

# The British College of Professional Management



## CAMBRIDGE INTERNATIONAL COLLEGE

THE BRITISH INTERNATIONAL COLLEGE OF PROFESSIONAL MANAGEMENT

Professional Study & Training for Successful Careers

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# 2020 PROSPECTUS

Diplomas & Higher Programmes: Respected International Awards

Accredited. Experienced. Flexible. Respected.



An accredited  
International College



ANNIVERSARY





Principal Dr Stephen Lawson, MAEd, PhD, and Vice Principal David Lawson, BSc, MBA, lead this experienced professional College, which is dedicated to your study success and focused on your career advancement, and are pleased to welcome you:-

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

If you would like guidance in choosing the right study, training, education, courses or qualifications for you, you are welcome to contact our experienced staff for assistance and advice."

## *Professional study, training and education gives YOU the opportunity of achieving*

- \* **GLOBALLY RECOGNISED AWARDS**
- \* **PROMOTION & ADVANCEMENT**
- \* **REWARDING JOBS & HIGH PAY**
- \* **KNOWLEDGE, SKILL, ABILITY**
- \* **CONFIDENCE & RESPECT**
- \* **SUCCESSFUL CAREERS**



**CAMBRIDGE**  
INTERNATIONAL COLLEGE

[www.cambridgecollege.co.uk](http://www.cambridgecollege.co.uk)



*An accredited  
International College*



**ANNIVERSARY**



**Our courses are designed to be flexible, affordable and convenient, and for you to learn rapidly and quickly gain valuable awards.**

**Everything you need for success is included in the Course Fee:-**

- ✓ Your **registration** as a Member with CIC
- ✓ High-quality **Study & Training Materials**
- ✓ Detailed **Study & Training Guidance**
- ✓ Tutorial **Support**, Exams, Assessment
- ✓ Your **Diploma or Higher Award**

*and more - see page 40*



## **YOU CAN STUDY FOR:**

p **04 - 25:** International Diplomas

p **26 - 27:** Honours/Higher Group Diplomas

p **28 - 29:** Baccalaureate

p **30 - 33:** Executive Business Administration (EBA)

p **34 - 36:** Mastery of Management Graduate Diplomas

p **37:** Executive Mini MBA

p **38 - 39:** Executive Mastery of Business Administration (EMBA)

p **40 - 41:** CIC Study, Exams, Awards, Quality, Accreditation

**Fast-track your career with expert courses and valuable qualifications.**

# **PROFESSIONAL, ENJOYABLE, AFFORDABLE, ACCREDITED - FLEXIBLE STUDY, TRAINING and EDUCATION by DISTANCE-LEARNING**

## **International Diplomas (pages 4 to 25)**

These expertly produced Diploma Programs provide essential vocational, practical and relevant knowledge with rapid learning so that Members can gain good employment, promotion, rewarding jobs and respect, and can carry out job roles competently and efficiently. Whether you are already employed, or are starting on a new career path, a CIC Diploma will help you achieve your aims.

- \* Accounting & Finance in Management
- \* Advanced Management & Administration
- \* Asset & Investments Management
- \* Business Bookkeeping & Accounts
- \* Business English & Letter Writing
- \* Business Management & Administration
- \* Commercial Practice & Law
- \* Computers & IT in Business & Management
- \* Credit Management & Control
- \* Essential Everyday English
- \* Financial Management
- \* Hotel Operations & Management
- \* Insurance: Principles & Practice
- \* International Relations
- \* Logistics, Materials, Supply Chain Management
- \* Mass Media & Communication
- \* Organisational Behaviour
- \* Project Leadership & Management
- \* Purchasing & Resourcing Management
- \* Sales Management & Marketing
- \* Supervisory Management
- \* Tourism & Travel Management
- \* Administrative/PA/Secretarial Duties
- \* Advertising & Public Relations
- \* Banking & Bank Operations
- \* Business Economics & Commerce
- \* Business Entrepreneurship & Organisation
- \* Classroom Management & Psychology for Teachers
- \* Communication in Business & Management
- \* Cost Accounting
- \* Educational Psychology & Administration
- \* Events Management
- \* Health & Safety in the Workplace
- \* Human Resource/Personnel Management
- \* International Business & Trade
- \* Leadership & Team Management
- \* Management & Administration
- \* Office Management & Administration
- \* Professional English (Everyday & Business Use)
- \* Public Management & Administration
- \* Retail Marketing Management & Customer Relations
- \* Stores, Inventory & Warehouse Management
- \* Supply Chain Strategy & Organisation
- \* Training Management & Employee Development

## **International Honours (Higher) Group Diplomas (pages 26 to 27)**

The Honours Diploma Programme design allows Members to study a group of related Subjects and also gain a wide ranging knowledge of important topics on organisation, leadership, motivation and strategy. An Honours Diploma provides competence, understanding and the potential to become a successful manager, administrator or executive, and to achieve rewarding well-paid posts.

- \* Administrative Management
- \* Business Accounting & Finance
- \* Business Development
- \* English & Communication
- \* Hospitality Management
- \* Management & Administration
- \* Management & Workplace Safety
- \* Materials & Logistics Management
- \* Banking, Finance & Management
- \* Business Administration
- \* Computers & IT Administration
- \* Executive & Secretarial Assistance
- \* Human Resource Administration
- \* Management & Leadership
- \* Marketing Administration
- \* Retail Management & Administration

## **Baccalaureate (pages 28 to 29)**

This professional and enjoyable Programme covers a wide-range of knowledge and subjects for ambitious men and women seeking high-level skills and competencies to develop successful careers in business, management and administration, including in commercial, industrial and government posts. All of this is based on an excellent foundation of management skills, professionally taught.

- \* Business Administration
- \* Computers & IT Management & Administration
- \* English & Administration
- \* Financial Administration
- \* Human Resource Administration
- \* Insurance, Risk Management & Administration
- \* Management, Business & Administration
- \* Materials & Logistics Administration
- \* Commerce & Administration
- \* Educational Leadership & School Administration
- \* Environmental Planning & Administration
- \* Hospitality Administration
- \* HR & Occupational Health & Safety
- \* Management & Administration
- \* Marketing Administration
- \* Project Administration

# **INTERNATIONAL AWARDS and RESPECTED QUALIFICATIONS - ACHIEVE YOUR CAREER AMBITIONS and EDUCATIONAL GOALS**

## **Executive Business Administration (EBA) (pages 30 to 33)**

The enjoyable and rewarding EBA Programme is for men and women ambitious to increase ability, knowledge and understanding, and to succeed at high levels in their organisation. It is for those aiming to be successful and effective leaders, executives, senior managers and entrepreneurs, and provides high-level managerial competence and also specialist knowledge in a chosen subject.

- \* Accounting & Administration
- \* Commerce & Administration
- \* Construction Management & Administration
- \* Educational Administration & School Leadership
- \* Finance & Investment Administration
- \* Hospitality & Events Administration
- \* International Business & Administration
- \* Leadership, Strategy & Administration
- \* Marketing Administration
- \* Project Management & Administration
- \* Training & Development Administration
- \* Business Administration
- \* Communication & Media Administration
- \* Economics & Administration
- \* English & Administration
- \* Hospital Management & Health Administration
- \* Human Resource Administration
- \* IT Systems & Database Administration
- \* Management & Administration
- \* Materials & Logistics Administration
- \* Public Policy & Administration
- \* Transport Management & Administration

## **Mastery of Management Graduate Diplomas (pages 34 to 36)**

These Programs provide the opportunity to study high-level specialist subjects and market-leading content which can be applied professionally at work, and distinguish you as an expert. They are for men and women aiming to be specialist senior managers, directors, executives and professionals.

- \* Business Finance & Investment
- \* Corporate Strategy & Planning
- \* International Relations & Politics
- \* Management & Leadership
- \* Marketing Strategy
- \* Operations & Quality Management
- \* Organisational Understanding & Development
- \* Business Law
- \* International Marketing
- \* Management of Human Resources
- \* Managerial Economics
- \* Money, Banking & Financial Systems
- \* Organisational Design & Behaviour
- \* Real Estate (Property) Management

## **Executive Mini MBA (page 37)**

This Course is designed to enhance career progress, advance personal and professional development, and improve work success through developing MBA critical thinking skills, tactical behaviour and dynamic strategic awareness.

## **Executive Mastery of Business Administration (EMBA) (pages 38 to 39)**

The EMBA provides practical career-oriented ability, knowledge, high-level graduate understanding and rapid learning. It is enjoyable, effective and beneficial, covering core subjects essential for directing the operations and management of enterprises, and specialisation subjects. It is designed to accelerate high-level career development towards well-paid senior and executive positions.

- \* Accounting & Management
- \* Financial Management
- \* Human Resource Management
- \* Leadership & Management
- \* Marketing Management
- \* Project Management
- \* Business Management
- \* Hospitality Management
- \* International Business & Management
- \* Logistics & Supply Chain Management
- \* Organisational Management
- \* Strategic Management

## **Information about Cambridge International College (pages 40 to 41)**

- \* **What CIC Study & Training Programs include**
- \* **Sitting CIC Exams - a simple process to arrange**
- \* **CIC: a High quality and Quality-assured education provider**
- \* **Reasons to Study with CIC, and Benefits & Advantages of doing so**
- \* **Accreditation, specimen awards and qualifications**



If you have any questions or queries, or would like advice and guidance on suitable study and training, then you are welcome to contact the College by email, telephone or post. CIC Enrolment Forms also contain useful and helpful information and guidance, and you can visit the CIC website for further details.

## 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 to make wise financial decisions.

### Topics Covered in this Diploma Program include:

- ★ Accounting information, concepts and functions.
- ★ Ledgers, double-entry bookkeeping, businesses.
- ★ Business finance, capital, shares, loans, liability.
- ★ Investments, financial decisions, working capital.
- ★ Trial balance, depreciation, bad debts, adjustments.
- ★ Trading, manufacturing, profit & loss accounts.
- ★ Balance sheets, other statements, purposes.
- ★ Interpreting accounts, ratios, break-even analysis.
- ★ Planning, forecasting, budgets, income, expenses.
- ★ Stock control, stocktaking, value, work-in-progress.
- ★ Bank accounts, credit control, cash and funds flow.
- ★ Gross and net profit, auditors, auditing, pricing.
- ★ Cost accounting, standards, variances, overheads.
- ★ Partnership, departmental, branch, HP accounts.
- ★ Financial assets, returns, risk, strategy, gearing.

### The level 4 Diploma Program is ideal for:

- ✓ bookkeepers, accountants, finance personnel
- ✓ promotion and preparing for managerial posts
- ✓ business people, supervisors, managers
- ✓ careers in the finance and accounting fields
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### 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.”*



## Administrative, PA & Secretarial Duties

**Introduction:** This Program teaches how to become a competent, efficient administrative assistant, PA and 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 also covers office control, personnel management, supervision, preparing for promotion, and more.

### Topics Covered in this Diploma Program include:

- ★ The PA/Secretary, work, attributes, relationships.
- ★ Office environment, layout, design, equipment.
- ★ Business letters, memos, emails, forms, reports.
- ★ Filing, computers & IT, data, databases, security.
- ★ Incoming and outgoing mail, sorting, despatching.
- ★ Reception work, visitors, making appointments.
- ★ Meetings, appointments, agendas, notes, minutes.
- ★ Arranging travel, managing events, conferences.
- ★ Effective communication: oral, visual, electronic.
- ★ Principles of bookkeeping, petty cash, banking.
- ★ Invoices, receipts, bills, cheques, financial records.
- ★ Recruiting personnel, advertising, interviewing.
- ★ Training, supervising, controlling, counselling.
- ★ Health & safety, job analysis, job descriptions.
- ★ Principles of management, aiming for promotion.

### The level 4 Diploma Program is ideal for:

- ✓ secretaries, PAs, administrators, office staff
- ✓ promotion and preparing for managerial posts
- ✓ supervisors, managers, receptionists
- ✓ secretarial, HR/personnel, supervisory careers
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Angelique Foster

wrote from the **Bahamas:**

*“I was privileged to study this great Secretarial Program filled with a wealth of information, a real plus for my self-development. With the knowledge I gained I am now very confident in my daily duties.”*



**Josephine Mushwena Mwale** wrote from **Sweden** about CIC studies:

*“I am proud of the amount of education I have acquired from your prestigious College. It is a perfect investment for my life. I deeply appreciate the way you simplify your Study Materials. I therefore wholeheartedly encourage all willing and determined folks to follow suit. Seeing is believing.”*

## 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.

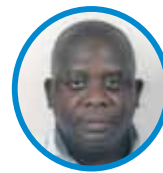


### Topics Covered in this Diploma Program include:

- ★ Principles of management, classical theorists.
- ★ Scientific management, authority, discipline.
- ★ Mission statements, vision, values, executives.
- ★ Organisations, objectives, categories, ownership.
- ★ Systems theory, coordination, structure, control.
- ★ Organisation structure, growth, development, charts.
- ★ International management: teams, structures.
- ★ Motivational theories, theorists, psychology.
- ★ Leadership theories: style, contingency, theorists.
- ★ Workgroups, behaviour, norms, cohesiveness.
- ★ Managing change, culture, learning organizations.
- ★ Entrepreneurs, innovation, business environment.
- ★ Communication theory, delegation, authority.
- ★ Strategic management, competition, theorists.
- ★ Corporate policies, ethics, social responsibility.

### This Advanced Diploma Program is ideal for:

- ✓ managers, leaders, supervisors, executives
- ✓ promotion and preparing for managerial posts
- ✓ business people & owners, entrepreneurs
- ✓ careers in management or administration
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Babui Mokwetu

wrote from **Botswana**:

*"After I completed my Diploma in Advanced Management & Administration, my professional personality changed and the way I worked improved. I now operate a big institution and am turning its operations to being the best."*



## 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.

### Topics Covered in this Diploma Program include:

- ★ Features, types and aims of advertising.
- ★ Advertising: producers, vendors, consumers, media.
- ★ Markets, marketing, communication, research.
- ★ Types of advertisers: individuals, business, others.
- ★ Adverts: print, broadcast, mail, transit, radio, TV.
- ★ Website design, social media, viral marketing.
- ★ Advertising agencies: functions, organisation, staff.
- ★ Advertising executives, jobs, costs, revenue, fees.
- ★ Creating print, radio, television, textual adverts.
- ★ Speciality, point of sale advertising, direct-mail.
- ★ Principles of design, layout, the promotional mix.
- ★ Public relations theory, public opinion, managers.
- ★ Internal PR departments, external PR consultancy.
- ★ Promotional campaigns, sales promotion, control.
- ★ Planning campaigns, budgets, measuring results.

### The level 4 Diploma Program is ideal for:

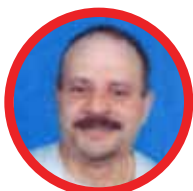
- ✓ advertising, media, PR staff and personnel
- ✓ promotion and preparing for managerial posts
- ✓ sales and marketing personnel, editors
- ✓ business owners, managers, journalists
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Mohammed Eisa Omer

wrote from **Sudan**:

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



**Mahmmad Y H Hamoudeh** wrote from **Jordan** about CIC studies:

*"I am extremely proud to be a graduate of CIC. My thanks for the opportunity to advance my knowledge and skills to be a better manager and serve more effectively, and for the strong commitment, guidance and support for persons like me trying to advance academic knowledge while pursuing their career."*

## Asset & Investment Management

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



### Topics Covered in this Diploma Program include:

- ★ Fixed, working, current, circulating, floating assets.
- ★ Liquid assets, liquidity, debtors, credit control.
- ★ Intangible assets: intellectual, copyright, patents.
- ★ Financial instruments: equity, debt, securities, gilts.
- ★ Investments: deposits, stocks, shares, dividends.
- ★ Physical assets, purchase, finance, depreciation.
- ★ Investment businesses and managers, duties.
- ★ The asset management industry, dealing, returns.
- ★ Organisation of asset management companies.
- ★ Portfolio theory, data, growth, interest rates.
- ★ Equities, bonds, the money market, derivatives.
- ★ Compliance, systems and data requirements.
- ★ Fund management: equity, interest, currencies.
- ★ Performance, reporting, accounting, settlements.
- ★ Quantitative analysis, security and market analysis.

### The level 4 Diploma Program is ideal for:

- ✓ investors, brokers, analysts, bankers, lenders
- ✓ promotion and preparing for managerial posts
- ✓ financial advisors, economists, accountants
- ✓ careers in finance, investment, banking
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### 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 Financial Analyst."*

## Banking & Bank Operations

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



### Topics Covered in this Diploma Program include:

- ★ Banking explained, money, borrowers, purposes.
- ★ Retail banking, deposits, loans, mortgages, services.
- ★ Corporate banking, lending, credit, project finance.
- ★ Bank operations, capital, liquidity, reserves, clearing.
- ★ Asset & liability management, loan policy, trading.
- ★ Bank financial statements, interest rates, deposits.
- ★ Investment banking, services, trading, mergers.
- ★ Mutuels, finance houses, credit unions, insurance.
- ★ International banking, foreign exchange markets.
- ★ Financial instruments, bills, bonds, currency, yields.
- ★ Futures, swaps, options, debt, derivatives markets.
- ★ Speculators, markets, debt markets, stockbroking.
- ★ Central banks, regulation, compliance, disclosure.
- ★ Monetary policy, supply, demand, discount rates.
- ★ Economy, quantitative easing, money laundering.

### The level 4 Diploma Program is ideal for:

- ✓ banking, finance, lending, stockbroking
- ✓ promotion and preparing for banking posts
- ✓ bank personnel, investment, financial trading
- ✓ financial and business consultants, economics
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Emmanuel James

wrote from **Sierra Leone:**

*"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, your materials are so unique and easy to understand."*



#### Mukhtar Yusuf wrote from **USA** about CIC studies:

*"I am extremely grateful and deeply appreciative to CIC for strengthening my administration, leadership and professionalism. Your programs are designed for easy learning with a unique studying style and understanding of your student's needs. The education I gained changed my life and I have already been promoted."*



## Business Bookkeeping & Accounting

**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.



### Topics Covered in this Diploma Program include:

- ★ The ledger, cash, purchases, sales, returns books.
- ★ Double-entry bookkeeping, accounting terms.
- ★ Bank accounts, bank reconciliations & statements.
- ★ Opening a new set of accounts, trial balances.
- ★ Preparing final accounts, journals, adjustments.
- ★ Stocktaking, value, work in progress, depreciation.
- ★ Prepayments, accruals, bad debts, provisions.
- ★ Manufacturing, trading and profit & loss accounts.
- ★ Gross and net profit and loss, prime cost, returns.
- ★ Balance sheets, layout, accounting ratios, goodwill.
- ★ Reserves, loans, overdrafts, foreign exchange.
- ★ Limited liability companies, partnership accounts.
- ★ Capital, shares, dividends, drawings, discounts.
- ★ Departmental, branch, hire purchase accounts.
- ★ Computerised accounting, cost accounting.

### The level 4 Diploma Program is ideal for:

- ✓ bookkeepers, accounts & finance personnel
- ✓ promotion and preparing for accounting posts
- ✓ managers, project managers, business owners
- ✓ bookkeeping, accounting, supervisory careers
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Andrew Onyango

wrote from **Uganda:**

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

## 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.



### Topics Covered in this Diploma Program include:

- ★ Economic systems, theories, activities and laws.
- ★ Consumer income, products, choice, behaviour.
- ★ Budgets, satisfaction, utility, indifference curves.
- ★ The factors of production: land, capital, labour.
- ★ Capital and working capital, business finance.
- ★ The role of money, revenues, turnover, gross profit.
- ★ Sole owner businesses, partnerships, companies.
- ★ Fixed, marginal and variable costs, costing.
- ★ Government involvement in business & economics.
- ★ Supply & demand: causes and effects of changes.
- ★ Pricing decisions and strategy, market structure.
- ★ Price elasticity of demand, competitive advantage.
- ★ Economies of scale, integration, production policy.
- ★ International trade, export, commercial documents.
- ★ Banking, insurance, transport, distribution, credit.

### The level 4 Diploma Program is ideal for:

- ✓ business owners, managers, directors
- ✓ promotion and preparing for managerial posts
- ✓ economists, importers, exporters, bankers
- ✓ careers in finance, economics, production
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Jilda Kvaratskhelia

wrote from **Georgia:**

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



**Ngo Malabo Antoinette from Cameroon** wrote from **England** about CIC studies:  
*"Presently I am studying at Coventry University in England in the Department of Accounting & Finance Studies on an MBA Programme. This is thanks to my well-structured Higher Diploma on Accounting & Finance which I gained from Cambridge International College."*

## 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.



### Topics Covered in this Diploma Program include:

- ★ Business letter objectives, language, layouts.
- ★ Constructing sentences, paragraphs, punctuation.
- ★ English used in business letters, technical terms.
- ★ Improving English, writing style and vocabulary.
- ★ Conjunctions, verbs, nouns, pronouns, adjectives.
- ★ Abbreviations, dictionaries, spelling, checking.
- ★ Letters about recruitment, employment, promotion.
- ★ Letters on work-related matters, recommendations.
- ★ Internal and external communications, meetings.
- ★ Sales, response, follow-up letters, sales literature.
- ★ Quotations, tenders, orders, proforma invoices.
- ★ Letters of complaints and responses, agreements.
- ★ Accounts letters, credit notes, statements, trade.
- ★ Letters to lawyers, banks, professionals and others.
- ★ Word processing, computers, email, filing systems.

### The level 4 Diploma Program is ideal for:

- ✓ government, business and professional staff
- ✓ secretaries, PAs, administrators, office personnel
- ✓ HR, supervisory, sales and marketing personnel
- ✓ writers, communicators, journalists, teachers
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### 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."*

## Business Entrepreneurship & Organisation

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



### Topics Covered in this Diploma Program include:

- ★ Starting a business, business plans, raising capital.
- ★ Taking over a business, the asking price, goodwill.
- ★ Features of goods, services, products, business types.
- ★ Business ownership: sole owners, partnerships.
- ★ Limited liability companies, features, profit, franchise.
- ★ Business location factors, renting premises, leases.
- ★ Services, machines, furniture, displays, insurance.
- ★ Markets, consumers, corporate buyers, competition.
- ★ Ordering goods, choosing suppliers, stock control.
- ★ Salesmanship, demonstrations, sales promotions.
- ★ Advertising, media, public relations, websites.
- ★ Employing, training and controlling staff, delegation.
- ★ Forecasting, budgets, overhead, working capital.
- ★ Bills, credit, banking, bookkeeping, accounting.
- ★ Economics, transport, communication, import, export.

### The level 4 Diploma Program is ideal for:

- ✓ entrepreneurs, business people, managers
- ✓ starting and running profitable businesses
- ✓ financial advisors, economists, accountants
- ✓ careers in business, sales, marketing, HR
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Claudia Forbes

**St. Vincent & the Grenadines:**

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



**Daniel Jonah** wrote from **Nigeria** about CIC studies:

*"I am the first ever African to make it to the Asia Pacific Leadership Program at the University of Hawaii and return with \$5000 as a scholarship. Without my CIC qualifications I would not have been considered. I am a brand for CIC in all my academic endeavours."*

## Business Management & Administration



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

### Topics Covered in this Diploma Program include:

- ★ Financing business, sources of capital, shares.
- ★ Working capital, cash and funds flow, liquidity.
- ★ Revenue, income, expenditure, overheads.
- ★ Sole-proprietors, partnerships, limited companies.
- ★ The board of directors; business organisation.
- ★ The business environment, planning, forecasting.
- ★ Competition, location, skills, market potential.
- ★ Personnel management, health & safety, motivation.
- ★ Selling, sales and marketing management.
- ★ Market research, sales promotion, pricing policy.
- ★ Office management, structure, communication.
- ★ Production management, equipment, technology.
- ★ Stock control, costs, levels, purchasing, discounts.
- ★ Accounting, budgets, credit control, costing.
- ★ Financial records, computer systems, IT, security.

### The level 4 Diploma Program is ideal for:

- ✓ business people, managers, administrators
- ✓ promotion & careers in business management
- ✓ business owners, supervisors, entrepreneurs
- ✓ careers in finance, marketing, production, HR
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Henry Kramuel

wrote from **Vanuatu:**

*"I thank CIC for the absolutely wonderful training on Business Management & Administration. CIC helped me a lot to achieve my*

*goal as an officer in my country. I look forward to further CIC studies in management."*

## Classroom Management and Psychology for Teachers



**Introduction:** This Program teaches how to become an exceptional teacher, to manage classrooms to support, motivate and encourage students, achieve academic improvement and prevent misbehaviour. It is filled with practical advice and strategies for managing classes, student behaviour and psychology, discipline, teaching style, lesson-planning and student safety.

### Topics Covered in this Diploma Program include:

- ★ Education, teachers, pupils, classes, curriculum.
- ★ Classroom management, community, rules, trust.
- ★ Educational psychology, student needs, Maslow.
- ★ Student motivation, motives, intrinsic and extrinsic.
- ★ Student achievement, involvement, engagement.
- ★ Improving learning, memory and attention, methods.
- ★ Student backgrounds, cultural, social, economic.
- ★ Standardised and blended teaching, critical thinking.
- ★ Teaching styles, the right style, teacher behaviour.
- ★ Cooperative, passive and active learning, themes.
- ★ Planning and preparing lessons, aims, outcomes.
- ★ Assessments, grading, corrections, comments.
- ★ Discipline, misbehaviour, conflict, teacher response.
- ★ Student learning difficulties, IT and media in teaching.
- ★ School security, health & safety, accident prevention.

### The level 4 Diploma Program is ideal for:

- ✓ teachers, teaching assistants, head teachers
- ✓ promotion and preparing for teaching posts
- ✓ child/student psychology, school administration
- ✓ careers in teaching, education, learning
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Dexter Graham

wrote from **Solomon Islands:**

*"CIC provides the best education, and professional skills to benefit you for a life time. The amazing courses prepared me for the*

*teaching profession, and I gained Scholarship to university for Graduate Studies in Teaching."*



**John Banda** wrote from **Malawi** about CIC studies:

*"Cambridge International College helped us here in Malawi and I also thank the Malawi Government for supporting me to pass my CIC programs. The Government has now promoted me to a Dean of Information at the University of Lilongwe due to the good work that I do, and also to teach business management to students."*

## 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.



### Topics Covered in this Diploma Program include:

- ★ Modern commerce, business, banking, law.
- ★ Transport, insurance, communication, economics.
- ★ Constitutional, customary, common, statute law.
- ★ Criminal and civil law, commercial law, case law.
- ★ Law of contract: offer, acceptance, consideration.
- ★ Terms and conditions of trade, credit management.
- ★ Transactions and ownership, business documents.
- ★ Business ownership: sole-owners, partnerships.
- ★ Limited companies, finance, shares, agreements.
- ★ Legal duties of company directors and secretaries.
- ★ Tort liability for defective goods, product liability.
- ★ Employment law, safety, dismissal, discrimination.
- ★ Agency law, rights & duties of agents and principals.
- ★ Intellectual property law, ethics, behaviour, risk.
- ★ Legal remedy for breach of contract and confidence.

### The level 4 Diploma Program is ideal for:

- ✓ business people, managers, owners, directors
- ✓ managerial, legal and commercial posts
- ✓ employers, HR, selling, buying and trading
- ✓ careers in law, commerce, business, agency
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Marita Cremona

wrote from **Malta:**

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

## 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.



### Topics Covered in this Diploma Program include:

- ★ Principles and benefits of effective communication.
- ★ Internal and external communication; feedback.
- ★ Oral, written, visual, electronic channels, barriers.
- ★ Communications, staff, trust, teamwork, grapevine.
- ★ Lines of communication: vertical and horizontal.
- ★ Letters, English, layout, grammar, language, style.
- ★ Sales letters, literature, circulars, advertisements.
- ★ Enquiries, quotations, orders, invoices, credit notes.
- ★ Business documents, charts, graphs, design of forms.
- ★ Meetings, preparing notices, agendas, minutes.
- ★ Reports, research documents, filing systems.
- ★ Dictating, drafting, preparing, despatching letters.
- ★ Telecommunications, computerised communication.
- ★ Technology, phones, SMS, email, websites, LANs.
- ★ Data, information, security, word processing, DTP.

### The level 4 Diploma Program is ideal for:

- ✓ managers, supervisors, administrators, leaders
- ✓ promotion and preparing for managerial posts
- ✓ secretarial/PA, HR office and sales personnel
- ✓ careers in administration and communication
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Paul Kithuku Musyoke

wrote from **Kenya:**

*"The Course opened a pathway for my future and made me a rigorous intellectual. CIC study materials enabled me to prepare reports for state agencies, consumers, farming and also on exporting to international markets"*



**Joana Peter Khamis** wrote from **South Sudan** about CIC studies:

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

## 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 organizational needs.



### Topics Covered in this Diploma Program include:

- ★ Computers in business, principles of management.
- ★ IT as a decision-making tool, IT development.
- ★ Advantages and limitations, human factors in IT.
- ★ Hardware, CPU, input and output devices, memory.
- ★ Learning how technology works, programming.
- ★ Digital information, operating systems, codes, data.
- ★ Software, forecasts, modelling, graphs, analysis.
- ★ Business intelligence, IT in planning, forecasting.
- ★ IT for hotels, insurance, sales, accounts, production.
- ★ IT communications, networks, internet, IPs, URLs.
- ★ Digital and media technologies, website design.
- ★ Choosing, sourcing, specifying a computer system.
- ★ Testing, introducing, efficiently running IT systems.
- ★ Business continuity, back-ups, disaster recovery.
- ★ IT security, cyber-attack, staff training, regulations.

### The level 4 Diploma Program is ideal for:

- ✓ IT personnel, computer operators, supervisors
- ✓ managers, business owners, security staff
- ✓ IT project managers, all users of IT systems
- ✓ careers involving computers, IT, web design
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



### 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."*

## 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.



### Topics Covered in this Diploma Program include:

- ★ Cost accounting techniques, information provided.
- ★ Overheads, direct costs, total costs, fixed costs.
- ★ Cost behaviour, cost predictions, analysis, models.
- ★ Direct and indirect labour costs, output, time-based.
- ★ Material costs, FIFO, LIFO, AVCO, stock valuation.
- ★ Pricing methods, short- and long- term costs.
- ★ Absorption costing, bases, rates; cost centres.
- ★ Activity based costing, framework, cost drivers.
- ★ Marginal costing, contribution, breakeven analysis.
- ★ Short-term decision making, make or buy decisions.
- ★ Profit/volume analysis, opportunity costs, risks.
- ★ Zero-based and activity-based, budgeting, control.
- ★ Standard costing and budgets, variance analysis.
- ★ Capital investment, options, choices and appraisal.
- ★ Discounted cash flows, ARR, IRR, NPV, payback.

### The level 4 Diploma Program is ideal for:

- ✓ accounts and finance personnel, economists
- ✓ promotion and preparing for accounting posts
- ✓ managers, production and financial officers
- ✓ careers in finance, management accounting
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



### Yorine Inove

wrote from **Papua New Guinea:**

*"I thank CIC for very careful and easy to understand training materials. They helped me a lot at work, especially in Cost Accounting,*

*and gained me entry to an Accountancy degree in one of the biggest Universities in my country."*



### Passmore Lazarus wrote from **Mozambique** about CIC studies:

*"I successfully completed a course on Accounting and was promoted to Administration and Operations Controller, all thanks to CIC and my CIC Diploma. Now I am working for a large Logistics company and I am planning to study further with the College to advance my knowledge."*

## Credit Management & Control



**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.

### Topics Covered in this Diploma Program include:

- ★ Credit, credit terms, credit limits, types of credit.
- ★ Risks in giving credit, setting a credit control policy.
- ★ Managing liquidity and cash flow, working capital.
- ★ Responsibilities of the credit control function.
- ★ Internal and external customer information sources.
- ★ Financial analysis, monitoring customer accounts.
- ★ Aged debtor reports, changes in credit terms.
- ★ Performance indicators, customer credit scoring.
- ★ Granting credit, opening new customer accounts.
- ★ Late payment penalty, interest, collecting trade debts.
- ★ Law, trade descriptions acts, consumer credit acts.
- ★ Contracts, breach of contract, courts, judgements.
- ★ Doubtful and bad debts, provisions, writing-off.
- ★ Insolvency, third party debt collection, discounts.
- ★ Credit insurance, sales and export credit insurance.

### The level 4 Diploma Program is ideal for:

- ✓ credit managers and personnel, accountants
- ✓ sales, law, lending, banking, trade, insurance
- ✓ careers in credit, accounts, finance, business
- ✓ management, directors, business owners
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Teiba Riongary Mamu

wrote from **Solomon Islands:**

*"These courses are 'AWESOME'! CIC gave me practical knowledge which makes me feel confident to ply my skills in administration. I*

*plan to enrol in another course, which is simple, practical and the price is affordable."*

## Educational Psychology & Administration



**Introduction:** The many topics covered include types of formal education, the learning process, types and areas of educational research, educational psychology and motivation theories, learning needs and goals, curriculum development, achievement, assessment, management and administration in educational establishments, and preparing students for good citizenship.

### Topics Covered in this Diploma Program include:

- ★ Traditional and modern education, development.
- ★ Purposes, social needs, expectations, priorities.
- ★ Education systems, technology, economy, educators.
- ★ Preschool, primary, secondary, tertiary, vocational.
- ★ Learning processes, physiological, neurological.
- ★ Learner types, cognitive, passive, active learning.
- ★ Motivations for learning, theoretical perspectives.
- ★ Educational research, pedagogy, academic, applied.
- ★ Learning strategies, teacher experience, scaffolding.
- ★ Educational psychology, researchers, theorists.
- ★ Psychological needs, achievement, affiliation, theory.
- ★ Positive and negative motivators, at-risk students.
- ★ Curriculum design, standards, learning outcomes.
- ★ National education management and administration.
- ★ School leaders, departments, staff roles, objectives.

### The level 4 Diploma Program is ideal for:

- ✓ educators, teachers, school administrators
- ✓ heads and staff of learning institutions
- ✓ careers in education, teaching, psychology
- ✓ government/ministry education personnel
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Charles Obiero

wrote from **Kenya:**

*"I am very pleased to inform you that after successfully completing the CIC Program I was promoted to an Administrative Post as Senior*

*Assistant Director of Education in Nairobi."*



#### Jean Banu Jordaan wrote from **Egypt** about CIC studies:

*"The wonderful news is that I'm now a new Administrator at School as my interview was successful. I gained the position because of my training with CIC. My CIC studies gave me this opportunity to gain such a good job in a big school, it shows the benefit of my training already. I'm successful because of CIC."*

## 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.

### Topics Covered in this Diploma Program include:

- ★ English words, the Alphabet, vowels, consonants.
- ★ Sentences: subjects, objects, word order, capitals.
- ★ Statements, questions, commands, compound.
- ★ Verbs: verb tenses, conjugation, finite form, action.
- ★ Pronouns: uses, position and meaning in sentences.
- ★ Adjectives: uses, types, articles, colours, numbers.
- ★ Adverbs: uses, position, qualifying words, context.
- ★ Punctuation: purposes, types, placement, uses.
- ★ Enquiries, quotations, orders, invoices, credit notes.
- ★ English dictionaries, vocabulary, word confusion.
- ★ Positive and negative sentences, abbreviations.
- ★ Paragraphs: passive and active, short and long.
- ★ Direct and indirect speech, dialogue, expression.
- ★ Writing stories, comprehension, answering questions.
- ★ Letter writing: aims, layout, content and features.

### This Diploma Program is ideal for:

- ✓ beginners and improvers in English language
- ✓ secretaries, supervisors, managers, students
- ✓ social, educational, work and business use
- ✓ communication, writing, reporting, learning
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Valentin Ivlev

wrote from **Russia:**

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

## Events Management

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



### Topics Covered in this Diploma Program include:

- ★ The events industry, event categories, stakeholders.
- ★ Event creation, feasibility and themes, checklists.
- ★ Event managers, event teams, communication.
- ★ Event concepts, planning, strategy, SWOT analysis.
- ★ Business plans for events, event documentation.
- ★ Event budgets, income, expenditure, accounts.
- ★ Sponsorship, sponsorship packages, proposals.
- ★ Event venues, features, venue selection, site visits.
- ★ Contractors, contracts, catering, concessionaires.
- ★ Event schedules, timings, ceremonies, Gantt charts.
- ★ Legal matters, copyright, licences, insurance, law.
- ★ Event logistics, production, layout, access, services.
- ★ Safety, risk assessment, crowds, emergencies.
- ★ Marketing, media, research, promotional campaigns.
- ★ Starting an event management business, factors.

### The level 4 Diploma Program is ideal for:

- ✓ event managers, project managers, organisers
- ✓ preparing for events careers and promotion
- ✓ hospitality, conferences, marketing, logistics
- ✓ careers in event creation, planning, operations
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Jamie Dolcy

wrote from **St. Lucia:**

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



**Ernest Apim Tawiah** wrote from **Ghana** about CIC studies:

*"The Study Materials were detailed and easy to understand and I appreciate the knowledge gained from my study with CIC and am using it to achieve my goals."*  
*His Employer wrote: "We are proud of him for completing this course with CIC. The knowledge gained will be of service of our organisation."*

## Financial Management

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



### Topics Covered in this Diploma Program include:

- ★ Capital investment decisions, resources involved.
- ★ Investment appraisal methods, ARR, ROCE, PP.
- ★ Net present value (NPV), risk appraisal, probability.
- ★ Interest, inflation, premiums, wealth, gearing.
- ★ Investment theory and reality, logical investors.
- ★ Capital expenditure projects, review, control, audit.
- ★ Short-term finance, debtor and credit control.
- ★ Long-term finance, shares, issues, debentures.
- ★ Stock exchange, primary and secondary markets.
- ★ Small business finance, venture capital, funding.
- ★ Managing working capital, factoring, discounting.
- ★ Managing stocks, MRQ, JIT, inventory models.
- ★ Budgeting for demand, financial ratios, control.
- ★ Working capital cycle, collection, settlement policy.
- ★ Cash management, cash cycles, policy, banking.

### The level 4 Diploma Program is ideal for:

- ✓ finance and accounts managers and personnel
- ✓ promotion and preparing for finance posts
- ✓ managers, directors, business owners
- ✓ careers in finance, investment, economics
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Naresh Balkaran

wrote from **Guyana:**

*"I thank CIC for all the support and understanding in my studies in Financial Management. The knowledge gained enabled me to*

*function better at my workplace and I am now an Officer. I wish CIC all the best for the future."*

## Health & Safety in the Workplace

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



### Topics Covered in this Diploma Program include:

- ★ Managing health & safety, responsibilities, hazards.
- ★ Legal matters, risk assessment, accident prevention.
- ★ Buildings, offices, layout, housekeeping, equipment.
- ★ Fire, fuel, oxygen, precautions, extinguishers.
- ★ Working at height, ladders, platforms, roof work.
- ★ Building and construction sites, traffic flow, waste.
- ★ Equipment training, maintenance, tools, clothing.
- ★ Transport, routes, vehicles, materials handling.
- ★ Electricity, power, current, noise, vibrations.
- ★ Hazardous and explosive substances, radiation.
- ★ Catering, kitchens, food preparation, hygiene.
- ★ Psychological health, stress, job design, counselling.
- ★ HR policy, bullying, harassment, equal opportunity.
- ★ Injuries, supervisors, medical facilities, diseases.
- ★ Health protection, first aid, accident control, training.

### The level 4 Diploma Program is ideal for:

- ✓ health & safety officers, security, supervisors
- ✓ promotion or preparing for safety and HR posts
- ✓ managers, legal and insurance responsibility
- ✓ careers in HR, organisation, management
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Egan Kakoma Sapato

wrote from **Angola:**

*"When I received my Diploma in Health & Safety my Supervisor and colleagues honoured me and celebrated. I now conduct*

*the company's safety training. I dedicate my achievement to the best learning institution, CIC!"*



#### Kocouvi Kodjo Roland wrote from **Benin** about CIC studies:

*"Since receiving my Diploma from you I got a job in a big international company here in Benin. Firstly I was employed as Accounts Manager and then was promoted to Assistant Finance Controller. CIC Diplomas really do open doors! Thank you CIC and I wish you all the best."*



## Hotel Operations & Management

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



### Topics Covered in this Diploma Program include:

- ★ Hotel functions, types, locations, features, services.
- ★ Hotel sizes, standards, facilities, ratings, categories.
- ★ Types of guest, their travel motivations and needs.
- ★ Planning, organisation and management structures.
- ★ Hotel products, accommodation, food, beverages.
- ★ Marketing, hotel product sales, brochures, websites.
- ★ Recruitment, staffing, motivation, duties, attributes.
- ★ Hotel front offices, receptionists, guest relations.
- ★ Reservations, check-in, check-out, billing, complaints.
- ★ Bedrooms, furniture, fixtures, decor, bathrooms.
- ★ Hotel housekeeping, room inspections, security.
- ★ Catering, kitchens, food preparation, hygiene, safety.
- ★ Restaurants, ambience, layout, menus, service.
- ★ Hotel beverages, bars, room service, minibars.
- ★ Hotel businesses, accounts, IT systems, start-up.

### The level 4 Diploma Program is ideal for:

- ✓ careers in hotels, hospitality and catering
- ✓ hotel staff, receptionists, managers, owners
- ✓ promotion and preparing for managerial posts
- ✓ hotel marketing, sales, accountants, HR
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### **Ikechuwu Samuel Kalu**

wrote from **UAE:**

*"I thank the College for wonderful training in Hotel Operations, professional guidance and support. I got a new job as the Front Office*

*Captain with Fairmont Hotel in Dubai because of my CIC Diploma. I really appreciate it."*

## 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.



### Topics Covered in this Diploma Program include:

- ★ HR managers, departments, functions, staff, roles.
- ★ Human resource, personnel policy, strategy, culture.
- ★ Scientific management, O & M studies, teamwork.
- ★ Manpower planning, job analysis, descriptions, design.
- ★ Organisational structure, charts, spans of control.
- ★ Managing, forecasting, budgeting, communication.
- ★ Recruitment, applications, interviews, induction.
- ★ Training, development, learning organizations.
- ★ Remuneration, promotion, resignation, retirement.
- ★ Health, safety, security, welfare, medical facilities.
- ★ Industrial relations, unions, collective bargaining.
- ★ Motivation, theory, management style, delegation.
- ★ Counselling, discipline, grievance procedures.
- ★ Payroll, promotion, equal opportunity policy, flexitime.
- ★ Computers in HR, data protection, staff records.

### The level 4 Diploma Program is ideal for:

- ✓ HR/Personnel managers, staff, personnel
- ✓ promotion and preparing for HR/personnel jobs
- ✓ managers, supervisors, leaders, team leaders
- ✓ careers in HR, management, training, health
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### **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."*



**Patricia Fleming-Baker** wrote from **Grenada** about CIC studies:

*"I must say it was a pleasure doing studies with CIC. The courses are affordable and well-rounded which suited my learning style. I am now closer to my dream because of my studies with CIC. I am very proud to be a Graduate and will strongly recommend Cambridge International College to all. Thank you CIC."*

## Insurance: Principles, Practice & Administration



**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.

### Topics Covered in this Diploma Program include:

- ★ Nature purpose and types of insurance, risks.
- ★ Indemnity, subrogation, contribution, cause, fraud.
- ★ Insurance business regulation, insurance and law.
- ★ Insurance contracts, good faith, material facts.
- ★ Proposal forms, layout, certificates, policy documents.
- ★ Premiums, renewals, claims procedures, excess.
- ★ Transport insurance, marine, aviation, transit, motor.
- ★ Personal and commercial policies, no-claims bonus.
- ★ Personal and commercial property, scope of cover.
- ★ Accident, pecuniary and liability insurances, losses.
- ★ Personal, sickness, health, medical, life insurance.
- ★ National insurance, pensions, annuities, warranties.
- ★ The insurance market, buyers, sellers, intermediaries.
- ★ Funds, specialists, Lloyd's, types of insurer, reinsurers.
- ★ Organisation and operation of insurance companies.

### The level 4 Diploma Program is ideal for:

- ✓ insurers, brokers, lenders, business managers
- ✓ promotion and preparing for insurance posts
- ✓ financial and business advisors, directors
- ✓ careers in insurance, risk, governance
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



### 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 then departmental manager."*

## International Business & Trade



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

### Topics Covered in this Diploma Program include:

- ★ Reasons for international trade, imports, exports.
- ★ Market research, selection, segmentation, strategy.
- ★ Cultural and social factors, products, packaging.
- ★ Product modifications, labelling, trade zones, risks.
- ★ Tariffs, trade barriers, customs, tariffs and taxes.
- ★ Export methods, agents, licencing, franchising.
- ★ Payments, exchange control, insurance, banks.
- ★ Costing and pricing for overseas markets, incoterms.
- ★ Documentation, quotations, contracts, air waybills.
- ★ Transport, logistics, rail, road, air, sea, freight.
- ★ Financing trade, credit, loans, forfaiting, factoring.
- ★ Overseas sales, promotion, advertising, publicity.
- ★ E-commerce, social media, websites, trade shows.
- ★ Import business, consumers, products, suppliers.
- ★ Trends in global trade, marketing mix decisions.

### The level 4 Diploma Program is ideal for:

- ✓ exporters, importers, traders, sellers, buyers
- ✓ promotion and preparing for managerial posts
- ✓ marketing, logistics, trade, business, finance
- ✓ careers in import/export, trade, business
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



### 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 car at Head Office. Imagine what awaits when I finish even more training with CIC!"*



**Godfrey Augustino Kolowoga** wrote from **Tanzania** about CIC studies:

*"I really thank CIC for assisting me in my studies in Management and Administration for which I received my Diploma. This knowledge and understanding has helped me to properly organise my work and be professional as a School Administrator. I am a priest, and CIC has helped me enter into the corporate world successfully."*

## International Relations

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



### Topics Covered in this Diploma Program include:

- ★ States, nations, governments, politics, diplomacy.
- ★ Globalization, history, change, law and human rights.
- ★ IR theories, power, hegemony, alliances, realism.
- ★ Security, statecraft, human nature, war, strategy.
- ★ Interdependence, institutional and republic liberalism.
- ★ International society, order, justice, responsibility.
- ★ Democracy, mercantilism, society, ethics, pluralism.
- ★ Politics and economics, development, Marxism.
- ★ Social constructivism, anarchy, norms, identity.
- ★ International organizations, gender and feminism.
- ★ Post-positivism, post-structuralism, post-colonialism.
- ★ External relations, ethnic and religious conflict.
- ★ Foreign policy, rational behaviour, psychology.
- ★ Decision making policy and models, arms control.
- ★ Terrorism, the environment, poverty, war, peace.

### The level 4 Diploma Program is ideal for:

- ✓ government, foreign affairs, IR, politics, law
- ✓ promotion, preparing for government or IR posts
- ✓ journalism, economics, NGOs, trade, security
- ✓ business, development, social/charity work
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect

### Abdulswamad Sheikh

wrote from **Kenya**:

*"I am proud to be associated with this excellent Institute and of my Diploma which optimized my knowledge of International Law and International affairs, Human rights, etc. CIC fulfils dreams turning them to lucrative careers."*



## 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 effective leadership skills is vital for business and career success; this Program covers these matters, as well as motivation, team behaviour and roles, power, development and culture.



### Topics Covered in this Diploma Program include:

- ★ Human resource, managers, employers, employees.
- ★ Leaders, leadership, becoming a leader, traits.
- ★ Planning, coordinating, organising work, control.
- ★ Work groups, training, supervisors, motivation.
- ★ Managerial responsibilities, building relationships.
- ★ Companies, directors, executives, standards, culture.
- ★ Delegating responsibility, decision making, initiative.
- ★ Teams, teamwork, team formation, norms, values.
- ★ Leadership style, conflict, resolution, team building.
- ★ Project, functional, matrix, contract and other teams.
- ★ Authority, accountability, power, influence, behaviour.
- ★ Team roles, personality, development, team balance.
- ★ Theories on motivation, work environment, trust.
- ★ Communication, feedback, organisation structures.
- ★ Coaching, training, counselling, health, safety, stress.

### The level 4 Diploma Program is ideal for:

- ✓ team managers, team leaders, supervisors
- ✓ promotion and preparing for managerial posts
- ✓ HR, executives, entrepreneurs, trainers
- ✓ careers in management, administration
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect

### 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."*



### Julia Fuehrer wrote from **Germany** about CIC studies:

*"I had been searching for a good job and now have a very lucrative position because of my CIC study and the practical Program with its well-designed content and straightforward method of studying. Thank you for caring about my problems and coming up with a solution so quickly, and for your efforts."*



## Logistics, Materials & Supply Chain Management



**Introduction:** This Program provides a thorough understanding of logistics and supply chain management. It covers planning, organising 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.

### Topics Covered in this Diploma Program include:

- ★ Logistics, supply chains, value chains, networks.
- ★ Trade, infrastructure, products, manufacture, business.
- ★ Logistics strategy, supply chain strategy, supply.
- ★ The LSC/marketing interface, 4 Ps, segmentation.
- ★ Customer service, adding value, order cycles.
- ★ Product characteristics, life cycle, packaging, pricing.
- ★ Sourcing, procurement, supplier selection, factors.
- ★ JIT, buying strategy, economic order, documents.
- ★ Inventory management, stock safety, stock levels.
- ★ Stock issues, order processing, fulfilment, warehouses.
- ★ Transport types, features, costs, freight, suitability.
- ★ Operations management, production, quality control.
- ★ Lean LSC, agile supply chains, partnership sourcing.
- ★ Facility location, reverse logistics, product recall.
- ★ LSC project management, humanitarian logistics.

### The level 4 Diploma Program is ideal for:

- ✓ logistics, supply, procurement personnel
- ✓ promotion and preparing for managerial posts
- ✓ purchasing, inventory, warehouses, production
- ✓ careers in LSC, materials, transport, stores
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Michael Mburu

wrote from **Kenya:**

*“My Logistics Diploma enhanced my knowledge. I was promoted with a salary increase. Thanks to CIC for equipping me with relevant professional skills. I recommend people to study with CIC and they will turn into professionals.”*

## Management & Administration



**Introduction:** This Program is designed to produce professional modern managers with the training and ability to guide others: to plan, organise, direct, co-ordinate and control their activities so that objectives are achieved in an efficient and economical manner. It teaches how to manage people, departments and organizations, guide teams and provide positive leadership.

### Topics Covered in this Diploma Program include:

- ★ Functions and purpose of modern management.
- ★ Managers, subordinates, supervision, culture.
- ★ Responsibility, team building, quality, standards.
- ★ Structural organisation, delegation, span of control.
- ★ Communication, vertical, horizontal, barriers.
- ★ Technical and human management, O & M study.
- ★ Strategy, planning, short and long-term, forecasting.
- ★ Budgets, budgeting, the business environment.
- ★ Leadership and management styles and theories.
- ★ Manpower planning, recruiting, selecting, inducting.
- ★ Controlling personnel, counselling, groups, goals.
- ★ Motivational theory, theorists, counselling, stress.
- ★ Industrial relations, trade unions, staff associations.
- ★ Personnel policy, remuneration, health & safety.
- ★ Manager and employee training and development.

### The level 4 Diploma Program is ideal for:

- ✓ managers, supervisors, team members, HR
- ✓ promotion and preparing for managerial posts
- ✓ administrators, leaders, business people
- ✓ careers in management, organisation, HR
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Cyrus Sebit Hillary

wrote from **South Sudan:**

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



**Siloni Kinika Roland** wrote from **Solomon Islands** about CIC studies:

*“I thank CIC for the wonderful opportunity to study an Administration Program. It gave me real practical knowledge and skills which are relevant to my work. I salute you for timely feedback and bringing me this far. I am happy to inform you I have a new and exciting job within the Solomon Islands Government Ministry.”*

## 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.



### Topics Covered in this Diploma Program include:

- ★ Media professionals, activities, industry, terms.
- ★ Representation, stars, personalities, celebrities.
- ★ Practices and forms of reality media, genre, style.
- ★ Truth, freedom, ethics, ideology, responsibility.
- ★ Mass communication, techniques, discourse, power.
- ★ Media and power, media regulation, public policy.
- ★ Global media, global media production and news.
- ★ Producing, identifying and researching audiences.
- ★ Propaganda, manipulation, panics, influence.
- ★ Social media and advertising, website design.,
- ★ Mass society, mass media, social change, theories.
- ★ Making media, writing, images, animation, audio.
- ★ Concept planning, telling, imaging, design, editing.
- ★ Consumerism, advertising, culture, branding.
- ★ Digital media businesses, global marketing.

### The level 4 Diploma Program is ideal for:

- ✓ media personnel, reporters, writers, producers
- ✓ preparing for media and communication jobs
- ✓ PR, advertising, social media, broadcasting
- ✓ careers in media, journalism, marketing
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Tarataake Angiraoui

wrote from **Kiribati**:

*“Thank you CIC for my training with you. My Diploma was the major factor behind my achievements, I have made it to the*

*top position in the Broadcasting & Publications Authority as Chief Executive Officer.”*

## Office Management & Administration

**Introduction:** This very practical Program provides expert training on the duties of modern office managers and administrators and how to efficiently ensure the smooth running of the enterprise. It teaches how to manage, train, supervise and control personnel, equipment, computer systems, communications, the reception, arrange the office layout, and much more.



### Topics Covered in this Diploma Program include:

- ★ Office functions, manager/administrator duties.
- ★ Organisational structures, charts, objectives, policy.
- ★ Office location, centralised and decentralised.
- ★ Office environment, heating, lighting, ventilation.
- ★ Office layout, design, decor, furniture, the reception.
- ★ Accident prevention, noise reduction, health, safety.
- ★ Office machinery, equipment, data, filing systems.
- ★ Computer systems, IT, networks, databases, email.
- ★ Business letters, forms, documents, reports, codes.
- ★ Recruitment, job analysis, specifications, grading.
- ★ HR, training, motivating, supervising, counselling.
- ★ Technical & human management, trade unions.
- ★ Communication, mail, meetings, conferences.
- ★ Bookkeeping, cashiering, bank accounts, budgets.
- ★ Employee development, promotion, O & M studies.

### The level 4 Diploma Program is ideal for:

- ✓ office managers, administrators, managers
- ✓ promotion and preparing for managerial posts
- ✓ HR, IT, secretaries, PAs, business owners
- ✓ careers in administration, supervision, safety
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Jam Mulekeni Luhanga

wrote from **Malawi**:

*“Studying with CIC is simple and encouraging. It forces one to aim high academically and professionally. As a Clergyman I*

*was not strong in the area of Management, but I now see a green light. I recommend CIC to all.”*



#### Rhodin Kizitu wrote from **Uganda** about CIC studies:

*“I thank you for the support given to me during these years. I was determined to complete this course and I enjoyed it. I will not stop here, I am ready to re-enrol and continue studying with CIC and will do my best to convince more friends to join so they can also gain success like me. I am happy to be part of CIC.”*

## Organisational Behaviour

**Introduction:** This Program teaches about the behaviour of people in organizations and provides the knowledge needed to be a successful and effective supervisor, motivator, leader and manager. It explains the effects of policies, instructions, leadership, motivation, technology and social changes, and how to take the best choices and actions to successfully manage people.



### Topics Covered in this Diploma Program include:

- ★ Organizations, objectives, aims, the environment.
- ★ Perception, sociology, attitude, value, development.
- ★ Motivation features, processes, theory, job design.
- ★ Individuals, personality, traits, roles, behaviour.
- ★ Communication, culture, performance, testing.
- ★ Influence, authority and misuse, sources of power.
- ★ Relationship types, control mechanisms, delegation.
- ★ Leadership, management, styles, models, theories.
- ★ Teams, groups, creation, development, behaviour.
- ★ Stress, frustration, conflict, sources and resolution.
- ★ Realpolitik, favouritism, bullying, trust, confidence.
- ★ Ethics, responsibility, obligations, stakeholders.
- ★ Technology, production, expertise, alienation.
- ★ Change management: drivers, factors, processes.
- ★ Organisation structure and design, bureaucracy.

### The level 4 Diploma Program is ideal for:

- ✓ HR and welfare personnel, managers, leaders
- ✓ promotion and preparing for managerial posts
- ✓ supervisors, team managers, organization
- ✓ careers in management, supervision, HR
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Sifiso Mahlalela

wrote from **Swaziland**:

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

## 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.



### Topics Covered in this Diploma Program include:

- ★ Making writing clear, understandable, meaningful.
- ★ Improving vocabulary, words, spellings, dictionaries.
- ★ Types of punctuation, uses, parts of speech, order.
- ★ Forming complete sentences, building paragraphs.
- ★ Statements, questions, commands, positive, negative.
- ★ Subjects, predicates, names, numbers, gender.
- ★ Nouns, pronouns, verbs, adverbs, adjectives, articles.
- ★ Conjunctions, prepositions, subjects, objects, similes.
- ★ Verb tense, 1st, 2nd, 3rd person; prefixes, suffixes.
- ★ Making writing interesting, descriptions, metaphors.
- ★ Avoiding problems, commonly confused words.
- ★ Written and spoken English, comprehension, context.
- ★ Social and private letters, writing style, post scripts.
- ★ Planning letters, drafts, features, layouts, tone.
- ★ Business letters, references, sales, employment.

### The level 4 Diploma Program is ideal for:

- ✓ every type of work, PAs, secretaries, managers
- ✓ promotion and preparing for managerial posts
- ✓ professionals, communicators, supervisors, HR
- ✓ social, workplace & educational situations
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Elizabeth Arthur

wrote from **Ghana**:

*“I was promoted to Senior Superintendent in the Ghana Education Service after the evaluation of my CIC Diploma in Professional English. Thank you for the training and the knowledge and skills I learned.”*



#### Marceline Joseph wrote from **St Lucia** about CIC studies:

*“CIC is much more than just an affordable college experience. The course was well rounded which suited my learning style. I am extremely grateful to CIC as it has bought me one step closer to my career goals. Thanks for the amazing opportunity to study with you. CIC is awesome. I wholeheartedly recommend it!”*

## Project Leadership & 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.



### Topics Covered in this Diploma Program include:

- ★ Project types, professionals, stakeholders, personnel.
- ★ Time, quality, budget, resources, cost, deliverables.
- ★ Project planning, life-cycle, documents, roles, teams.
- ★ Work breakdown structure, schedules, dependencies.
- ★ Project cost estimating, budgeting, risk, priorities.
- ★ Critical path analysis, milestones, Gantt charts, PERT.
- ★ Project procurement, supplier appraisal, contracts.
- ★ Project communication, channels, status reports.
- ★ Project implementation, fast tracking, responsibility.
- ★ Project variances, changes, policy, reasons, effects.
- ★ Project monitoring, review, control, data gathering.
- ★ Key performance indicators (KPI), earned value.
- ★ Project closure, checklists, client approval, evaluation.
- ★ Project logistics, development projects, safety, sites.
- ★ Starting a project business, clients, fees, outsourcing.

### The level 4 Diploma Program is ideal for:

- ✓ project managers, managers, organizers
- ✓ team leadership, project management posts
- ✓ directors, business owners, construction
- ✓ careers in business, government, industry
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Patrick Desmond Vosloo

wrote from **South Africa:**

*"I studied and gained a CIC Diploma in Project Management and I now hold the position of Chief Field Engineer in charge of projects and developments in building, electrics, plumbing and construction."*

## Public Management & 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.



### Topics Covered in this Diploma Program include:

- ★ Role of public administration and public management.
- ★ Implementation of government policy, outcomes.
- ★ Public service organisation, central government.
- ★ The public sector, the environment, green policies.
- ★ The civil service, administrators, duties, behaviour.
- ★ Traditional v. modern role, economy, efficiency, equity.
- ★ HR management: recruitment, training, promotion.
- ★ Governance, government, networks, society, service.
- ★ Structure and functions of local administration.
- ★ Duty and responsibilities of officials, regulation.
- ★ Local government service, central government control.
- ★ Elected and employed officials, bureaucracies.
- ★ Financing the public sector, financial control, audits.
- ★ Allocating resources, budgets, budgetary control.
- ★ Independent bodies, health and voluntary agencies.

### The level 4 Diploma Program is ideal for:

- ✓ public administration, service & management
- ✓ promotion and preparing for public posts
- ✓ government, civil service, public policy
- ✓ careers in government, civil & public service
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Milan Simacek

wrote from **Czech Republic:**

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



**Austin Sileh Williams** wrote from **Liberia** about CIC studies:

*"I am very proud of my new job as "Project Officer" for an NGO. Your well-designed training materials have given me diverse understanding. I'm now considered a technical member on the project. My Diploma from CIC has added this value to my life. This is a clear indication that there is great quality in CIC training."*

### 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.

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

- ★ Purchasing objectives, strategy, evaluation, control.
- ★ Just-in-time manufacture, distribution channels.
- ★ Organisation, centralised, decentralised, hierarchy.
- ★ PRM jobs, analysis, specifications, coordination.
- ★ TQM, buying power, research, performance, ethics.
- ★ PRM procedures, documents, control systems.
- ★ IT, effects on PRM database facilities, statistics.
- ★ HR in the supply chain, planning and recruitment.
- ★ Training, supervision, control, motivation, relations.
- ★ PRM management styles, leadership, guidance.
- ★ Sourcing and matching supply, demand, production.
- ★ Materials requirement planning, production schedules.
- ★ Quality standards, specifications, quality control.
- ★ Controlling prices, costs, supplier relationships.
- ★ Supplier appraisal, negotiation, bargaining, tenders.

#### The level 4 Diploma Program is ideal for:

- ✓ purchasing, supply chain, buying, production
- ✓ promotion and preparing for purchasing posts
- ✓ managers, business people, negotiators
- ✓ careers in logistics, procurement, quality control
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### 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.”*

### Retail Marketing Management & Customer Relations



**Introduction:** The Program covers actions retailers must take to promote product awareness, increase sales and satisfy customers. It teaches about the marketing mix, with tuition on store location, layout and design, merchandising strategies, consumer psychology, product purchases, communications, branding, advertising, e-commerce and customer relations.

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

- ★ Products, consumers, types of retail organization.
- ★ Distribution channels, intermediaries, wholesalers.
- ★ Retail business ownership, structure, operations.
- ★ Personnel, managers, sales, buyers, accounts, IT.
- ★ Consumer behaviour, psychology, the economy.
- ★ Market segmentation, buying motives, research.
- ★ Premises, location, design, layout, size, utilities.
- ★ Inventory management, store security, insurance.
- ★ Asset management, finance, budgets, credit control.
- ★ HR, recruitment, training, team building, earnings.
- ★ Marketing, SWOT, promotional mix, advertising, PR.
- ★ Brand management, development, product life cycle.
- ★ Product reputation, quality, reliability, support, image.
- ★ Buying, merchandising, supply chain management.
- ★ Customer service and relations, adding value, loyalty.

#### The level 4 Diploma Program is ideal for:

- ✓ retail, selling, merchandising, marketing
- ✓ purchasing, customer service, brand managers
- ✓ managers, business people, shop owners
- ✓ careers in retail, sales, product management
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Tassew Kabato

wrote from **Ethiopia**:

*“I was so very glad to receive my Diploma on Marketing Management. Now I work for a big company as manager. CIC helped me develop high work skills for our competitive world. CIC is the best institution!”*



**Joram Kagina Ngurube** wrote from **Tanzania** about CIC studies:

*“It is an honour to have a CIC certificate which is from an excellent institution and which is recognized internationally. Since studying with CIC and gaining my Diploma I have been invited to many conferences at national and global levels. Also several universities accepted my CIC qualification for postgraduate studies.”*



## 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.



### Topics Covered in this Diploma Program include:

- ★ Principles of salesmanship, methods of selling.
- ★ Consumers and corporate buyers, demonstrations.
- ★ Management, training, motivating sales personnel.
- ★ Building sales teams, targets, areas, organisation.
- ★ Market, consumer and advertising research, surveys.
- ★ Test marketing, segmentation, brands, psychology.
- ★ Sales and marketing budgets, control, variances.
- ★ Channels of distribution, wholesale, retail, franchise.
- ★ Credit terms and control, trade and quantity discount.
- ★ Sales forecasting, planning, product life cycle.
- ★ Pricing strategies, competitive factors, objectives.
- ★ Advertising, publicity, media, sales promotion, PR.
- ★ Sales literature, website design, social media.
- ★ Sales office, records, statistics, analysis of data.
- ★ Export, international marketing, customs duties.

### The level 4 Diploma Program is ideal for:

- ✓ marketing & sales personnel, retail, advertising
- ✓ promotion and preparing for managerial posts
- ✓ local, regional, import and export marketing
- ✓ careers in marketing management, research
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Atef Hekmat Aref

wrote from **Saudi Arabia:**

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

## Stores, Inventory & Warehouse Management

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



### Topics Covered in this Diploma Program include:

- ★ The stores function, activities, efficiency, planning.
- ★ Managing, controlling, motivating stores personnel.
- ★ Health and safety, accident prevention, training.
- ★ Warehouse buildings, location, design, layout.
- ★ Stockyards, materials, layout, access, protection.
- ★ Security, keys, theft, pilfering, fire prevention, drills.
- ★ Stores equipment, powered, pallets, maintenance.
- ★ Materials handling, order picking, packing, dispatch.
- ★ Stock protection, causes of loss, damage, spoilage.
- ★ Stock items, identification, codes, coding systems.
- ★ Stock records, contents, uses, statistics, reports.
- ★ Ordering stock, procedures for receipts and issues.
- ★ Stock levels, reorder levels, costs, ABC, EOQ.
- ★ Stocktaking, spot checks, valuation, inspections.
- ★ The stores office, documents, data safety, backup.

### The level 4 Diploma Program is ideal for:

- ✓ stores/stock, inventory managers and staff
- ✓ promotion and preparing for managerial posts
- ✓ warehousing, ordering, receiving, issues
- ✓ careers in stores control, security, logistics
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Luete James Freza

wrote from **South Sudan:**

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



**Aka Bosson Noel** wrote from **Ivory Coast** about CIC studies:

*"I express my gratitude to Cambridge International College and its contribution to commit students around the world to specific, special and rewarding training Programs. My Program has already given me a real talent for consultancy and my career has taken off."*

## Supervisory Management

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



### Topics Covered in this Diploma Program include:

- ★ Human and material resource, employees, work, pay.
- ★ Management, plans, leading, forecasts, organising.
- ★ Workforce supervision, training, goals, teamwork.
- ★ Motivation, motivating, relationships, commitment.
- ★ Control, standards, performance, health and safety.
- ★ Responsibility, communication, dismissal, retirements.
- ★ Companies, businesses, the work environment.
- ★ Authority, the delegation process, decision-making.
- ★ Business organisation, division of labour, charts.
- ★ Workgroups, work structures, line, function, staff.
- ★ HR activity, recruitment, job analysis, selection.
- ★ Induction, job training, employee development.
- ★ Counselling, stress, equal opportunity, trade unions.
- ★ Job evaluation, grade, design, rotation, enlargement.
- ★ Time management, ability, preparing for promotion.

### The level 4 Diploma Program is ideal for:

- ✓ supervisors, managers, team leaders, HR
- ✓ promotion and preparing for managerial posts
- ✓ foremen, officers, mentors, trainers, owners
- ✓ careers in finance, investment, banking
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Brenda Murray

wrote from **Scotland:**

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

## Supply Chain Strategy & Organisation

**Introduction:** This Program teaches how to organise and manage the supply chain, how to forecast supply chain requirements, and how to make inventory, purchasing and supply decisions. It explains the strategic role of logistics and supply in gaining sales, reducing costs and improving customer satisfaction. It covers the techniques of scheduling and network planning.



### Topics Covered in this Diploma Program include:

- ★ Forecasting supply chain requirements, methods.
- ★ Demand variations, lead times, prices, costs, trends.
- ★ Inventory control policy, decisions, strategy, models.
- ★ Types of inventory, reasons for holding inventory.
- ★ Pull, push, virtual, supply-driven inventory systems.
- ★ Purchase and supply scheduling, storage, MRP.
- ★ Site selection, planning, design, operational needs.
- ★ Materials handling, systems design, flexibility.
- ★ Single and multiple warehouse location, factories.
- ★ Network planning, product and services flows, data.
- ★ Logistics research, analytical tools, data checklists.
- ★ Facility costs, capacity, channel design, monitoring.
- ★ Supply chain organisation, control and orientation.
- ★ Inter-function and inter-organization management.
- ★ Control frameworks, integrated supply planning.

### The level 4 Diploma Program is ideal for:

- ✓ supply chain and logistics, inventory control
- ✓ promotion and preparing for managerial posts
- ✓ warehouse/facility and materials management
- ✓ careers in supply chain planning and control
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



#### Mohammed Morally

wrote from **Egypt:**

*"I thank CIC for encouragement and support 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."*



**Tamba Daniel Gbessengumba** wrote from **Sierra Leone** about CIC studies:

*"I was out of a job, but when I gained my Diploma in Supply Chain Management I secured a job as Fleet Officer. Then I had my salary upgraded, was promoted to National Fleet Manager and recognized for my good work. The knowledge I gained from CIC is the secret to my success. My thanks to CIC for adding value to my life."*

## Tourism & Travel Management



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

### Topics Covered in this Diploma Program include:

- ★ Tourism, motivations for travel, products, services.
- ★ The tourism industry, infrastructure, income.
- ★ Economic and social effects, tourism development.
- ★ Government involvement, security of tourists.
- ★ Tourism statistics, patterns, trends, sustainability.
- ★ The hospitality industry, hotels, entertainment.
- ★ Tourism markets, leisure, business, cultural, VFR.
- ★ Destinations, attractions, environmental protection.
- ★ Transport, air, rail, road, water, national, international.
- ★ Tour operators, economics of tour operation, skills.
- ★ Types and standards of accommodation, rating.
- ★ Reservations systems, bookings, itineraries, fares.
- ★ Inclusive tours, package tours, travel insurance.
- ★ Tourism marketing, advertising, brochures, displays.
- ★ Websites, social media promotional campaigns.

### The level 4 Diploma Program is ideal for:

- ✓ tourism, hospitality, leisure, tour management
- ✓ promotion and preparing for managerial posts
- ✓ hotel, accommodation, attraction management
- ✓ tourism marketing, development, protection
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



### Dzane Joseph Asangama

wrote from **Tanzania:**

*"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."*

## Training Management & Employee Development

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



### Topics Covered in this Diploma Program include:

- ★ Training, learning, development, learning styles.
- ★ Training needs analysis, assessment, performance.
- ★ Costs, benefits, qualifications, job enhancement.
- ★ Training programme quality, delivery, design, CPD.
- ★ On- and off-the-job training, projects, secondments.
- ★ Monitoring, review, evaluation, testing, reports.
- ★ Training equipment, resources, learning organisations.
- ★ Mentoring, coaching, counselling, training roles.
- ★ Organisation development, attitudes, values, ethics.
- ★ Intended and actual outputs of training, feedback.
- ★ Management development, succession, transformation.
- ★ Relationships with employees, staff and customers.
- ★ Government training, social and cross-cultural factors.
- ★ Consultants, specialists, expertise, motivation.
- ★ Uncertainty, barriers to change, dealing with conflict.

### The level 4 Diploma Program is ideal for:

- ✓ training & HR management, trainers, mentors
- ✓ promotion and preparing for managerial posts
- ✓ employee development programs, motivation
- ✓ management development, staff evaluation
- ✓ gaining knowledge, ability, understanding, professionalism, confidence, respect



### Claire Beausoleil

wrote from **St Lucia:**

*"I work in the HR Department thanks to my Employee Training and Development studies and Diploma. My Director has given me additional responsibility for training other employees. Thank you so much CIC."*



**Eliud Uwasenko** wrote from **Papua New Guinea** about CIC studies:

*"After completing my CIC Diplomas I moved to HR with a government department and I got a promotion to Manager of Learning Development. I was also able to pursue studies at university and complete a Bachelor in Management degree. I aim to continue on the education pathway and apply for post-graduate studies."*

# HONOURS GROUP DIPLOMAS

The popular Honours Group Diploma Programme is designed so that applicants can choose and study a 'group' of **3 related Specialist Subjects** (see below) and **Advanced Management & Administration Theory & Practice** to also provide theoretical and practical understanding and knowledge of leadership, motivation, strategy, ethics and other very important topics.

This Programme is for men and women ambitious to gain valuable skills, abilities, knowledge and competencies and to achieve good posts, respect and promotion to managerial level in any enterprise, whether it is private, public or government.

\* The Honours Diploma Programme results in **FIVE awards: four Diplomas** - one for each of the 4 individual Subjects **and** the prestigious level 5 **Honours Group Diploma**.



### ADMINISTRATIVE MANAGEMENT:

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

### BANKING, FINANCE & MANAGEMENT:

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

### BUSINESS ACCOUNTING & FINANCE:

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

### BUSINESS ADMINISTRATION:

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

### BUSINESS DEVELOPMENT:

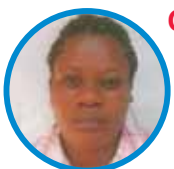
\* Business Entrepreneurship & Organisation \* Business Management & Administration  
and ONE of: \* International Business OR Sales & Marketing

### COMPUTERS & IT ADMINISTRATION:

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

### ENGLISH & COMMUNICATION:

\* Communication in Business & Management  
\* Management & Administration \* Business English & Letter Writing



**Okome Audrey Djena**

wrote from **Gabon:**

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

**Donna Shilunga**

wrote from **Namibia:**

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



**EXECUTIVE & SECRETARIAL ASSISTANCE:**

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

**HOSPITALITY MANAGEMENT:**

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

**HUMAN RESOURCE ADMINISTRATION:**

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

**MANAGEMENT & ADMINISTRATION:**

- \* Management & Administration \* Business Management & Administration
- and ONE of: \* Office (Workplace) Management & Administration OR Public Management & Administration OR Leadership & Team Management

**MANAGEMENT & LEADERSHIP**

- \* Management & Administration \* Leadership & Team Management
- \* Project Leadership & Management

**MANAGEMENT & WORKPLACE SAFETY:**

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

**MARKETING ADMINISTRATION:**

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

**MATERIALS & LOGISTICS MANAGEMENT:**

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

**RETAIL MANAGEMENT & ADMINISTRATION:**

- \* Retail Marketing Management & Customer Relations
- \* Sales Management & Marketing \* Business Management & Administration

Other Specialisations may be available, or course substitutions may be allowed, on request to the College.

- ✓ 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 specialist subjects and advanced management, providing many far-ranging opportunities for career advancement.
- ✓ Holders of an Honours Diploma may proceed to **higher levels of study** including undergraduate, Baccalaureate, EBA, and EMBA programmes - and with Study Exemptions.



**Kourossangama Esther**

wrote from **Burkina Faso**:

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



**Alex Kamwanga Ciyombo**

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

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

## BACCALAUREATE IN BUSINESS ADMINISTRATION

This **flexible 2-year Business Administration Programme offers a range of Specialisations** and offers study and training which is essential for management success in today's competitive environment and modern world of global business.

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

The First Year comprises 4 Subjects which provide valuable management, administrative and business knowledge. The Second Year comprises 4 interesting career-focused subjects to increase professionalism, ability and career opportunities.



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

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

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

#### Specialisation in BUSINESS ADMINISTRATION

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

#### Specialisation in COMMERCE & ADMINISTRATION

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

#### Specialisation in COMPUTERS & IT ADMINISTRATION

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

#### Specialisation in EDUCATIONAL LEADERSHIP & SCHOOL ADMINISTRATION

5. Teaching: Classroom Management & Psychology	6. Educational Psychology & Administration
7. School Improvement & the Educational Leader	8. Middle Leadership and Guidance in Schools

#### Specialisation in ENGLISH & ADMINISTRATION

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

#### Specialisation in ENVIRONMENTAL PLANNING & ADMINISTRATION

5. Leadership & Team Management	6. Project Leadership & Management
7. Environmental Planning Processes	8. Planning across Different Environments



#### Rola Fayyad Abu-Qerayyan

wrote from **Jordan**:

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

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

#### Eusebio Rodriguez Ocha

wrote from **Equatorial Guinea**:

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



## Specialisation in FINANCIAL ADMINISTRATION

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

## Specialisation in HOSPITALITY ADMINISTRATION

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

## Specialisation in HUMAN RESOURCE ADMINISTRATION

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

## Specialisation in HUMAN RESOURCE & OCCUPATIONAL HEALTH & SAFETY

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

## Specialisation in INSURANCE, RISK MANAGEMENT & ADMINISTRATION

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

## Specialisation in MANAGEMENT & ADMINISTRATION

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

## Specialisation in MARKETING ADMINISTRATION

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

## Specialisation in MATERIALS & LOGISTICS ADMINISTRATION

5. Stores, Inventory & Warehouse Management	6. Purchasing & Resourcing Management
7. Logistics, Materials & Supply Chain Management	8. Project Leadership & Management

## Specialisation in PROJECT ADMINISTRATION

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

\*Details of the [Management, Business and Administration Specialisation](#) are on the website, and other Specialisations may be available or course substitutions may be allowed, on request to the College.

- ✓ A CIC Baccalaureate is equated at the same level as associate degree (level 5+) or undergraduate.
- ✓ The Programme increases depth of knowledge, understanding, evaluation and analytical ability across a range of managerial situations and work environments demonstrating high-level ability.
- ✓ Holders of a CIC Baccalaureate award may proceed to **higher levels of study** including undergraduate and graduate levels, Executive Business Administration (EBA), Mastery of Management Graduate Diplomas and EMBA programmes, with Study Exemptions.



### Nero C Chisumila

wrote from [Malawi](#):

*"I was promoted to Superintendent after completing my CIC studies (Human Resource Administration). I have been very successful in my career as a result of studying with CIC."*

### Jean Bosco Ntabakivindimwe

wrote from [Rwanda](#):

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



## EXECUTIVE BUSINESS ADMINISTRATION (EBA) PROGRAMME

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

The EBA is structured to achieve the aims of becoming a successful, efficient and effective leader, executive or senior manager, and for achieving promotion to senior positions. It covers a wide range of important, interesting, practical, and specialist subjects prepared by experts enable rapid learning.

The EBA Programme includes preparation of a Project to blend the practical and theoretical knowledge gained, and to increase analytical ability. Members may choose a subject of personal interest (full guidance provided) and follow the clear, helpful EBA framework and guidance to success and Graduation.



- \* The EBA Programme will greatly improve skills, competencies, knowledge and confidence; and offers an opportunity to specialise and gain an in-depth understanding of the business environment.
- \* A valuable additional benefit of the EBA Programme is that **you will gain and be awarded a valuable qualification for EACH Study Year completed**; on completion of:-
  - ▶ the First Study Year, an **Honours Diploma** will be awarded;
  - ▶ the Second Study Year, an **Advanced Business Administration** award will be achieved;
  - ▶ all three Study Years, the prestigious **Executive Business Administration** will be awarded (along with a detailed transcript and grade sheet).

An award for *each* 'Study Year' completed provides proof to employers and sponsors of your **progress, achievement, commitment, development and your on-going study success**.

- \* Holders of a CIC Honours Diploma or Baccalaureate, or sometimes other equivalent courses completed within 3 years of registering on the EBA Programme, may be eligible for Study Exemptions.
- ✓ The EBA is designed as a level 6 programme. The EMBA programme (acceptance guaranteed) and/or OTHER graduate degree level study is usually next for anyone aiming for further studies.
- ✓ The Programme is primarily designed for men and women already in employment, and who are ambitious to expand and increase knowledge, ability and understanding, and to succeed at high levels within their organisation. It will allow them to take their sections or departments (or own businesses if they are business owners or entrepreneurs) to greater success and development.
- ✓ Men and women who complete the EBA are destined for executive-level, respected, well-paid posts with high responsibility, carried out with technical, managerial and analytical professionalism.
- ✓ The high quality Study & Training Materials, which are included in the Programme Fee, ensure superb tuition and the acquisition of wide-ranging knowledge to accelerate career development in today's world of competitive business and management.



### Bakary Touray

wrote from **The Gambia**:

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

### Abdul Shamrani

wrote from **Kuwait**:

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





# Executive Business Administration (EBA)

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

## The four Subjects of the EBA First Study Year:

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

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

## Specialisation in ACCOUNTING ADMINISTRATION

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

## Specialisation in BUSINESS ADMINISTRATION

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

## Specialisation in COMMERCE & ADMINISTRATION

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

## Specialisation in COMMUNICATION & MEDIA ADMINISTRATION

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

## Specialisation in CONSTRUCTION MANAGEMENT & ADMINISTRATION

5. Workplace Health & Safety
6. Purchasing & Resource Management
7. Project Leadership & Management
8. Construction Management Practice
9. Computers & IT in Business & Management
10. Construction Project Management
11. Organisation Environment
12. Project/Thesis

## Specialisation in ECONOMICS & ADMINISTRATION

5. Business Economics & Commerce
6. Business Economics Theory & Practice
7. Economic Development
8. International Business & Trade
9. Computers & IT in Business & Management
10. Economics & The Business Environment
11. Organisation Environment
12. Project/Thesis

## Specialisation in EDUCATION, SCHOOLS LEADERSHIP & ADMINISTRATION

5. Teaching: Classroom Psychology & Management
6. Educational Psychology & Administration
7. Middle School Leadership: Subjects & Teams
8. School Leadership & Development
9. Computers & IT in Business & Management
10. Management & Improvement in Schools
11. Organisation Environment
12. Project/Thesis



### Dawit Birhane Mulaw

wrote from **Ethiopia**:

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

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

### Eunice Evans Mthunzi

wrote from **Botswana**:

*"I really thank CIC for training me. When I completed the great CIC Commerce & Administration programme I gained promotion to Accountant General. Very soon*

*I will join you for MBA studies. Stay blessed!"*



## Executive Business Administration (EBA)

### Specialisation in ENGLISH & ADMINISTRATION

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

### Specialisation in FINANCE & INVESTMENT ADMINISTRATION

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

### Specialisation in HOSPITAL MANAGEMENT & HEALTH ADMINISTRATION

- |  |   |
|--|---|
| 5. Leadership & Team Management                  | 6. Health & Safety in the Workplace           |
| 7. Hospital Management: Productivity & Economics | 8. Hospital Departments: Quality & Efficiency |
| 9. Computers & IT in Business & Management       | 10. Improving Performance in Hospitals        |
| 11. Organisation Environment                     | 12. Project/Thesis                            |

### Specialisation in HOSPITALITY & EVENTS ADMINISTRATION

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

### Specialisation in HUMAN RESOURCE ADMINISTRATION

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

### Specialisation in INTERNATIONAL BUSINESS & ADMINISTRATION

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

### Specialisation in IT SYSTEMS & DATABASE ADMINISTRATION

- |  |  |
|--|--|
| 5. Workplace Management & Administration   | 6. Project Leadership & Management       |
| 7. IT Systems Security & Administration    | 8. Leadership & Team Management          |
| 9. Computers & IT in Business & Management | 10. Database Management & Administration |
| 11. Organisation Environment               | 12. Project/Thesis                       |

### Specialisation in LEADERSHIP & STRATEGIC ADMINISTRATION

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



#### Abdilahi Yusuf Farah

wrote from **Somalia:**

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

#### Edward Creers

wrote from **England:**

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



## Executive Business Administration (EBA)

### Specialisation in MANAGEMENT & ADMINISTRATION

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

### Specialisation in MARKETING ADMINISTRATION

- |  |  |
|--|--|
| 5. Sales & Marketing Administration        | 6. Advertising & Public Relations      |
| 7. International Business & Trade          | 8. Retail Marketing & Customer Service |
| 9. Computers & IT in Business & Management | 10. Global Marketing Management        |
| 11. Organisation Environment               | 12. Project/Thesis                     |

### Specialisation in MATERIALS & LOGISTICS ADMINISTRATION

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

### Specialisation in PROJECT MANAGEMENT & ADMINISTRATION

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

### Specialisation in PUBLIC POLICY & ADMINISTRATION

- |  |                                 |
|--|---------------------------------|
| 5. Public Management & Administration      | 6. Public Policy Making         |
| 7. Administrative Management               | 8. Leadership & Team Management |
| 9. Computers & IT in Business & Management | 10. The Public Policy Process   |
| 11. Organisation Environment               | 12. Project/Thesis              |

### Specialisation in TRAINING & DEVELOPMENT ADMINISTRATION

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

### Specialisation in TRANSPORT MANAGEMENT & ADMINISTRATION

- |   |  |
|---|--|
| 5. Logistics, Supply & Transport Management | 6. Business Economics & Commerce         |
| 7. Transportation Management                | 8. Public Transport Management           |
| 9. Computers & IT in Business & Management  | 10. Shipping or Air Transport Management |
| 11. Organisation Environment                | 12. Project/Thesis                       |

- ❖ Other Specialisations may be available, or course substitutions may be made, or allowed on request.
- ❖ The EBA may be registered for, and completed, one 'Study Year' at a time.
- ❖ Acceptable entry qualifications may include academic/professional qualifications acceptable to and recognised by CIC, and/or work and practical experience at an appropriate level of responsibility.
- ❖ If you are not certain whether you are eligible for entry, ask for an Eligibility Application Form.



#### 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."*



## MASTERY OF MANAGEMENT GRADUATE DIPLOMAS

These specialist Programs comprise market-leading content and syllabuses written by leading authors and experts, and have been developed and produced by leading professionals to provide great knowledge, understanding and development.

They are designed for men and women who already possess good subject knowledge, have completed appropriate levels of study, and who require expert, specialist knowledge for their careers. These Graduate Diplomas are rated as level 7, and these high-level awards can be attained within one year.

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, and apply it effectively in work.



### Business Finance & Investment

This Program covers the theory and practice of business finance. It focuses on major theories of financial decision making and investment appraisal methods. It explains financial decision-making theory and actual practice. It is for accounts, finance & investment personnel, managers, directors and owners who make finance and investment decisions. Contents include:

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



### Business Law

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

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

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

### Corporate Strategy & Planning

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

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

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



#### Parmeshwar Irshad Budhu

wrote from **Guyana:**

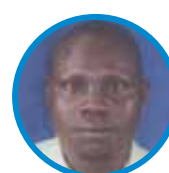
*"The Guyana Government was so pleased with your training I was offered a job as Deputy General Manager of the Guyana Gold Board.*

*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!"*



## International Marketing

This Program provides a detailed, informative explanation of the international marketing and planning process; of customers, producers, suppliers, global markets; and how best to implement and develop marketing programmes. It is for high-level managers, executives and marketing personnel who must make important international marketing decisions. Contents include:

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



## International Relations & Politics

This Program provides a wide ranging but concise examination of all the key themes, trends and issues of contemporary international relations & politics. It covers major IR theories, explaining their rationale and impacts. It is particularly for people involved in politics, diplomacy, and government; and international development, trade and human rights. Contents include:

- ◆ International Relations and World Politics
- ◆ World Politics, History and Geography
- ◆ Diplomacy, Foreign Policy, Power
- ◆ International Law, Human Rights, Conflict
- ◆ Globalization, Current Issues, Human Rights
- ◆ The Sociocultural Environment Overseas
- ◆ Realism, Liberalism, International Societies
- ◆ Importance of and Reasons to Study IR Theories

## Management of Human Resources

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

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



## Management & Leadership

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

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

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

## Managerial Economics

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

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

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



### Ihsanullah Zaheer

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

### Valentina Malic

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





## Marketing Strategy

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

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

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

## Money, Banking & Financial Systems

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

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

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



## Operations & Quality Management

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

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

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

## Organisational Design & Behaviour

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

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

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



## Organisational Understanding & Development

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

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

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



**Ross Cooper** from **England**:

*"The detailed Graduate Diplomas helped me apply management skills to my workplace with success, and provided me access to further studies in management at MBA level."*

**Abdullah Dosari** from **Saudi Arabia**:

*"I admired the well-designed books for self-study and the rich examples. I rapidly mastered management, teamwork, finance and many other valuable tools for success."*



## EXECUTIVE MINI MBA COURSE

This Course will rapidly transform your career and revolutionise how you work. You will quickly develop MBA critical thinking, tactical behaviour and dynamic strategies. It will help you become a business leader and use MBA critical thinking to take your business knowledge and practice to a new level, which you can use and apply every day and which really work.

This Course aims to provide invaluable guidance for managers looking to apply MBA thinking in the contemporary world. You rapidly cover and learn many MBA key management and business ideas and concepts to help guide, challenge and inspire you to better results, whatever stage you are in your career.

The Course is ideal for aspiring and new managers with wide experience but no MBA qualification, and for those already holding an MBA or similar award and who need to refresh or continue their personal and professional development.



\* The practical, enjoyable Course is designed to be completed in a matter of weeks. It is carefully written in a comprehensive easy-to-study style, is easy to refer back to, and to use in practical situations.

### Syllabus/Contents outline, including:-

- Introduction, Study Guidance & Advice
- 1 Managers and MBA thinking
- 2 MBA thinking: Strategy and Tactics
- 3 MBA thinking: Managerial Planning
- 4 MBA thinking: Processes and Operations
- 5 MBA thinking: Managerial Control
- 6 MBA thinking: Leadership and Management
- 7 MBA thinking: Corporate Governance
- 8 MBA thinking: Accounting and Finance
- 9 MBA thinking: The Human Resource
- 10 MBA thinking: Operations Management
- 11 MBA thinking: Supply Chain Management
- 12 MBA thinking: Marketing Management



\* A CIC Executive Mini MBA can be a wonderful alternative to the traditional MBA, and thousands of business leaders all over the world are taking advantage of this learning opportunity. If you are looking for a way to obtain new skills, learn new business tactics, brush up on modern business practices and/or interested in the possibility of proceeding to a full MBA level Course, registering onto the CIC Mini MBA might be just right for you.

\* The Mini MBA Course focuses on communicating the essence of what a standard MBA offers, but in a more accessible format, and as a Distance Training Course for those who cannot commit to a full-time 2 or 3 year course. For MBA degree holders, this Mini MBA Course serves as a handy and valuable refresher course and practical exercise.

\* The Executive Mini MBA Course is designed to be completed over a 12/18 week period by those who dedicate an average of just 3/4 hours per week to each Module. However, because we understand the time constraints on working individuals, you will be allowed to take up to 52 weeks if needed.

\* A quick and cost-effective way to reach your next career goal and boost your employment profile. It offers a unique opportunity to equip yourself with top-level practical business and management skills which you can implement immediately.

\* Our Executive Mini MBA Course has been designed specifically for managers and professionals in corporate, government and nonprofit roles who need immediate, tangible, positive results.



### Chukwuma Nwanza

wrote from **Nigeria:**

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

### Imre Szucs

wrote from **Hungary:**

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



# EXECUTIVE MASTERY OF BUSINESS ADMINISTRATION

This specially-designed comprehensive high-level Programme develops advanced business management and administration skills that are essential for senior, executive and Board-level managerial positions in our highly competitive business world.

This excellent Programme is flexible and expertly produced. Study materials and content are written and produced by world-leading experts and publishers to provide expert knowledge and understanding, and to allow structured, continuous progress.

This Programme is for men and women aiming to get to the top of their chosen careers, and who are motivated, highly-driven and determined to be successful, top-quality leaders, executives, business people and senior managers. It offers great rewards in terms of wide-ranging knowledge and high potential to achieve top careers, high pay and good benefits.



- \* The first two Study Years provide a wide-ranging practical-oriented view of the business and commercial environment, covering important subjects with a focus on management and business.
- \* The third Study Year comprises 3 compulsory subjects and 2 specialisation subjects. They are high-level subjects with both technical and academic content, yet always with a focus on the practical application of the subject knowledge.
- \* A valuable additional benefit of the EMBA Programme is that:
  - ▶ on completion of the First Study Year you are provided a Transcript and are eligible to a First Year EMBA certificate; and on completion of the Second Study Year you are provided a Transcript and are eligible to a Second Year EMBA certificate;
  - ▶ therefore, at each stage of your study these provide proof to employers, sponsors and others of your **progress, achievement, commitment, improvement, development and on-going success**, without needing to wait until the very end of the Programme.
- ✓ The EMBA Programme provides professional graduate degree (level 7) business and management focused expertise, knowledge, understanding.
- ✓ 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. Full guidance and instruction is given on selecting, researching and preparing a Project/Thesis.
- ✓ The flexible 3-Year Programme can be studied and completed at the pace which is required and suitable for each individual Member registered onto the Programme.
- ✓ 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.
- ❖ Acceptable entry qualifications may include academic/professional qualifications acceptable to and recognised by CIC, and/or work and practical experience at an appropriate senior level of responsibility. If you are not certain whether you are eligible for entry, ask for an Eligibility Application Form.



### Lawrance Bottney

wrote from **Oman**:

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

### Mariam Mahmoud Abu Daqa

wrote from **Palestine**:

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





## Core Subjects of Study on the EMBA Programme

Core Subjects of the **FIRST 'STUDY YEAR'** common to all Specialisations:

- |  |   |
|--|---|
| 1. Business Theory & Commercial Practice   | 2. Business Economics & Commerce        |
| 3. Management & Administration in Business | 4. Advanced Management & Administration |

Core Subjects of the **SECOND 'STUDY YEAR'** common to all Specialisations:

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| 5. Business Finance & Accounting | 6. Sales & Marketing Administration |
| 7. Human Resource Management     | 8. Commercial Practice & Law        |

Core Subjects of the **THIRD 'STUDY YEAR'** common to all Specialisations:

- |                                   |                          |
|-----------------------------------|--------------------------|
| 9. Corporate Strategy & Planning  | 10. Managerial Economics |
| 11. Business Finance & Investment | 12. Project/Thesis       |

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

#### Specialisation on **Accounting & Management:**

- |                           |                                 |
|---------------------------|---------------------------------|
| 13. Management Accounting | 14. Cost & Financial Accounting |
|---------------------------|---------------------------------|

#### Specialisation on **Business Management:**

- |                             |                        |
|-----------------------------|------------------------|
| 13. Management & Leadership | 14. Marketing Strategy |
|-----------------------------|------------------------|

#### Specialisation on **Financial Management:**

- |  |                                 |
|--|---------------------------------|
| 13. Money, Banking & Financial Systems | 14. Financial Strategy & Policy |
|--|---------------------------------|

#### Specialisation on **Hospitality Management:**

- |                            |  |
|----------------------------|--|
| 13. Hospitality Management | 14. Hospitality & Organizational Behaviour |
|----------------------------|--|

#### Specialisation on **Human Resource Management:**

- |                                   |                             |
|-----------------------------------|-----------------------------|
| 13. Management of Human Resources | 14. Management & Leadership |
|-----------------------------------|-----------------------------|

#### Specialisation on **International Business & Management:**

- |                            |                             |
|----------------------------|-----------------------------|
| 13. International Business | 14. International Marketing |
|----------------------------|-----------------------------|

#### Specialisation on **Leadership & Management:**

- |                        |                             |
|------------------------|-----------------------------|
| 13. Project Management | 14. Management & Leadership |
|------------------------|-----------------------------|

#### Specialisation on **Logistics & Supply Chain Management:**

- |                          |  |
|--------------------------|--|
| 13. Materials Management | 14. Logistics, Supply & Transport Management |
|--------------------------|--|

#### Specialisation on **Marketing Management:**

- |                             |                        |
|-----------------------------|------------------------|
| 13. International Marketing | 14. Marketing Strategy |
|-----------------------------|------------------------|

#### Specialisation on **Organisational Management:**

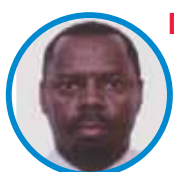
- |                                       |  |
|---------------------------------------|--|
| 13. Organisational Design & Behaviour | 14. Organisation Understanding & Development |
|---------------------------------------|--|

#### Specialisation on **Project Management:**

- |                        |   |
|------------------------|---|
| 13. Project Management | 14. Event Management or Operations Management |
|------------------------|---|

#### Specialisation on **Strategic Management:**

- |                        |                                 |
|------------------------|---------------------------------|
| 13. Marketing Strategy | 14. Financial Strategy & Policy |
|------------------------|---------------------------------|



**Densill Sinclair** wrote from **Jamaica**:  
*"It has been my pleasure studying (specialisation Human Resource Management) with CIC. I have made upward strides and was promoted to Director and accepted by professional institutions."*



**Anthony Agyekum** 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 CIC's superb training. CIC made it possible for me."*

# EVERYTHING YOU NEED FOR YOUR STUDY SUCCESS IS INCLUDED IN YOUR HIGH QUALITY CIC PROGRAM

## YOUR AFFORDABLE FEE INCLUDES ALL OF THIS:-

- ★ Registration as a Member of this internationally recognised, respected and accredited College.
- ★ Your own high-quality, professionally written, well-produced CIC Study & Training Publications.
- ★ A detailed Study & Training Guide with advice on how best to study and answer Examinations well.
- ★ A Progress Chart, Self-Assessment Tests & Model Answers and/or Training Test(s) or a Past Paper.
- ★ The Examination(s) written under 'Invigilation' in your own area (see below), and their Assessment.
- ★ Rapid despatch of all your Study Materials, Exam Papers, and awards by registered airmail post.
- ★ Your CIC award/qualification on your successful completion of your enjoyable Study & Training.
- ★ Your personal pages on CIC's Member Services website showing results, despatches, and lots more.
- ★ Newsletters, details of special offers, new Programs, competitions, information and advice.
- ★ A hard-working Principal, Vice-Principal and team of staff who are dedicated to ensuring your success.



## A GUARANTEE OF QUALITY AND SEAL OF APPROVAL



CIC undergoes an annual ILM Quality Audit and approval inspection, a rigorous, in-depth, independent quality assurance review, covering:

- |                            |                  |
|----------------------------|------------------|
| ★ Assessment & Evaluation  | ★ Management     |
| ★ Internal Quality Control | ★ Administration |
| ★ Policies & Procedures    | ★ Resources      |
| ★ Qualifications & Courses | ★ Communication  |
| ★ Training & Development   | ★ Security       |

CIC has received commendable results in all aspects of ILM Quality Audits - **assurance of CIC's quality.**



✓ CIC is a proud holder of the prestigious **British Quality Mark for Learning and Development** which is your assurance of CIC's high quality and good practice in all aspects of educational provision and delivery, and of the College's strong continuous commitment to excellence in learning.

## SITTING EXAMS: A SIMPLE PROCESS, WHEREVER IN THE WORLD YOU ARE

- ★ CIC Exams are sat under **Approved Invigilation**, supervised by an approved Invigilator (or Proctor/Supervisor). Invigilation can be **quickly and easily** arranged for you to sit Exam(s) wherever you are.
- ★ You may sit your Exam(s) **on any day or date** which is mutually convenient to you and your Invigilator, **wherever you are resident**, whenever you are ready and prepared to attempt your Exam(s).
- ★ Invigilation arrangements are made after you are enrolled as a Member of the College - CIC provides **full, clear, straightforward guidance** to you about Invigilation as soon as you enrol.
- ★ CIC has arrangements with Exams Boards, Ministries, the British Council, WAEC, Affiliates, and Approved Centres and Invigilators worldwide and can appoint Invigilators **to suit your situation.**

# BENEFITS AND EXCELLENT REASONS TO ENROL WITH THIS ACCREDITED INTERNATIONAL COLLEGE

- ★ The College was established in 1935 so you can be confident in our quality and experience. Nearly half of all CIC Members are recommended by other Members, friends, colleagues and employers to study with the College - confirming their high satisfaction and regard for the professional study, training and education offered.
- ★ CIC's Courses, Study Materials and Educational Provision meet British and International **quality assurance criteria** and **standards of good practice**. CIC is a **registered UK Learning Provider** and an **Accredited International College**.

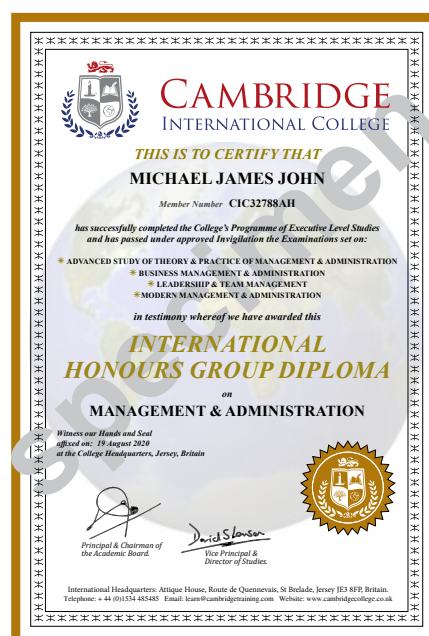


## PERSONAL & INDIVIDUAL STUDY & TRAINING FROM BRITAIN

- ★ **YOU WILL BE A 'MEMBER' OF CIC.** The College treats you as a mature person and respects **your personal goals**. You can rely on CIC's high quality management, support and experience to help you **succeed and achieve YOUR ambitions!**
- ★ **YOU STUDY IN YOUR OWN AREA.** You do **not** have to travel to a study centre or leave home. With distance-learning you can study wherever **you** are. But, if you wish to enrol with a local CIC Affiliate centre we can advise you about that.
- ★ **YOU CAN ENROL AS SOON AS YOU ARE READY.** You can register and start your CIC Study & Training on **ANY** day of the year, whenever **you** are ready and able; there are no set semesters, terms or registration dates.
- ★ **YOU STUDY AT YOUR OWN PACE, CONVENIENTLY AND FLEXIBLY.** You study at the speed which best suits **your** circumstances to ensure **YOUR success**, at home, at work, day or night. The time taken to complete study is **flexible** to suit **YOU**.
- ★ **YOU CAN RAPIDLY MASTER CIC STUDY MATERIALS.** Study Materials are written by highly skilled Professors and Experts, supervised by CIC's **experienced Executives**, to ensure **rapid progress**, even if your main language is not English.
- ★ **YOUR EMPLOYMENT.** CIC Studies are **perfect** if you are already employed as you do NOT need to give up work or take unpaid study leave. And if not yet employed, CIC is your **rapid route to good jobs, promotions and top careers!**
- ★ **SUCCESSFUL MEMBERS WORLDWIDE.** Wherever you live **you can succeed** with CIC's **professional Distance-Learning**. A CIC Award confirms you have taken accredited Studies for **competence, skills and professionalism in work activities**.



## Study & Graduate to Achieve your own Awards and Qualifications



Actual certificates are A4 size (21 by 29.5 cm). CIC is a legal entity registered with the JFSC, States of Jersey (the Government), Britain. CIC is registered with the Office of Data Protection and is compliant with GDPR data regulations; CIC will never provide your details to a 3rd party for marketing or similar purposes. CIC is an accredited College, not a university, and CIC is approved to deliver awards, qualifications and programmes internationally. CIC promotes inclusivity and operates positive Equal Opportunity & Special Needs policies which are strictly applied - see [www.cambridgecollege.co.uk](http://www.cambridgecollege.co.uk)



**THESE MEN AND WOMEN - AND THOUSANDS MORE LIKE THEM - HAVE SUCCEEDED - AND SO CAN YOU!**



## **PROFESSIONAL STUDY, TRAINING & EDUCATION FROM BRITAIN**

- Accounting • Administration • Advertising & Public Relations • Asset & Investment Management
- Banking & Finance • Bookkeeping • Business Management • Classroom Psychology & Management
- Commerce • Communication • Computers & IT • Credit Control • Entrepreneurship • Economics
- Education & Schools Leadership • English • Environmental Management • Events Management
- Finance & Investment • Health & Safety in the Workplace • Hospitality Management
- Human Resource/Personnel Management • Hotel Management • Insurance • International Business
- International Marketing • International Relations • Law • Leadership & Team Management
- Logistics & Materials Management • Management & Administration • Marketing & Sales Management
- Media • Office Administration • Operations & Quality Management • Organisational Behaviour
- Organisational Development • Project Management • Property Management • Public Administration
- Purchasing & Resourcing • Retail Management • Risk Management • Secretarial & PA Duties
- Stores, Inventory & Warehouse Management • Strategic Management • Supply Chain Organisation
- Supervisory Management • Tourism & Travel Management • Training & Employee Development

### **A WIDE RANGE OF STUDY & AWARDS INCLUDING:**

- International Diplomas • Mastery of Management Graduate Diplomas
  - Honours Diplomas • Baccalaureate in Business Administration
  - Executive Business Administration (EBA) • Executive Mini MBA
    - Executive Mastery of Business Administration (EMBA)



**DESIGNED TO PROVIDE YOU WITH THE SKILLS, KNOWLEDGE, ABILITY AND CONFIDENCE NEEDED FOR ACHIEVING SUCCESSFUL CAREERS**

