program designed to teach the "REAL" facts about computers WHICH EVERY MANAGER AND BUSINESS PERSON SHOULD KNOW.

Computers are widely used in business, industry and government. But many managers simply "accept" computers. Lack of real knowledge and understanding of the capabilities and limitations of computers prevents them realising the true benefits - or problems poorly planned computerisation cause.

This Program is not intended to train computer programmers or engineers. It teaches what a computer can do; what it cannot do; how to get the best from a computer; how to select the system which best suits the organization's requirements; and how to avoid the problems and pitfalls of the unwary in the field of computers.

[Summary of Major Topics Covered in this Diploma Program](#)

- The role of information in management, principles of management, planning, decision making.
- Computers as aids to management and administration; their characteristics and limitations.
- Components of computers, hardware, the central processor, input, output and storage devices.
- Software; programs: tailor-made, general applications packages, database packages, types of data.
- User systems, systems analysts, testing, codes, organisation of data.
- Practical applications of computers in different businesses; computers and management information.
- Computers in accounting, communications with and between computers, modems, networks.
- Word processing, desk-top publishing, graphics
- Choosing the right computer system, evaluation, suppliers, consultants.
- Successful implementation of computer systems, specifications, management, staff involvement, going live.
- Efficient running of computer systems, supervision, security, maintenance contracts.

19- COMMUNICATION IN BUSINESS & MANAGEMENT

[An International Diploma Program](#)

All modern managers need to ensure communication is EFFECTIVE CLEAR AND RAPID, WHETHER ORAL, WRITTEN OR ELECTRONIC.

Effective communication - within a business itself and with external sources - is essential for the efficiency and prosperity of any business organization today. Effective communication is a vital 'tool' of all modern business people and managers.

Communication today might be oral, face-to-face, written, by telephone, facsimile, or by email or internet - but whichever method is used, it must be effective. This comprehensive Program explains the 'channels' and their uses, teaches about effective business letters, about memoranda, meetings, report writing, dictation, word processing, desktop publishing, and more: with numerous examples and specimens.

[Summary of Major Topics Covered in this Diploma Program](#)

- The need for effective communication, types of communication, internal and external.
- Good English, features of business letters, composition, construction, layout and style.
- Communications concerning employment and promotion, staff matters, lines of communication.
- Forms and business documents, design, sequence, codes, indexing.
- Sales letters, follow-up letters, circulars and announcements, advertisements. Memoranda.
- Enquiries, quotations, business documents, invoices, credit notes, orders, payments, etc.
- Meetings - formal and informal, notices, agendas, minutes, interviews; reports, research.
- Drafting, dictating, checking, despatching communications.
- Information, records, filing, referencing, centralisation and decentralisation.
- Telecommunications, facsimile, word processing, desktop publishing, computerisation.

20. Business Start-Up & Development

This Course is no longer available

21-BUSINESS MANAGEMENT & ADMINISTRATION

[An International Diploma Program](#)

Success in business today depends on more than just the ability to produce and/or sell products. A modern business manager or administrator must also be proficient in managing finance, accounts, human resource, purchasing, marketing, stock control, office organisation and control, computerisation, communications, and very much more.

This unique Program is designed not only for those seeking managerial posts in business, but also for those intending to establish their own businesses, and for those already running businesses who need expert guidance to ensure full PROFITABILITY in modern industry and commerce. It contains many valuable "tips" from successful business owners and managers.

[Summary of Major Topics Covered in this Diploma Program](#)

- Capital and the financing of businesses, sources of capital, share issues; working capital, cash and funds flow; the business plan.
- Business units: sole-proprietors, partnership firms, limited liability companies; business organisation, factors in business location.
- Planning and forecasting in business, budgeting and budgetary control, credit limits and credit control, discounts: trade, quantity.
- Management of personnel: recruiting, selecting, inducting, training, controlling, remunerating. Health and safety in the workplace.
- Principles of selling, sales and marketing management, sales promotion, pricing; office management, production management.

22-BUSINESS ENGLISH & LETTER WRITING

[An International Diploma Program](#)

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

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

[Summary of Major Topics Covered in this Diploma Program](#)

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

23- BUSINESS ECONOMICS & COMMERCE

[An International Diploma Program](#)

Business people need to understand and take advantage of their region's ECONOMIC SYSTEM TO IMPROVE THEIR BUSINESSES PROFITABLY.

Economics and Commerce are closely related fields of study; both deal with production, the different forms of business enterprises, marketing, finance, transport, and a wide range of other topics. Whilst Commerce is concerned with how the modern business world works, Economics attempts to explain why it works as it does.

This unique Program covers - in an interesting and practical style - the wide range of important topics within the spheres of both Economics and Commerce which all modern business people, managers and administrators need to know to develop and maintain profitable organizations in the modern business world.

[Summary of Major Topics Covered in this Diploma Program](#)

- Economic systems, activities and law, planning and forecasting, enterprise.
- Sources of incomes, choice, satisfaction of wants, utility.
- The factors of production: land, capital, labour, the division of labour.
- Commerce, trade, Capital and working capital. Types of business units.
- Uses and value of money; the price mechanism, turnover and profit.
- Supply and demand, demand curves, supply curves, effects of changes.
- Price, demand and elasticity, market structure, pricing strategy.
- Production, costs, economies of scale, production policy. Government involvement in commerce.
- Consumer choice and behaviour, budget lines, indifference curves, preferences, product types.
- The distributive trade, credit, discounts. International trade and exporting.
- Business finance, revenue, financial statements, assessing performance, break-even analysis.
- Ancillary services; banking, insurance, communications, transport, advertising and sales promotion.

24- BUSINESS BOOKKEEPING & ACCOUNTS

[An International Diploma Program](#)

Designed to produce bookkeeping and accounts personnel trained on the MODERN PRACTICAL METHODS OF ACCOUNTING.

Trained and competent bookkeeping & accounting personnel are always in demand. This Program is ideal for those who have knowledge of bookkeeping (e.g. from our Proficient Business Bookkeeping Course) or practical experience. Our Training offers tremendous advantages to those already employed in clerical positions in accounting or auditing departments, offices and firms who are ambitious for promotion to better paid posts.

The Program is also of enormous value to business people who need to maintain accurate books of account, and who need to be able to prepare informative accounting statements, either manually or by computer.

[Summary of Major Topics Covered in this Diploma Program](#)

- Books of Account: the ledger, accounting terms.
- Cash book, bank accounts, purchases book, sales book, returns books, the journal.
- Theory and practice of double-entry bookkeeping: ledger accounts, opening entries, posting, folios, trial balances.
- Preparing for final accounts: stocktaking, valuing; adjustments for prepayments, accruals, bad debts, depreciation.
- Manufacturing accounts, trading accounts and profit & loss accounts, why they are prepared.
- Partnerships, limited liability companies, sole traders, shares, dividends.
- Balance sheets: production and layouts, comparisons.
- Interpreting final accounts, accounting ratios.
- Accounting for goodwill, discounts, credit, foreign currencies, bills of exchange.
- Partnership, departmental, branch and hire purchase accounts.
- Cost accounting principles, allocation of overheads. Computerised accounting.

25- ADVERTISING & PUBLIC RELATIONS

[An International Diploma Program](#)

A Program designed to ENSURE Sales/Marketing and Business Managers MAKE FULL USE OF THESE IMPORTANT 'SELLING TOOLS'.

Advertising is one of the marketing activities contributing to the efficient distribution of products to consumers. A good understanding of advertising and its role is essential for all sales and marketing managers, all business owners and managers, and all others involved in selling the products of an organization. Good public relations can make a positive contribution to the success of enterprises by influencing the attitudes of people towards them, and often also towards the products they have for sale. All modern managers and administrators should be aware of the need for and the benefits of good public relations.

[Summary of Major Topics Covered in this Diploma Program](#)

- Features and types of advertising. Importance of advertising to vendors, consumers and the media.
- Types of advertisers: individuals, businesses, others.
- Print, broadcast, speciality and other advertising media, websites.
- Advertising agencies: functions, organisations, staff, departments and the work performed in them.
- Creating print and broadcast advertisements, the advertising message, advertising copy and copywriting.
- Illustrated messages, design, style, layout. Commercials.
- Direct-mail materials. Planning advertising campaigns.
- Public relations theory and practice: objectives, techniques.
- PR organizations and PR consultancies, PR departments; management and organization.
- Promotional campaign planning. Measuring PR and advertising effectiveness.
- Sales promotion, selling, the promotional mix.

26- ADVANCED STUDY OF THEORY & PRACTICE OF MANAGEMENT/ADMINISTRATION

An International Diploma Program

An advanced perspective of management, and preparation for business/management Degree studies.

This Program is suitable only for those who have already studied to the level attained by CIC's Modern Management/Administration Program and/or other CIC Management Programs, or who have held middle or senior managerial/administrative positions. The Program provides a broad overview of important management/administration theories and concepts, and their successful implementation at all levels to overcome the pressures of the modern managerial/administrative environment.

Summary of Major Topics Covered in this Diploma Program

- The evolution of management theory - the search for principles of management: the classical and early theorists.
- Organizations and organizational theory: objectives, categories, ownership, environmental factors. Systems theory.
- Organizational structures, organization charts, systems diagrams, centralisation and decentralisation. Duties and responsibilities of executives, delegation of responsibility.
- Motivational theory: human relations and social psychological theories. Self-realisation, motivation-hygiene theory, expectancy theory.
- Theories on leadership in the workplace: trait theories, style theories, contingency theories. Groups and group behaviour.
- Strategic management; modern theories. Corporate objectives and planning, policies, ethics in business, social responsibilities.
- Business environment; SWOT analysis, Porter, competition.
- Managing Change, dimensions, resistance, culture, management roles.
- Missions and mission statements, values, standards, behaviour.
- Stakeholder theory; investors, government, consumers, the Public, workforces.
- Communication; messages, models, theories, attitudes.
- Business Ethics; approaches, trends, rights, codes of conduct.

27. -Administrative / Personal Assistant / Secretarial Duties

[An International Diploma Program](#)

Designed to produce trained Administration Assistants, PA's & Secretaries OF GREAT VALUE TO BUSY EXECUTIVES AND ADMINISTRATORS.

Knowledgeable and efficient administrative assistants, PA's and private secretaries are very valuable to the executives with whom they work, and to the enterprise as a whole; they are therefore in demand and can command good salaries and other benefits. The range of duties a PA/secretary might be called upon to perform can be wide, and can vary considerably from post to post - this Program provides essential training and knowledge about very many of them.

Often a PA/secretary must 'deputise' for his or her executive in matters relating to office personnel; therefore this Program also teaches about the supervision of office personnel.

[Summary of Major Topics Covered in this Diploma Program](#)

- The Personal Assistant and Private Secretary; types, attributes, value.
- Work environment, organisations, functions of offices, office types.
- The office environment: layouts, furniture and furnishings, equipment and machinery, their functions.
- Information, records, filing; sources, collation, filing schemes, computerised records.
- Communications, business letters – layout and production, memos, faxes, forms and documents.
- Telecommunications, reports, memoranda, word processing.
- Incoming and outgoing mail, checking typed and word processed work, transcribing dictation.
- Meetings: arrangements, agendas, minutes; reception duties; travel and conference arrangements.
- Principles of bookkeeping, sales documents, petty cash, banking, checking bills, issuing cheques.
- Reception work, visitors, appointments, travel arrangements.
- Advertising for and recruiting, inducting, training, supervising and controlling office personnel.
- Functions of management, staff relations, counselling, remuneration, promotions.

28-ACCOUNTING & FINANCE IN BUSINESS & MANAGEMENT

An International Diploma Program

Accounting involves recording and analysing transactions to show their effects on the financial position of an enterprise; such data is essential in controlling its finances. But a manager must go further, and 'read' (interpret) accounting data accurately, and then use it wisely in planning and in controlling the operations of the enterprise and in decision making, which are all essential for its prosperity and survival.

This Program does not train bookkeepers or accountants. It teaches modern managers to understand and/or control bookkeeping or accounting colleagues and subordinates, and to make effective use of available accounting data.

Summary of Major Topics Covered in this Diploma Program

- Financing businesses, capital, ordinary and preference shares, loans, debentures. Working capital: its composition and computation.
- Books of account: the ledger, principles of modern double-entry bookkeeping manually and by computer, comparisons, advantages.
- Trading and profit & loss accounts, balance sheets and other financial statements, contents, purposes, layout and presentations.
- Interpreting financial statements and accounting data, accounting ratios, break-even analysis; budget preparation, budgetary control.
- Control over profits, cash and funds flow, stock control, credit limits and credit control, auditing, pricing policy. Cost accounting, methods, standards, variances.
- Partnership, departmental, branch and hire purchase accounting. Investment strategy and appraisal.

29- PURCHASING & RESOURCING MANAGEMENT

[An International Diploma Program](#)

A Program designed specifically to produce trained PROFESSIONALS IN THE ESSENTIAL FUNCTION OF PURCHASING/RESOURCING.

Whether an enterprise is involved in manufacturing, distribution or service providing, the function of purchasing - or "buying" - on its behalf is a job for professionals. Proficient purchasing can greatly increase the efficiency, the competitiveness and the profitability of a business; but unwise buying can seriously damage its operations, its reputation and its profit levels.

This very practical Program covers the responsibilities and duties of professional buyers, purchasing and resourcing officers/managers employed in industry and commerce.

[Summary of Major Topics Covered in this Diploma Program](#)

- The purchasing and resourcing function, types of products, distribution channels.
- Purchasing objectives and strategy: formulation, implementation, evaluation and control; strategic options.
- Sellers, buyers, markets; demand, manufacturing policy.
- Purchasing organization and structure, centralisation and decentralisation; purchasing within the management hierarchy, co-ordination.
- Purchasing procedures, documentation and records. Information technology: effects on purchasing and suppliers.
- Human resources in the supply chain: recruitment, training and development, control; management styles and leadership.
- Sourcing; matching supply with demand, supplier relationships. Negotiating with suppliers.
- Specifying and assuring quality of supplies; quality control. Controlling prices and costs.
- Support tools: tendering, forecasting, costing. Purchasing research, performance and ethics.

