PROSPECTUS 2016

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.

Enrol for Study & Training TODAY – with this leading professional British Distance-Learning College

Cambridge International College,
International Headquarters,
Heron House,
St. Peter,
Jersey, JE3 7BY,
Britain.

Tel: +44 (0) 1534 485485
Fax: +44 (0) 1534 485071
Email: learn@cambridgetraining.com
Website: www.cambridgecollege.co.uk

College Principal: Dr Stephen M Lawson, MA Ed, PhD
College Vice Principal: David S Lawson, BSc (hons), MBA
Thousands upon thousands of people worldwide have SUCCEEDED with Cambridge International College - and YOU can too!

Whatever your education or work experience, wherever in the world you live, and however high your ambitions may be, Cambridge International College offers you superb British study, training and education. Everything you need for success is provided rapidly by email, airmail and high-speed courier.

CIC’s excellent and popular **International Diploma Programs** and **Higher Programmes** can be your fast-track to high-level career success and progression to higher studies. CIC proudly offers all ambitious men and women opportunities to train and study to achieve personal aspirations and goals.

Make rapid progress NOW with professional study & training:
- **International Diplomas**
  - see pages 4 to 24
- **Honours Diplomas**
  - see pages 26 to 27
- **Baccalaureate in Business Administration Programme**
  - see pages 28 to 29
- **Executive Business Administration (EBA) Programme**
  - see pages 30 to 32
- **Mastery of Management Graduate Diplomas**
  - see pages 34 to 37
- **Advanced Mastery of Business Administration (AMBA)**
  - see pages 38 to 39

Don’t delay - enrol today!

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

CIC focuses on practical, professional, vocational Study, Training and Education to encourage career progress, development and success. The levels of CIC’s international Courses are based upon the vocational competence framework below, which describes the skills and knowledge needed to perform a job or role effectively - and which you should reach after completing that level of CIC course.

<table>
<thead>
<tr>
<th>Level</th>
<th>Framework description - competence and skills to be achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Competence in a range of work activities, often non-routine. Some responsibility and control or guidance of subordinates may be required.</td>
</tr>
<tr>
<td>4</td>
<td>Competence which involves applying knowledge in professional work activities, often with personal responsibility and autonomy, and responsibility for the work of others and for the allocation of resources.</td>
</tr>
<tr>
<td>5</td>
<td>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.</td>
</tr>
<tr>
<td>6</td>
<td>Competence in work needing responsibility, problem-solving and initiative. Detailed knowledge, competence, skills, qualities and ability to analyse and evaluate data, make good decisions and to communicate effectively.</td>
</tr>
<tr>
<td>7</td>
<td>Competence to deal with complex issues systematically and creatively, make sound judgements and decisions, and communicate clearly. Ability to plan and implement professional tasks with initiative and self-direction.</td>
</tr>
</tbody>
</table>

Join the worldwide community of successful CIC Members. Wherever you are, you can succeed with CIC’s professional, affordable, flexible Distance-Learning - at your own pace and convenience.

INTERNATIONAL RECOGNITION, TOP 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 Quality Systems, Courses, Study Materials and Educational Provision are quality audited by educational authorities and leading experts. CIC follows standards of good practice, has achieved the prestigious BILD Quality Mark for professional provision of education and learning services, and meets British and International quality standards. CIC is a registered UK Learning Provider.
- The College history dates back over 80 years to its establishment in 1935, so you can be confident in our quality, reputation and experience. Many thousands of CIC’s Members have been recommended by current and past Members, confirming high satisfaction with CIC’s professional study and training.

- Everyone is an individual CIC Member, with their own aspirations, goals and needs; CIC provides Study, Training and Education to meet YOUR specific requirements.
International Diploma Programs:

Accounting & Finance in Management
Advanced Management & Administration
Asset Management
Business Economics & Commerce
Business Management & Administration
Commercial Practice & Law
Computers & IT in Business & Management
Credit Management
Employee Development
Event Management: Operations & Logistics
Financial Management
Health & Safety in the Workplace
Human Resource/Personnel Management
International Business & Trade
Logistics, Supply Chain & Transport
Modern Management & Administration
Organisational Behaviour
Project Management
Purchasing & Resourcing Management
Stores Management & Stock Control
Supply Chain Strategy & Organisation

Administrative/PA/Secretarial Duties
Advertising & Public Relations
Business Bookkeeping & Accounts
Business English & Letter Writing
Business Organisation & Management
Communication in Business & Management
Cost Accounting
Education: Classroom Management
Essential Everyday English
Event Management: Strategy & Planning
Global Marketing Management
Hotel Operations & Management
Insurance: Principles & Practice
Leadership & Team Management
Mass Media & Communication
Office Management & Administration
Professional English (Everyday & Business Use)
Public Administration
Sales Management & Marketing
Supervisory Management
Tourism & Travel Management

International Honours Group Diploma Programmes:

Administrative Management
Business Accounting & Finance
Executive Assistance
Human Resource Administration
Marketing Administration

Banking, Finance & Management
Business Administration & Development
Hospitality Management
Management & Administration
Materials Management

Baccalaureate in Business Administration Programme - specialisations in:

Business Administration (BBA)
English & Administration (BEA)
Hospitality Administration (BSA)
Management & Administration (BMA)
Materials & Logistics Administration (BLA)

Commerce & Administration (BCA)
Financial Administration (BFIA)
Human Resource Administration (BHA)
Marketing Administration (BMA)
Project Administration (BPA)

Executive Business Administration Programme - specialisations in:

Accounting Administration (BACA)
Commercial & Administration (BCA)
English & Administration (BEA)
Hospitality & Events Administration (BHEA)
Insurance & Administration (BIA)
Leadership & Strategic Administration (BLSA)
Marketing Administration (BMA)
Occupational Health & Safety Admin. (BOA)

Business Administration (BBA)
Communication & Media Administration (BCMA)
Finance & Investment Administration (BFIA)
International Business Administration (BIBA)
Management & Administration (BAA)
Materials & Logistics Administration (BLA)
Project Administration (BPA)

Mastery of Management Graduate Diploma Programs:

Business Finance & Investment
Corporate Strategy & Planning
Financial Strategy & Decisions
Management & Leadership
Managerial Economics
Money, Banking & Financial Systems
Organisational Understanding & Development

Business Law
Events Management for Tourism, Business, Sport
International Marketing
Management of Human Resources
Marketing Strategy
Operations Management
Organisational Design & Behaviour

Advanced Mastery of Business Administration (AMBA) Programme - specialisations in:

Accounting & Management
Financial Management
Human Resource Management
Marketing Management
Project Management

Business Management
Hospitality Management
Logistics & Supply Chain Management
Organizational Management
Strategic Management

Success Stories & Members who have gone on to study at universities and other institutions
Personal International Study & Training: Advantages of CIC Study; Guidance & Advice
What the Study & Training Fees include; Sitting CIC Examinations; More about CIC
How you can Enrol/Register with CIC quickly and easily, and how to make a Fee payment
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.
- Trading, manufacturing and profit & loss accounts, balance sheets, other statements; contents, purposes, layout, presentation. Interpreting financial statements, accounting ratios, break-even analysis.
- 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 Group Diploma, Baccalaureate 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, options, 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.

**Level 3**

- Supervisory and guidance level
- Competence & knowledge in varied work activities
- Study progression available includes management and HR Diplomas, and Honours Group Diplomas.

Andrew Onyango wrote from Uganda:

“I am so happy to be a CIC Member. Since I completed my Course in Accounting & Finance in Business & Management my salary has been increased by over 50% and I have been confirmed in a new position of Chief Cashier.”

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:

- Organisational theory: objectives, categories, ownership, environmental factors and interaction. Open and closed systems theory. Coordination, cooperation, structure, control. Communication theory.
- Organisational structures, planning, growth and development, organization charts, systems diagrams. Duties and responsibilities of executives, delegation, responsibility. Mission, vision, values, MBWA.
- 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, Kanter.

Level 4  ✓ Managerial & supervisory level  ✓ Competence & knowledge in professional work activity.
✓ Study progression available includes Honours Group Diploma, Baccalaureate 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.

✓ Level 4  ✓ Managerial and supervisory level  ✓ Competence & knowledge in professional work activity.
✓ Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

Charles Obiero 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 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 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:
- 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.

✓ Level 4  ✓ Managerial & supervisory level  ✓ Competence & knowledge in professional work activity.
✓ Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

Diploma in Asset 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.

✓ Level 4  ✓ Managerial & supervisory level  ✓ Competence & knowledge in professional work activity.
✓ Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

Yiban Kilan Afumbom Aloah wrote from Cameroon:
"I have the best job ever of Financial Officer, thanks to my CIC studies. I was first in the interview competing with degree holders, ACCA students and accountants. That is why I like the College and have a good job now."

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.”
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, theory, activities and law. 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 and composition. Business finance, sources, control; revenue, gross profit.
- Uses and value of money; the price mechanism, turnover and profit. Types of businesses: sole owners, partnership firms, companies; incorporation, limited liability. International trade, payments.
- Economies of scale, internal, external, cost implications; production policy, production levels, expansion, integration, location. Fixed and variable costs. Government involvement in business.
- 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 Group Diploma, Baccalaureate and EBA Programmes.

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. Sentences and paragraph construction. 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, continuity. Letters dealing with accounts matters, credit notes, statements, credit 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 Group Diploma, Baccalaureate 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.”

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.”
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, 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 Group Diploma, Baccalaureate and EBA Programmes.

Diploma in Business Organisation & Management

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.

✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
✓ Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

Ramos Silverio Ibo wrote from Mozambique: “Thank you for helping me achieve my dream. I am now a university lecturer and I am making good use of the knowledge I gained from the Business Management course, and I also started my own company and am General Manager.”

Lydia Scholastic Carbon wrote from Dominica: “I work with Cable and Wireless and for my family business. I am now a Manager as a result of your excellent course; implementing it in work enabled our business to survive the recession. My family and I extend our gratitude.”
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. Types of economies.
- 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. Types of business: sole-owners, partnerships, limited companies.
- Financing companies; capital, 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.

✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
✓ Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

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.
- Enquiries, quotations, orders, payments; design of forms; business documents: invoices, credit notes, features and accuracy; produced manually and by computer. 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, making copies, security, word processing, DTP. Broadband, websites, LANs.

✓ Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
✓ Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

Marita Cremona wrote from Malta:
“Thank you so much for your professionalism which has been clearly demonstrated. Thanks to you I am a teacher at one of the most prestigious universities in my country. CIC is the best at distance training! Keep it up!”

Kouadio Kouassi Lucien wrote from Ivory Coast:
“Thank you so much for your professionalism which has been clearly demonstrated. Thanks to you I am a teacher at one of the most prestigious universities in my country. CIC is the best at distance training! Keep it up!”
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.
- 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 Group Diploma, Baccalaureate and EBA Programmes.

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:

- 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, 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 Group Diploma, Baccalaureate and EBA Programmes.

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."

Clifton Bashir wrote from Malawi: "I want to inform everyone that CIC training is great beyond doubt. I have been hired by a Recruitment Agency as its Accountant with an attractive package and benefits. This was due to my CIC learning. Thank you CIC."
International Career Development and Progress Diploma Programs

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.
- Importance of liquidity; its management; methods of improving liquidity, cash flow, working capital. Responsibilities of the credit control function. Sources of customer information: internal and external.
- 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.
- 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 Group Diploma, Baccalaureate and EBA Programmes.

Diploma in Education: Classroom Management

Introduction: This Program is about becoming an exceptional teacher, making schools and classrooms into ‘learning communities’, encouraging student responsibility, achieving academic improvement and preventing misbehaviour. It is filled with practical advice and strategies for managing classes, student behaviour, discipline, classroom structure 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 Group Diploma, Baccalaureate and EBA Programmes.

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.”

Bob Kekeli McAllan wrote from Ghana: “I am a teacher and in charge of a school project. I immensely benefitted from your courses which enhanced my performance, I am now an asset to my school. Your courses are fabulous, time-tested and the path to success.”
**Diploma in Employee Development**

**Introduction:** This Program teaches how to become an expert in employee and organization development, so that employees perform effectively. It covers 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 developing and training employees, manpower and the organization’s ‘human resources’, and is relevant to managers, leaders, supervisors and HR personnel.

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

- **Employee development - the context.** 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 Group Diploma, Baccalaureate 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 includes Professional and Business English, Communication and Secretarial Duties.

---

Claire Beausoleil wrote from St Lucia:

“I work in the Human Resource Department now thanks to my CIC Employee Development training and Diploma. My Director has given me additional responsibilities training other employees. Thank you so much CIC.”

Valentin Ivlev wrote from Russia:

“I now teach English at an International Institute. It was a great advantage to have learned English with CIC. Thank you for your excellent training materials, wonderful support and for my fantastic success.”
International Career Development and Progress Diploma Programs

**Diploma in Event Management: Strategy & Planning**

**Introduction:** This Program explains how to prepare strategies, and how to plan and manage business, social and other events. It shows how to analyse event concepts and their feasibility; it covers event bids, budgets and finance; it deals with market, economic and political factors, and stakeholder relationships, and covers key aspects of event sponsorship, law and risk. This Program is valuable for many careers and managerial posts, and is for anyone aiming to be a professional event manager, programme or project manager, or who deals with clients and their needs.

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

- The event industry structure and activities; event sizes, types, teams; technology, resources, ethics.
- Event concepts: establishing the objectives, themes and format; event analysis, design, logistics.
- Event feasibility; event context and rationale; identifying requirements and opportunities; event SWOT analysis; evaluating planning, operational needs, developing project plans and recommendations.
- Analysing event venues; site inspections, defining requirements, checklists, arrangements, maps.
- Compliance, legislation and law; insurance, licencing, stakeholders, official bodies, policies, contracts.
- Business and client relationships, negotiations, agreement, quality customer service, making changes.
- Event marketing strategies, marketing mix, sponsorship, market segmentation, environment analysis.
- Sponsorship motives and needs; sponsor types and categories; implementing, evaluating, merchandising, budget preparation and budgeting; break-even point, income strategy, cash flow analysis.
- Event bids, tendering, applying for grants, event criteria, bid documents.

**Level 4**  
**Managerial & supervisory level**  
**Competence & knowledge in professional work activity.**

**Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.**

**Diploma in Event Management: Operations & Logistics**

**Introduction:** Professional event managers must implement events with attention to every detail and avoid mistakes which could have serious repercussions. This very interesting Program teaches how to do that, and covers important topics like publicity, staging, staffing, safety, spectator control, catering, waste management, event promotion and evaluation.

This Program is for current and potential project and event managers who need the operational and logistical skills and training to successfully manage and control functions, events and projects.

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

- Project management: establishing the mission statement, aims, proposals; planning event operations.
- Promotion and public relations; event image and branding; promotional activities, event publicity.
- Event staging, site choice and rehearsals, service provision, contractors, catering, accommodation.
- Human resource management, organisation charts, job descriptions, recruitment, training, legalities.
- People performance, leadership, managing teams, training, motivation, development, communication.
- On-site services and management, performance standards, site set-up, function areas, logistics.
- Safety, security, risk; health and safety training and compliance, meetings, reporting incidents.
- Crowd procedures, spectator management, first aid services, emergency plans, mass gatherings.
- Event protocol, precedence, titles, address, formal dress occasions, speakers, seating plans, culture.
- Event catering, food preparation and service, beverage service, catering contracts, food safety.
- Environmental management, waste management, sanitary facilities, environmental considerations.
- Careers in the changing event and project management environment, job opportunities, career skills.

**Level 4**  
**Managerial & supervisory level**  
**Competence & knowledge in professional work activity.**

**Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.**

Katsa Ayafor Nadesh wrote from France:  
“The CIC Event Management program has enabled me to acquire good promotion as well as a comfortable salary. I recommend future students to engage with CIC for success and put all their efforts into their studies.”

Aldrin Pareja Quettua wrote from the Philippines:  
“By successfully completing the CIC Program I was able to show my employers that I can manage effectively, am self-motivated and have a good work ethic. That gave me a very big advantage at work and in the business world.”
Alex Quiah wrote from Liberia: “My CIC studies have made me well-known and respected at my workplace. My salary was increased by 40%. Studying further with CIC will bring even greater improvement in my life and bring my dreams to reality. Thank you!”

Tassew Kabato wrote from Ethiopia: “I was so glad to receive my Diploma on Global Marketing Management. Now I work for a big company as a manager. CIC helped me develop high work skills for our competitive world. CIC is the best of institutions!”

International Career Development and Progress Diploma Programs

Diploma in International Career Development

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 Group Diploma, Baccalaureate and EBA Programmes.

Diploma in Global Marketing Management

Introduction: This Program explains how to design, implement and control global marketing programmes; it covers strategies for products, pricing, distribution, communication and promotion, cross-cultural sales negotiations and global logistics. It teaches how to adapt global marketing to customers with different languages, cultures, competition and methods of business.
This Program is ideal for marketers, exporters, managers and business people who want to increase customers and markets, and earn top positions and careers in marketing and international business.

Major Topics Covered in this Diploma Program include:

- Globalization and the international marketing mix, international products and the product life cycle. Product decisions: standardisation, new products, positioning; developing an international strategy.
- Brand equity and branding decisions; private, manufacturer and market brands; green marketing. International pricing decisions; factors affecting pricing strategy; market skimming, penetration strategy.
- Terms of global business, sales and delivery, payments, export finance, currencies, freight forwarders. Distribution decisions and global channel structures; customer and product characteristics.
- Logistics management; order handling and documentation; transport, international retailing. Global communications, tools and processes, global buyer and seller relationships; messages and media.
- International advertising and promotion strategies; global public relations and sales promotions. Cross-cultural sales negotiations, Hofstede’s cultural theory, gap analysis model, culture and organisations.
- Knowledge management, transferring learning and best practice to global markets; project groups. Organising global marketing programmes, structure and control; global accounts and budgets.

Level 4  Managerial & supervisory level  Competence & knowledge in professional work activity.
Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.
International Career Development and Progress Diploma Programs

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 accident prevention actions, from risk assessment to 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 Group Diploma, Baccalaureate 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 be a manager 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, 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. Uniform 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 Group Diploma, Baccalaureate 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 felt honoured. I now conduct safety training. I dedicate my achievement to the learning institution that is CIC - the best!”

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.”
International Career Development and Progress Diploma Programs

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 for 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.

- Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity.
- Study progression available includes Honours Group Diploma, Baccalaureate 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.
- 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, 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 Group Diploma, Baccalaureate 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.”
International Career Development and Progress Diploma Programs

Diploma in International Business & Trade

Introduction: This Program teaches how to conduct international business and exporting 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:

- 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.
- 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 Group Diploma, Baccalaureate and EBA Programmes.

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 skill 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:

- Leadership and team building - their importance and roles; work, organisations, human characteristics. Customer service, SMART, C-SMART. Motivating; social context, psychology, theories, achievement.
- Team and group definitions; values, behaviour, peoples’ perceptions; team types, team membership. Synergy, groupthink, group dynamics and norms, peer and hierarchical groups; inertia and friction.
- Team formation and development; team features, communication and life cycle; team loyalty. Team roles and functions; role theory, team wheels, Belbin’s model; testing teams, balance, recruitment.
- The role of the leader; traits, styles; leadership theories, spectrum and matrix, becoming a leader. Power, influence and relationships in organizations. Authority, responsibility and accountability.
- Delegation and empowerment in the workplace; conflict and negotiation, learning, adaptation, behaviour. Team leadership and culture; cultural development and change, cultural types, culture clashes.

Level 4  Managerial & supervisory level  Competence & knowledge in professional work activity.
Study progression available includes Honours Group Diploma, Baccalaureate 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 when I finish even more training with CIC!”

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.”
International Career Development and Progress Diploma Programs

Logistics, Supply Chain & Transport 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 Group Diploma, Baccalaureate 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 including in television, radio, media, journalism, marketing, advertising, public relations and communication, and 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. 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, 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.

Level 4  Managerial & supervisory level  Competence & knowledge in professional work activity.
Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

Ibrahim Abdul Sillah
wrote from Sierra Leone:
“My CIC Diploma gained me employment with a large company as Stores Controller with 50 Warehouse personnel. I then gained even better employment in the United Nations. I thank CIC for the wonderful promotions.”

Tarataake Angiraoi
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.”
Cyrus Sebit Hillary wrote from South Sudan:

“Many thanks to CIC for giving me 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!”

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.”
International Career Development and Progress Diploma Programs

Diploma in Organisational Behaviour

Introduction: This Program explains about the behaviour of people in organizations and provides the knowledge needed to be a successful and effective supervisor, motivator, leader and manager. It covers 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 needing 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: purpose, 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.

Level 4 ✓ Managerial & supervisory level ✓ Competence & knowledge in professional work activity. ✓ Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

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 Group Diploma, Baccalaureate and EBA Programmes.

Sifiso Mahlalela wrote from Swaziland: “Since I studied Organization and HR Management 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.”

Audrey Kaenau Salhi wrote from the Solomon Islands: “Thanks to CIC studies I was promoted from Secretary to Registrar of the High Court, then to Executive Personal Secretary to the Chief Justice of the Solomon Islands - those are big jumps in promotion for me!”
International Career Development and Progress Diploma Programs

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 Group Diploma, Baccalaureate and EBA Programmes.

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 Group Diploma, Baccalaureate and EBA Programmes.

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.”

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. Thanks to CIC for this outstanding achievement.”
International Career Development and Progress Diploma Programs

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 Group Diploma, Baccalaureate and EBA Programmes.

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 travelling; 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 Group Diploma, Baccalaureate and EBA Programmes.

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.”

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 money.”
International Career Development and Progress Diploma Programs

Stores Management & Stock (Inventory) Control

Introduction: This Program produces professional stores staff and managers. Efficient stores management and organisation can greatly affect an enterprise’s success, help save money, retain customers and maintain continuous operations and production. It teaches how to manage 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, backups.

Level 4  Managerial & supervisory level  Competence & knowledge in professional work activity.
Study progression available includes Honours Group Diploma, Baccalaureate and EBA Programmes.

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, supervisor or administrator. It teaches skills and techniques which are easy to understand and apply, and provides the foundation for higher studies and work in management, supervision and HR. 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 Group Diploma, Baccalaureate 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 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 study of the Logistics Program 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, including warehousing, distribution, materials handling, inventory and more.

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 Group Diploma, Baccalaureate and EBA Programmes.

Diploma in Tourism & Travel Management

Introduction: This Program creates professionals in tourism and travel organisation and management. It teaches about the tourism industry, its earnings and importance; how to benefit from, develop, plan and control tourism, and how to “sell” and market tourism. It covers management of travel agencies and tourism businesses, satisfying customers and travel motives. 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 Group Diploma, Baccalaureate and EBA Programmes.

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.”

Dzane Joseph Asangama 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.”
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:
“The 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.”

Alex Ojok wrote from South Sudan:
“I thank CIC for making my future brighter! I have been admitted to Amity University for a Bachelors in IT, due to your enriched Diploma in Computers and IT. Further, I was promoted to Senior Management in my organisation and my salary has been raised.”

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.”

Yorine Inove wrote from Papua New Guinea:
“I thank the CIC team for your very careful and easy to understand training materials. They helped me a lot at work, especially in Cost Accounting & Bookkeeping. I also gained entry to an Accountancy degree in one of the biggest Universities in my country.”

Joram Kagina Ngurube wrote from Tanzania:
“It is an honour for me as my CIC certificate is recognized by reputable international organizations and I have been invited to conferences at national and global levels. Also several universities accepted my qualification to take up postgraduate studies.”

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.”

Alex Kamwanga Ciyombo from Namibia wrote from Canada:
“I completed my CIC Honours Diploma in HR when I was in Namibia. Now I have been admitted to complete Bachelor of Commerce (HR Management) at Thompson Rivers University in Canada, and the University has granted some credits toward my degree.”

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.”

Grace Chikondi Dinala wrote from Malawi:
“Training from CIC helped me to get promotion to Programme Assistant in an international Project in Sierra Leone and then entry to a Masters Degree in Sustainable Development - I got a scholarship from the United Nations as a result of my output and your studies.”
HONOURS GROUP DIPLOMAS are awarded on various ‘specialist’ fields

Introduction: The Honours Group Diploma programme is designed so that Members can choose a ‘group’ of Specialist Subjects, as well as studying and gaining theoretical and practical knowledge on management and 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.

* An Honours Group Diploma indicates that its holder has the competence, understanding and potential to become a successful senior manager, administrator or executive in his or her chosen career in industry, management, business, public service or other area; and it provides its holder with the confidence of knowing that he or she has proved capable of studying successfully at high level over a wide range of related areas, including advanced management theory and practice.

* The International Honours Group Diploma programme requires that the appropriate 4 Core Subjects are completed. The Honours Group Diploma Programme enables a Member to gain FIVE Diplomas: one Diploma for each of the 4 individual Subjects (when the Examination for each one is passed); 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 a CIC Honours Group Diploma may proceed to higher levels of study including to undergraduate (Bachelor and first degree) and graduate (MBA and Masters) levels, including CIC’s Baccalaureate, Executive Business Administration (EBA), Mastery of Management Graduate Diplomas and AMBA programmes. An Honours Group Diploma holder will usually gain automatic acceptance to CIC’s Baccalaureate, EBA and AMBA programmes with Study Exemption.

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.”

Sibtain Haider Rizvi wrote from Qatar: “My sincere thanks to CIC for offering such a fabulous and professional course on Materials Management which has enhanced my knowledge and understanding, and helped my career advancement enormously.”

Okome Audrey Djena wrote from Gabon: “Studying an Honours Diploma with CIC greatly enhanced my skills and knowledge. My sincere thanks for the programme. I feel fully equipped to enter the job market, my dream is now reality. Now I wish to pursue the Baccalaureate.”

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

CIC International Honours Group Diplomas

The 4 Core Subjects to study for an Honours Group Diploma are the compulsory Subject of Advanced Management & Administration Theory & Practice - PLUS three further Subjects from the appropriate 'specialisation' group as listed below.

Honours Group Diploma on ADMINISTRATIVE MANAGEMENT:

- Office Management & Administration
- Computers & IT in Business & Management
- Public Administration OR Communication in Business & Management OR Insurance

Honours Group Diploma on BANKING, FINANCE & MANAGEMENT:

- Business Management & Administration
- Banking
- Financial Management

Honours Group Diploma on BUSINESS ACCOUNTING & FINANCE:

- Accounting & Finance in Business & Management
- Business Bookkeeping & Accounts OR Cost Accounting
- Business Economics & Commerce OR Financial Management

Honours Group Diploma on BUSINESS ADMINISTRATION:

- Business Management & Administration
- Business Economics & Commerce
- Advertising & Public Relations OR International Business & Trade

Honours Group Diploma on BUSINESS DEVELOPMENT:

- Business Organisation & Management
- Business Management & Administration
- International Business & Trade OR Commercial Practice & Law

Honours Group Diploma on EXECUTIVE ASSISTANCE:

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

Honours Group Diploma on HOSPITALITY MANAGEMENT:

- Hotel Operations & Management
- Tourism & Travel Management
- Business Management & Administration OR Event Management Strategy & Planning

Honours Group Diploma on HUMAN RESOURCE ADMINISTRATION:

- Human Resource/Personnel Management
- Modern Management & Administration OR Organisational Behaviour OR Employee Development OR Health & Safety in the Workplace

Honours Group Diploma on MANAGEMENT & ADMINISTRATION:

- Modern Management & Administration
- Business Management & Administration
- Leadership & Team Management OR Public Administration OR Project Management

Honours Group Diploma on MATERIALS MANAGEMENT:

- Stores Management & Stock Control
- Purchasing & Resourcing Management
- Logistics, Supply Chain & Transport Management

Honours Group Diploma on MARKETING ADMINISTRATION:

- Sales Management & Marketing
- Advertising & Public Relations
- Mass Media & Communication OR Global Marketing Management

(Note, other combinations of qualifying Core Programs might be accepted on special request to the College).
Baccalaureate in Business Administration Programme

BACCALAUREATE PROGRAMME IN BUSINESS ADMINISTRATION

Introduction: Cambridge International College offers a popular 2-year Baccalaureate in Business Administration Study Programme with a range of Specialisations. Such study and training is essential for management success in today’s competitive world of international trade and global business, and provides a wide-range of key knowledge and understanding. This professional Programme is 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.

- Each of the two ‘Study Years’ of this professional Business Administration Programme comprises four Core Subjects. The four Subjects studied in ‘Study Year One’ are the same (mandatory) for all Specialisations; the four ‘Study Year Two’ Subjects focus on the Specialisation or Major selected.

- The high-quality Study Materials compiled by experts ensure the acquisition of wide-ranging knowledge to help accelerate career development. CIC’s Baccalaureate Programme increases depth of knowledge and understanding, evaluation and analytical skills, and demonstrates high level ability, confidence in job roles, and competence to hold significant management responsibility.

- The Programme also takes account of present qualifications and work experience so that suitably qualified applicants might be granted Study Exemption from one or more of the Core Subjects.

- The Baccalaureate Programme is an award at level 5+ equivalent to foundation and associate degrees and qualifications of similar levels.

- A Baccalaureate award demonstrates significant knowledge and ability in business, management and administration, in leadership, strategic management and other important subjects, as well as high-level knowledge in the specialist field studied; this provides very wide and varied high-level opportunities for career advancement in management and high-level administrative posts.

- The holder of a CIC Baccalaureate may proceed to higher levels of study including to undergraduate (Bachelor and first degree) and graduate (MBA and Masters) levels, including to CIC’s EBA and AMBA Programmes, and will usually gain automatic acceptance with Study Exemptions; and a range of CIC Mastery of Management Graduate Diplomas are available for further high-level specialisation, additional knowledge and graduate-level qualifications.

Ali Al Attas Mohammed wrote from Egypt: “The Baccalaureate in Business Administration lead me to success. I was an office worker for four years, but after graduating from CIC I was promoted to Executive Manager. I highly recommend CIC to enrich management skills.”

Katongo Chalabesa wrote from Zambia: “With my Baccalaureate I have been promoted three times: clerk to Project Planner, then to Central Planner, then to Contracts Supervisor (controlling the whole department). I owe all this great success to CIC.”

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 of Exxonmobil. With the award from your distinguished College, job opportunities and promotions were given to me by my employer.”
CORE SUBJECTS OF THE BACCALAUREATE IN BUSINESS ADMINISTRATION

CORE Subjects studied in ‘STUDY YEAR ONE’ (common to all Specialisations/Majors) are:

1. Business Theory & Commercial Practice  
2. Business English & Communication  
3. Management & Administration of People  
4. Advanced Management Theory & Practice

CORE Subjects studied in ‘STUDY YEAR TWO’ of the Programme are:

**Specialisation/Major in BUSINESS ADMINISTRATION (BBA)**

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

**Specialisation/Major in COMMERCE & ADMINISTRATION (BCA)**

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

**Specialisation/Major in ENGLISH & ADMINISTRATION (BEA)**

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

**Specialisation/Major in FINANCIAL ADMINISTRATION (BFA)**

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

**Specialisation/Major in HOSPITALITY ADMINISTRATION (BSA)**

5. Hotel Operations & Management  
6. Tourism & Travel Management  
7. Event Management Planning & Strategy  
8. Event Management Operations

**Specialisation/Major in HUMAN RESOURCE ADMINISTRATION (BHA)**

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

**Specialisation/Major in MANAGEMENT & ADMINISTRATION (BAA)**

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

**Specialisation/Major in MARKETING ADMINISTRATION (BMA)**

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

**Specialisation/Major in MATERIALS & LOGISTICS ADMINISTRATION (BLA)**

5. Stores Management & Stock Control  
6. Purchasing & Supply Management  
7. Project Management  
8. Logistics & Supply Chain Management

**Specialisation/Major in PROJECT ADMINISTRATION (BPA)**

5. Business Finance & Accounting  
6. Purchasing & Supply Management  
7. Project Management  
8. Project Leadership

(Note, it may be possible to offer other Specialisations/Majors on special request to the College.)
EXECUTIVE BUSINESS ADMINISTRATION (EBA) PROGRAMME

Introduction: 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 offers the study of a wide range of important, interesting, technical, practical, and specialist subjects. The professionally-produced Study Materials prepared by leading experts enable Members to learn rapidly and enjoyably. The EBA includes preparation of a Project to blend the practical and theoretical knowledge gained, and to increase analytical ability. The Programme will greatly improve skills and competencies and take knowledge and confidence to higher levels, and offers an opportunity to specialise as well as gaining excellent business, management and administration knowledge and an in-depth understanding of the modern business environment.

An additional benefit is that Members gain a valuable award for each Study Year completed:
- on completion of the First Study Year an EBA First Year certificate will be awarded;
- on completion of the Second Study Year an EBA Second Year certificate will be awarded;
- and on completion of the three Study Years, CIC’s prestigious Executive Business Administration Award (with a detailed grade sheet) will be awarded.

The awards for each ‘Study Year’ successfully completed provide proof to employers and others of progress, of achievement, of commitment to improvement, of development and on-going success.

The EBA is designed as a level 6 programme - bachelor and undergraduate degree level. Graduate or MBA degree level study is usually next for anyone wishing to pursue further qualifications, such as CIC’s AMBA programme, or such courses with another education provider or university.

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.”

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.”

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.”

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

Core Subjects of Study on the EBA Programme

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

<table>
<thead>
<tr>
<th>The four Core Subjects of the First Study Year:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Business Management and Organisation</td>
</tr>
<tr>
<td>2. Commercial Practice and Law</td>
</tr>
<tr>
<td>3. Management and Administration of People</td>
</tr>
<tr>
<td>4. Advanced Management &amp; Administration</td>
</tr>
</tbody>
</table>

The Second and Third Study Years of the Executive Business Administration Specialisations are:

<table>
<thead>
<tr>
<th>SPECIALISATION IN ACCOUNTING ADMINISTRATION (BACA)</th>
<th>SPECIALISATION IN ENGLISH &amp; ADMINISTRATION (BEA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Study Year Two’:</td>
<td>‘Study Year Two’:</td>
</tr>
<tr>
<td>5. Business Bookkeeping &amp; Accounts</td>
<td>5. Professional &amp; Social English</td>
</tr>
<tr>
<td></td>
<td>‘Study Year Three’:</td>
</tr>
<tr>
<td>10. Accounting for Decision Makers</td>
<td>10. Accounting for Decision Makers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIALISATION IN BUSINESS ADMINISTRATION (BBA)</th>
<th>SPECIALISATION IN FINANCE &amp; INVESTMENT ADMINISTRATION (BFIA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Study Year Two’:</td>
<td>‘Study Year Two’:</td>
</tr>
<tr>
<td></td>
<td>‘Study Year Three’:</td>
</tr>
<tr>
<td>10. International Business &amp; Trade</td>
<td>10. Accounting for Decision Makers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIALISATION IN COMMERCE &amp; ADMINISTRATION (BCA)</th>
<th>SPECIALISATION IN HOSPITALITY &amp; EVENTS ADMINISTRATION (BHEA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Study Year Two’:</td>
<td>‘Study Year Two’:</td>
</tr>
<tr>
<td>6. Project Management</td>
<td>6. Tourism &amp; Travel Management</td>
</tr>
<tr>
<td></td>
<td>‘Study Year Three’:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIALISATION IN COMMUNICATION &amp; MEDIA ADMINISTRATION (BCMA)</th>
<th>SPECIALISATION IN HUMAN RESOURCE ADMINISTRATION (BHA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Study Year Two’:</td>
<td>‘Study Year Two’:</td>
</tr>
<tr>
<td>8. Mass Media &amp; Communication</td>
<td>8. Employee Development</td>
</tr>
<tr>
<td></td>
<td>‘Study Year Three’:</td>
</tr>
<tr>
<td>SPECIALISATION IN EXECUTIVE BUSINESS ADMINISTRATION PROGRAMME</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Insurance &amp; Administration (BIA)</strong></td>
<td></td>
</tr>
<tr>
<td>‘Study Year Two’:</td>
<td></td>
</tr>
<tr>
<td>5. Insurance Principles &amp; Practice</td>
<td></td>
</tr>
<tr>
<td>6. The Insurance Industry and Environment</td>
<td></td>
</tr>
<tr>
<td>7. Leadership &amp; Team Management</td>
<td></td>
</tr>
<tr>
<td>8. Health &amp; Safety in the Workplace</td>
<td></td>
</tr>
<tr>
<td>‘Study Year Three’:</td>
<td></td>
</tr>
<tr>
<td>10. Risk Management</td>
<td></td>
</tr>
<tr>
<td>11. Organisation Environment</td>
<td></td>
</tr>
<tr>
<td>12. Project (and Key Management Concepts)</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Administration (BMA)</strong></td>
<td></td>
</tr>
<tr>
<td>‘Study Year Two’:</td>
<td></td>
</tr>
<tr>
<td>5. Sales &amp; Marketing Administration</td>
<td></td>
</tr>
<tr>
<td>6. Advertising &amp; Public Relations</td>
<td></td>
</tr>
<tr>
<td>7. International Business &amp; Trade</td>
<td></td>
</tr>
<tr>
<td>8. Global Marketing Management</td>
<td></td>
</tr>
<tr>
<td>‘Study Year Three’:</td>
<td></td>
</tr>
<tr>
<td>10. Marketing: Brands, Strategy, Value, Growth</td>
<td></td>
</tr>
<tr>
<td>11. Organisation Environment</td>
<td></td>
</tr>
<tr>
<td>12. Project (and Key Management Concepts)</td>
<td></td>
</tr>
<tr>
<td><strong>International Business &amp; Administration (BIBA)</strong></td>
<td></td>
</tr>
<tr>
<td>‘Study Year Two’:</td>
<td></td>
</tr>
<tr>
<td>5. Leadership &amp; Team Management</td>
<td></td>
</tr>
<tr>
<td>7. International Business &amp; Trade</td>
<td></td>
</tr>
<tr>
<td>8. Business Economics &amp; Commerce</td>
<td></td>
</tr>
<tr>
<td>‘Study Year Three’:</td>
<td></td>
</tr>
<tr>
<td>10. International Business &amp; Management</td>
<td></td>
</tr>
<tr>
<td>11. Organisation Environment</td>
<td></td>
</tr>
<tr>
<td>12. Project (and Key Management Concepts)</td>
<td></td>
</tr>
<tr>
<td><strong>Leadership &amp; Strategic Administration (BLSA)</strong></td>
<td></td>
</tr>
<tr>
<td>‘Study Year Two’:</td>
<td></td>
</tr>
<tr>
<td>5. Leadership &amp; Team Management</td>
<td></td>
</tr>
<tr>
<td>6. Organisational Behaviour</td>
<td></td>
</tr>
<tr>
<td>7. Strategy &amp; Planning for Projects &amp; Events</td>
<td></td>
</tr>
<tr>
<td>8. Project Leadership</td>
<td></td>
</tr>
<tr>
<td>‘Study Year Three’:</td>
<td></td>
</tr>
<tr>
<td>10. Strategic Management</td>
<td></td>
</tr>
<tr>
<td>11. Organisation Environment</td>
<td></td>
</tr>
<tr>
<td>12. Project (and Key Management Concepts)</td>
<td></td>
</tr>
<tr>
<td><strong>Management &amp; Administration (BAA)</strong></td>
<td></td>
</tr>
<tr>
<td>‘Study Year Two’:</td>
<td></td>
</tr>
<tr>
<td>5. Administrative Management</td>
<td></td>
</tr>
<tr>
<td>6. Project Management</td>
<td></td>
</tr>
<tr>
<td>7. Human Resource/Personnel Management</td>
<td></td>
</tr>
<tr>
<td>8. Leadership &amp; Team Management</td>
<td></td>
</tr>
<tr>
<td>‘Study Year Three’:</td>
<td></td>
</tr>
<tr>
<td>10. Health &amp; Safety in the Workplace</td>
<td></td>
</tr>
<tr>
<td>11. Organisation Environment</td>
<td></td>
</tr>
<tr>
<td>12. Project (and Key Management Concepts)</td>
<td></td>
</tr>
<tr>
<td><strong>Occupational Health &amp; Safety Administration (BOA)</strong></td>
<td></td>
</tr>
<tr>
<td>‘Study Year Two’:</td>
<td></td>
</tr>
<tr>
<td>5. Workplace Management &amp; Administration</td>
<td></td>
</tr>
<tr>
<td>6. Health and Well-being at Work</td>
<td></td>
</tr>
<tr>
<td>7. Occupational Health &amp; Safety</td>
<td></td>
</tr>
<tr>
<td>8. Employee Development</td>
<td></td>
</tr>
<tr>
<td>‘Study Year Three’:</td>
<td></td>
</tr>
<tr>
<td>10. Workplace Risk Assessment &amp; Management</td>
<td></td>
</tr>
<tr>
<td>11. Organisation Environment</td>
<td></td>
</tr>
<tr>
<td>12. Project (and Key Management Concepts)</td>
<td></td>
</tr>
<tr>
<td><strong>Materials &amp; Logistics Administration (BLA)</strong></td>
<td></td>
</tr>
<tr>
<td>‘Study Year Two’:</td>
<td></td>
</tr>
<tr>
<td>5. Stores Management &amp; Stock Control</td>
<td></td>
</tr>
<tr>
<td>6. Purchasing &amp; Resourcing Management</td>
<td></td>
</tr>
<tr>
<td>7. Logistics, Supply &amp; Transport Management</td>
<td></td>
</tr>
<tr>
<td>8. Supply Chain Strategy &amp; Management</td>
<td></td>
</tr>
<tr>
<td>‘Study Year Three’:</td>
<td></td>
</tr>
<tr>
<td>10. Inbound Logistics Management</td>
<td></td>
</tr>
<tr>
<td>11. Organisation Environment</td>
<td></td>
</tr>
<tr>
<td>12. Project (and Key Management Concepts)</td>
<td></td>
</tr>
<tr>
<td><strong>Project Administration (BPA)</strong></td>
<td></td>
</tr>
<tr>
<td>‘Study Year Two’:</td>
<td></td>
</tr>
<tr>
<td>5. Business Finance &amp; Accounting</td>
<td></td>
</tr>
<tr>
<td>6. Purchasing &amp; Resourcing Management</td>
<td></td>
</tr>
<tr>
<td>7. Project Management</td>
<td></td>
</tr>
<tr>
<td>8. Project Leadership</td>
<td></td>
</tr>
<tr>
<td>‘Study Year Three’:</td>
<td></td>
</tr>
<tr>
<td>10. Programme Management &amp; Project Strategy</td>
<td></td>
</tr>
<tr>
<td>11. Organisation Environment</td>
<td></td>
</tr>
<tr>
<td>12. Project (and Key Management Concepts)</td>
<td></td>
</tr>
</tbody>
</table>

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.”

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.”
PERSONAL & INDIVIDUAL INTERNATIONAL STUDY & TRAINING FROM BRITAIN

★ YOU WILL BE A ‘MEMBER’ OF CIC. You will receive personal and individual 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 to succeed and to achieve YOUR ambitions!

★ YOU CAN STUDY IN YOUR OWN AREA. You do not have to leave your own region or country or travel to a distant study centre. You can study wherever you are, whatever YOUR experience or previous education. However, if you wish to enrol through a local CIC Affiliate centre we can advise you on 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. Initial Study Modules can also be sent to you by email or via the CIC website.

★ YOU WILL STUDY AT YOUR OWN PACE AND CONVENIENCE. You will not be delayed by slower learners, absent lecturers, by fixed school terms or holidays. You study at the pace which best suits your circumstances and which will ensure YOUR success, at home, at work, in the day or at night.

★ YOUR STUDY & TRAINING PERIOD IS FLEXIBLE. You have 12 months to complete a Diploma Program; 21 months for an Honours Group Diploma, two years for a Baccalaureate, three years for the Executive Business Administration (EBA) Programme, one year for a Mastery of Management Graduate Diploma, and three years for the Advanced Mastery of Administration (AMBA) Programme - BUT the time taken to complete is flexible. You can complete more quickly or more slowly than that. With CIC, YOUR circumstances and needs come first - the duration of study is flexible to suit YOU.

★ YOU CAN RAPIDLY MASTER CIC STUDY & TRAINING MANUALS & PUBLICATIONS. All 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. You do NOT need to give up work or take unpaid study leave, and you can put into practice at work the knowledge you gain as you study. CIC Training is your rapid route to good jobs, promotions and top careers!

★ ACCESS AND EQUALITY FOR ALL. CIC is committed to its Equal Opportunity Policy and Special Needs Policy. All applicants and Members are treated equally regardless of age, gender, nationality, race, disability, religious or political views, social or economic background or special needs.

Further Study and Training, Advice, and Assistance

★ Before, during and after CIC Study & Training you may ask CIC’s experienced Consultants for advice on initial studies and career prospects, and on progressing to higher Study & Training with confidence.

★ CIC’s experienced and helpful staff can assist you with special requests such as for duplicate awards, transcripts, attestations and recommendation letters, invoices if needed, and more, by post and email.

Achieve your own Diploma or Higher Award soon with CIC! (actual size is 21 x 29 cm)
MASTERY OF MANAGEMENT GRADUATE DIPLOMAS

Introduction: These Programs provide the opportunity to study high-level specialist subjects comprising market-leading content which help Members to apply the content professionally at work. The Program materials and syllabuses are suitable for MBA/MA degree level and stand-alone Graduate Diploma level courses; they 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 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.

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

Mastery of Management Graduate Diploma on: Business Finance & Investment

Introduction: This Program focuses on the theory and practice of business finance. It covers the major theories of financial decision making and their real-life applications; it assesses their practical usefulness, and relates financial and decision-making theory to what happens in actual practice. The Program is for accounts and finance personnel, managers, directors, owners and investment officers - and those aspiring to such positions - who need to make finance and investment decisions. This Program covers financial and investment decisions, and investment appraisal methods, including:

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

Mastery of Management Graduate Diploma on: Business Law

Introduction: This Program outlines each major area of legal concern in business, and covers changes and developments in the law. It clearly outlines key legal rules and cases, using business examples to reinforce understanding and to demonstrate the practical application of the law. The Program is for those aiming to become law specialists, and for business, managers, executives and others needing a good knowledge of business law, whether or not law has been studied before. The Program covers contracts, sales, liability, employment, corporate organisation and more, including:

- 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
- Rights at Work: Safety, Discrimination, Dismissal
- Directors, Secretary, Auditors, Shareholders
- Law of Tort, Liability: Goods, Services, Premises
- 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

**Mastery of Management Graduate Diploma on: Corporate Strategy & Planning**

**Introduction:** This Program expertly explains the concepts and role of strategic management, about corporate policy, and how to analyse the business environment, the organisation’s situation and strategic problems; and how to formulate, plan, implement, control and evaluate strategy. The Program is of great value to current and aspiring senior managers, directors, executives and business owners who must control the organisation’s direction and strategy effectively and ethically. This Program covers strategic management, decision-making, analysis and evaluation, including:

- Concepts of Strategic Management and Policy
- Environmental Scanning, Industry Analysis
- Strategy Implementation: Staffing and Directing
- Strategy Formulation: Corporate Strategy
- Strategy Implementation: Organising for Action
- Corporate Governance, Social Responsibility
- Internal Scanning: Organization Analysis
- Situation Analysis and Business Strategy
- Functional Strategy and Strategic Choice
- Evaluation and Control

**Mastery of Management Graduate Diploma on: Events Management (Tourism, Business, Sport)**

**Introduction:** This Program provides the knowledge and sophisticated skills needed to become a professional event and/or project manager, and to overcome managerial challenges. It covers strategy, operational planning and implementation for event projects in clear and focused detail. The Program is valuable to men and women wishing to enter, or who are employed in, the rapidly growing field of event management and who aim to become competent, successful event managers. This Program covers many event management topics, including event marketing, finance and HR:

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

**Mastery of Management Graduate Diploma on: Financial Strategy & Decisions**

**Introduction:** This Program deals with decisions on financing the operations of an organization, sources to finance particular investments, and financial strategies. It covers the stock exchange, gearing and dividends, and the financial decision areas of investment, finance and management. The Program is highly useful to men and women involved in finance and financial decision making in the organizations for which they work - and for those looking for promotion within an enterprise. This Program covers finance and financing investments, working capital, restructuring and includes:

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

**Mastery of Management Graduate Diploma on: International Marketing**

**Introduction:** This Program provides a thorough, informative and interesting explanation of the international marketing and planning process, of customers, producers, suppliers and globalization of companies. It gives many international examples outlining theory and their practical applications. The Program is aimed towards high-level management and marketing positions for people who must make important international marketing decision based on a solid understanding of global marketing. This Program covers global markets; implementing and developing marketing programmes, and:

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

Ross Cooper

**wrote from England:**

“The detailed CIC Mastery of Management 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.”
Mastery of Management Graduate Diploma Programs

Mastery of Management Graduate Diploma on: Management of Human Resources

Introduction: This Program gives an integrated view of theory and practice of the ‘twin’ personnel (workforce-centred) and human resource management (resource-centred) approaches. It deals with performance, behavioural science, motivation, effective relationships, organization and management. The Program is for current or future senior HR managers, executives, leaders and administrators, who need to assess and understand HR situations and react effectively to company needs. This Program covers behavioural science, performance improvement and HR management, including:

- Personality Dynamics, Cognitive Theory
- Individual Perception, Transaction Analysis
- Workgroups, Teamwork, Roles, Conflict
- Group Processes, Analysis and Dynamics
- Human Resource Management, Appraisals
- Managing Knowledge, Learning Organizations
- Behaviour, Motivation Theories, Relationships
- Managing Change, Improving Performance
- Job Design and Satisfaction, Work Performance
- Staffing the Organisation, Culture, Training

Mastery of Management Graduate Diploma on: Management & Leadership

Introduction: This Program covers management and leadership, its impact on people, organisations, relationships and performance; how to carry out the managerial leadership role, how to satisfy the needs of staff and create a climate in which people work effectively, and to achieve the goals set. The Program is for men and women aspiring to be good, successful, effective managers, executives or leaders with high-level understanding of leadership roles, processes, and the theory and practice. This Program covers control, power, culture, conflict, decision-making, leadership science, and more:

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

Mastery of Management Graduate Diploma on: Managerial Economics

Introduction: This Program focuses on making good business decisions based on the application of economic theory. It blends macroeconomic and microeconomic theory and policy, explains the environment in which firms operate, and how the economy works, and how businesses are affected. The Program is for senior managers, directors, owners, executives and others in such positions, who must understand the economic environment in order to run businesses effectively and competitively. The Program covers costs, prices, industries, markets and economic business decisions including:

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

Mastery of Management Graduate Diploma on: Marketing Strategy

Introduction: This Program focuses on strategic marketing concepts and provides a framework for marketing management. It examines how to undertake strategic market planning, develop core strategy, segment markets, and how to achieve customer satisfaction, quality, value and growth. The Program is for managers, marketers, strategists, directors and businesspeople who need to apply modern strategic marketing in both domestic and global companies and businesses. This Program covers identifying and meeting customer needs and overcoming competition, including:

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

Chukwuma Nwanza  
Wrote from Nigeria:

"On the presentation of my CIC Diploma I have been recruited in one of Nigeria’s top Management Consultancy firms on an unbelievable salary that is four times the size of my previous salary! Thank you, thank you, CIC!"

Imre Szucs  
Wrote from Hungary:

"As soon as my employers learned about my studies with CIC, I was promoted to Senior HR Manager. By learning with CIC I have gained a deeper knowledge regarding the modern business world. Thank you so much."
Mastery of Management Graduate Diploma Programs

Mastery of Management Graduate Diploma on: Money, Banking & Financial Systems

Introduction: This Program explains the purposes, roles and features of money, banks, banking, financial institutions, financial systems and markets, and their function and importance in financial and economic activity. It explains about risks, expectations, and their effects on finance and economics. The Program is for men and women wanting successful careers in banking and financial services and who need advanced knowledge of banking, financial economics theory, institutional and policy matters. This Program covers the types, workings and purposes of various financial markets and includes:

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

Mastery of Management Graduate Diploma on: Operations Management

Introduction: This Program takes a managerial approach to design, structure, management and behaviour, linking design and structure to organisational performance and management effectiveness. It explains theory and its practical application, formal organisational issues and behavioural science. The Program is for all managers, directors and business people who want to improve work processes and operations and who need to maximise efficiency, customer satisfaction and competitiveness. This Program is about the way products and services are created, how customer needs are met, and:

- Operations Management, Processes, Resources
- Operations Strategy, Market Requirements
- Product, Service and Process Design; TQM
- 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, Capacity; Measurement, Fluctuation
- Enterprise Resource Planning, Efficiency

Mastery of Management Graduate Diploma on: Organisational Design & Behaviour

Introduction: This Program takes a managerial approach to design, structure, management and behaviour, linking design and structure to organisational performance and management effectiveness. It explains theory and its practical application, formal organisational issues and behavioural science. The Program is for all managers, executives, directors and business people who need the knowledge and understanding to apply an effective managerial approach to organisational behaviour and design. This Program covers design, structure, management, behaviour, performance, productivity and:

- 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

Mastery of Management Graduate Diploma: Organisational Understanding & Development

Introduction: This Program provides a detailed understanding of the processes, relationships and behaviour of people at work. It enables managers to effectively use an organisation’s human resources, and explains how to use power, authority, skills and leadership abilities to best effect. The Program is for current and future managers, leaders, executives and others who need to manage effectively, improve organisational performance, and understand individuals and groups. This Program covers organisational processes, motivation, behaviour, performance, and includes:

- 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

Ihsanullah Zaheer

wrote from United Arab Emirates: “I thank CIC for outstanding services in education. The Program was very interesting and well designed. I encourage my friends to choose CIC for their career development.”

Valentina Malic

wrote from Montenegro: “CIC is ideal for studying organization. It greatly improved my skills as an Administrative Manager with an international organization handling a large number of staff and activities.”
**ADVANCED MASTERY OF BUSINESS ADMINISTRATION**

**Introduction:** Cambridge International College offers this special high-level Programme designed to develop the advanced business management and administration skills that are essential to prepare individuals for senior, executive and Board-level managerial positions in our highly competitive business world. This is a popular but demanding programme; it is flexible, expertly produced and designed, with study materials and content written and produced by world-leading experts and publishers, which provide expert knowledge and understanding. 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 and most challenging Programme which the College offers, and it gives in return great rewards in terms of the 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 high-level subjects with both technical and academic content, yet always with a focus on the practical application of the subject knowledge, and covers strategic management, policy, managerial economics, business finance and relevant Specialisation Subjects.
- The AMBA is offered as a level 7 programme - graduate degree level - for experienced and qualified applicants, who may have already studied with CIC, another education provider or university.
- 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.
- Knowledge of the subjects studied is vital for current and future senior managers, executives and company/department leaders, and is essential for understanding the operations of enterprises; 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.
- The flexible 3-Year Programme can be studied and completed at the pace which is required and suitable for the CIC Member, and applicants with suitable qualifications might be granted Study Exemption from one or more of the First or Second Study Year Subjects; if required, an AMBA “Assessment for Eligibility to Register” Form is available on request from the College.
- Members may also take a second Specialisation, studying only the relevant Specialisation Subjects.

---

Densill Sinclair wrote from Jamaica:
“It has been my pleasure studying (specialization 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.”

Lawrence 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 can do the same and more.”

Having already achieved a Bachelor degree,
Advanced Mastery of Business Administration (AMBA) Programme

Core Subjects of Study on the AMBA Programme

The 4 subjects of the First Study Year; the 4 subjects of the Second Study Year; and the first 3 subjects of the Third Study Year are the same for all Specialisations; the Project/Thesis is compulsory.

<table>
<thead>
<tr>
<th>FIRST ‘STUDY YEAR’ Core Subjects:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Business Theory &amp; Commercial Practice</td>
</tr>
<tr>
<td>2. Business Economics &amp; Commerce</td>
</tr>
<tr>
<td>3. Management &amp; Administration in Business</td>
</tr>
<tr>
<td>4. Advanced Management &amp; Administration</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECOND ‘STUDY YEAR’ Core Subjects:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Business Finance &amp; Accounting</td>
</tr>
<tr>
<td>6. Sales &amp; Marketing Administration</td>
</tr>
<tr>
<td>8. Commerce &amp; Business Law</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THIRD ‘STUDY YEAR’ Core Subjects:</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. Corporate Strategy &amp; Planning</td>
</tr>
<tr>
<td>10. Managerial Economics</td>
</tr>
<tr>
<td>11. Business Finance &amp; Investment</td>
</tr>
<tr>
<td>12. Project/Thesis</td>
</tr>
</tbody>
</table>

Specialisation Subjects for the Third ‘Study Year’:

<table>
<thead>
<tr>
<th>Specialisation on Business Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Management &amp; Leadership</td>
</tr>
<tr>
<td>14. Marketing Strategy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialisation on Financial Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Money, Banking &amp; Financial Systems</td>
</tr>
<tr>
<td>14. Financial Strategy &amp; Policy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialisation on Hospitality Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Hospitality Management</td>
</tr>
<tr>
<td>14. Hospitality &amp; Organizational Behaviour</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialisation on Human Resource Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Management of Human Resources</td>
</tr>
<tr>
<td>14. Management &amp; Leadership</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialisation on Logistics &amp; Supply Chain Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Materials Management</td>
</tr>
<tr>
<td>14. Logistics, Supply &amp; Transport Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialisation on Marketing Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. International Marketing</td>
</tr>
<tr>
<td>14. Marketing Strategy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialisation on Organisational Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Organisational Design &amp; Behaviour</td>
</tr>
<tr>
<td>14. Organisation Understanding &amp; Development</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialisation on Project Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Project Management</td>
</tr>
<tr>
<td>14. Event Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialisation on Strategic Management:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Marketing Strategy</td>
</tr>
<tr>
<td>14. Financial Strategy &amp; Policy</td>
</tr>
</tbody>
</table>

(Note, it may be possible to offer other Specialisations/Majors on special request to the College.)
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 instructions and advice on how best to study and to answer Assessments and Examinations.

✔ Self-Assessment Tests with Recommended Answers, a Progress Chart, Training Tests and optional Tutorial Support Service.

✔ The Final Examination(s) under ‘Invigilation’ in your own area (see below) and Assessment.

✔ The CIC Diploma, Honours Diploma, Baccalaureate, EBA, Mastery of Management Graduate Diploma or AMBA 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

✔ Newsletters; details of special offers, new Programs, competitions, information and advice.

SITTING YOUR EXAMINATION(S) UNDER ‘APPROVED INVIGILATION’

“Approved Invigilation” means that you will sit your CIC Examination(s) under ‘true examination conditions’ supervised by an Invigilator (or Monitor/Proctor) approved by the College (wherever you are resident when you are ready to sit the Examination.) You will be allowed to sit the Examination on ANY date to suit YOUR convenience and that of your Invigilator. Arrangements can only be made: (1) once 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, and other 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 advise you fully about Invigilation as soon as you are an enrolled Member.
ENROLLING AS A MEMBER FOR CIC STUDY & TRAINING

Complete the appropriate Enrolment/Registration Form fully and in CAPITAL LETTERS.

Then send it by registered airmail post or courier, WITH your Fee payment or payment details to:
Cambridge International College, Heron House, St Peter, Jersey JE3 7BY, Britain
OR
scan and email the Enrolment Form WITH your payment
details to: learn@cambridgetraining.com
OR
enrol/register and send your Fee payment details online
through our website: www.cambridgecollege.co.uk

You may send your payment by any of these methods:

By BANK TRANSFER: You can send your payment directly 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 ($) 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 the bank receipt. Ensure you pay all transfer charges and add £20 or US$40 or €30 to the Fee to cover intermediary bank transfer charges.

By WESTERN UNION: You can give your local Western Union Agent money in British Pounds (£), US Dollars ($), Euros (€), or your local currency to transfer to CIC. CIC will receive your payment in British Pounds, US Dollars or Euros. You can transfer your payment through Western Union:-

by ‘Quick Pay’ service to:
Account Name: Services to Management Code City: SMCOLLEGE,UK Account No: AUK040697
or by ‘Will Call’ service: You may only send a fee by Western Union Will Call AFTER CIC has given you authorisation to do so and has confirmed the name of the person (the receiver) to whom the payment should be sent. Wherever possible, please use the Western Union “Quick Pay” system.

or by ‘Global Pay for Students’ service:
Western Union will process your fee payment and send it quickly to CIC with your payment reference and details. See the CIC website ‘How to Pay Fees’ page or contact CIC by email for more information.

Whichever Western Union method is used, send your Enrolment Form with the Western Union receipt to CIC in Jersey, Britain, stating clearly the 10-digit Money Transfer Control Number and the name of the “sender”.

By BANK DRAFT or INTERNATIONAL MONEY ORDER (IMO): You can buy or pay for a bank draft/IMO from your bank. It must be payable to ‘Cambridge International College’ and must be in British Pounds or US Dollars or Euros. A draft/IMO in British Pounds or Euros must be drawn on a bank in London (England); a draft/IMO in US Dollars must be drawn on a bank in New York (USA). Bank drafts/IMOs in Euros or US$ must be for at least £200 or US$200; drafts/IMOs for smaller values cannot be accepted.

By DAHABSHIIL Money Transfer: You can pay your Dahabshiil Agent in British Pounds, US Dollars, Euros or your local currency. Your Dahabshiil money transfer should be sent with these details:
Beneficiary: David Simon Lawson Destination: Britain Contact details/telephone: 01534 485485
Scan and email, post or fax your Enrolment Form WITH the Dahabshiil receipt to the College in Britain, stating clearly the Money Transfer Control Number and the “sender name” exactly as it is stated on the receipt.

CURRENCY NOTES: You may send British Pounds (£), United States Dollars ($), or Euros (€).

By PAYPAL: You can pay your Fee via PayPal on the College website. You need to click the “Add to Basket” button on the webpage of the course(s) to be enrolled for, then follow the instructions given. PayPal allows you to send your fee using your debit or credit card, bank payment or your PayPal account.

By CREDIT/DEBIT CARD: All payments will be in British Pounds. The best, fastest and safest way to pay using your credit or debit card is through the CIC website: you will need to click on the “Add to Basket” button on the webpage of the course(s) to be enrolled for, then follow the instructions given.
Alternatively you can send CIC a signed letter which states your credit/debit card number and expiry date, your name, postal and email address, and the amount to be paid, WITH a copy of the front and back of the card (the card MUST be signed on the signature strip) and it must be your own personal card.

BRITISH POSTAL ORDERS: These may be purchased from British Post Offices. They must be made payable to ‘Cambridge International College’. Only British Postal Orders can be accepted.

MONEYGRAM: You may only send a fee by MoneyGram AFTER CIC has given you authorisation to do so and has confirmed the name of the person (the receiver) to whom the payment should be sent.

RELATIVES/FRIENDS/SPONSORS/EMPLOYERS: Whether overseas or in your country, they can send your completed Enrolment/Registration Form and Fee payment to the College in Jersey, Britain.
CIC trains men and women - of all educational backgrounds, in countries all over the world - for rewarding careers and top jobs. CIC can train you quickly, enjoyably and at a modest fee.

They succeeded – and so can you!

CIC specialises in professional study & training from Britain on:
- Bookkeeping
- Accounting
- Finance
- Cost Accounting
- Financial Management
- Business Organisation
- Business Management
- Business Finance & Investment
- Organisational Behaviour
- Banking & Financial Systems
- Corporate Strategy
- Management & Administration
- Project Management
- Economics
- Commerce
- Insurance
- Hotel Management
- Tourism & Travel Management
- Hospitality Management
- Advertising & PR
- Marketing
- Sales Management
- International Business & Trade
- Global Marketing Management
- Purchasing & Resourcing
- Stores & Stock Control
- Logistics & Transport Management
- Computers & IT
- Secretarial & PA Duties
- Media
- Human Resource/Personnel Management
- Employee Development
- Leadership & Team Management
- Event Management
- Management & Leadership
- English
- Communication
- Public Administration
- Commercial Law
- Business English & Letter Writing
- Office Administration
- Health & Safety
- Advanced Management Theory
- Supervisory Management
- Organisational Understanding & Development
- Supply Chain Organisation
- Credit Control
- Asset Management
- Education & Classroom Management
- Operations Management

You can gain a wide range of CIC awards from Britain, including:
- International Diplomas
- Honours and Advanced Diplomas
- Baccalaureate (various specialisations)
- Executive Business Administration
- Mastery of Management Graduate Diplomas
- Advanced Mastery of Business Administration (AMBA)

Visit the College website or contact the College for an Enrolment/Registration Form and/or Fees schedule:
Cambridge International College, International Headquarters, Heron House, St. Peter, Jersey, JE3 7BY, Britain.

Tel: +44 (0) 1534 485485
Fax: +44 (0) 1534 485071
Email: learn@cambridgetraining.com
Website: www.cambridgecollege.co.uk