



Cambridge International Training Centers(Sudan)
Approved Affiliate Of
Cambridge International College(Britain)

برامج الإدارة Management Courses

Advanced level program

- Intensive 3 months 54 hours
- Non-Attend 12 Months
- Available with Cambridge Britain Certificate (final exam at the British Council) or local certificate from Cambridge Sudan

- دورات تدريبية متقدمة من كامبردج بريطانيا
- الدورة المكثفة 3 أشهر 54 ساعة حضوريا
- الانتساب 12 شهر
- متوفرة بشهادة كامبردج (الامتحان بالمجلس الثقافي البريطاني وتسجيل الدارس في كامبردج بريطانيا) أو بشهادة محلية من مراكز كامبردج السودان

An International Diploma Program

All International Diploma Programs Leads to:

Each Diploma Course Duration : 54 Hours(Attendance) OR 12 Months (Non Attendance)

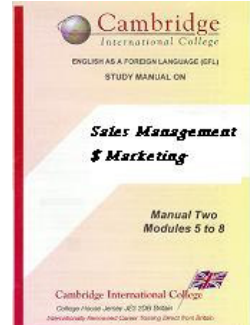
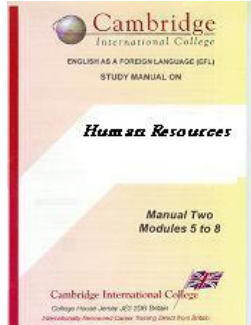
Programs Offered Are:-

1- BUSINESS MANAGEMENT/ADMINISTRATION	2- TOURISM & TRAVEL AGENCY MANAGEMENT	3- STORES MANAGEMENT & STOCK CONTROL
4- SECRETARIAL DUTIES/ADMINISTRATIVE/P/A	5- SALES MANAGEMENT & MARKETING	6- PURCHASING & RESOURCING MANAGEMENT
7- HUMAN RESOURCE/PERSONNEL MANAGEMENT	8- BUSINESS ECONOMICS & COMMERCE	9- OFFICE MANAGEMENT /ADMINISTRATION
10- MODERN MANAGEMENT/ ADMINISTRATION	11- COMMUNICATION IN BUSINESS & MANAGEMENT	12- COMPUTERS IN BUSINESS & MANAGEMENT
13- ADVERTISING & PUBLIC RELATIONS	14- HOTEL OPERATIONS & MANAGEMENT	15- BUSINESS BOOKKEEPING & ACCOUNTS
16-PRINCIPLES & PRACTICE OF INSURANCE	17- PURCHASING & RESOURCING MANAGEMENT	18- ADVANCED STUDY OF THEORY & PRACTICE OF MANAGEMENT/ADMINISTRATION

Award and Achievement

On successfully completing this Career Development Program you will:

- ***Have completed a professional Program of Study with an Accredited College.***
- ***Be awarded the CITC Certificate / CIC Diploma on Business anagement/Administration.***
- ***Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.***
- ***Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.***
- ***Be eligible to apply for an additional ASET certificate .***



1- BUSINESS MANAGEMENT/ADMINISTRATION

An International Diploma Program

Designed to train existing, new and future managers to establish and run PROFITABLE BUSINESSES IN COMMERCE AND INDUSTRY.

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

This unique Program is designed not only for those seeking managerial posts in business, but also for those intending to establish their own businesses, and for those already running businesses who need expert guidance to make their businesses PAY in modern industry and commerce.

Summary of Major Topics Covered in this Diploma Program

- Business objectives and policies, business environment.
- Capital and the financing of businesses, ordinary and preference shares, debentures, working capital.
- Factors to consider in starting a business or taking over a business.
- Business organisation, delegation, expansion, structure. Business communication.
- Business units: sole-proprietors, partnerships, companies; business organisation, business location.
- Planning and forecasting in business, budgeting and budgetary control.
- Pricing policy, credit control, discounts.
- Management of personnel: recruiting, selecting, inducting, training, controlling, remunerating.
- Stock control, principles of purchasing.
- Principles of selling, sales and marketing management.
- Office management, organisation and control. Production management, industrial administration.
- Basic accounting, principles of bookkeeping, interpretation of final accounts, uses of computers.

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Business Management/Administration.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

2- TOURISM & TRAVEL AGENCY MANAGEMENT

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- ***Have completed a professional Program of Study with an Accredited College.***
- ***Be awarded the CITC Certificate / CIC Diploma on Tourism & Travel Agency Management.***
- ***Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.***
- ***Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.***
- ***Be eligible to apply for an additional ASET certificate .***

3- STORES MANAGEMENT & STOCK CONTROL

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- ***Have completed a professional Program of Study with an Accredited College.***
- ***Be awarded the CITC Certificate / CIC Diploma on Stores Management & Stock Control.***
- ***Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.***
- ***Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.***
- ***Be eligible to apply for an additional ASET certificate .***

4- SECRETARIAL DUTIES/ADMINISTRATIVE/PERSONAL ASSISTANT

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Admin-PA-Secretarial Duties.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
Be eligible to apply for an additional ASET certificate .

5- SALES MANAGEMENT & MARKETING

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- ***Have completed a professional Program of Study with an Accredited College.***
- ***Be awarded the CITC Certificate /CIC Diploma on Sales Management & Marketing.***
- ***Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.***
- ***Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.***
- ***Be eligible to apply for an additional ASET certificate .***

6- PURCHASING & RESOURCING MANAGEMENT

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- ***Have completed a professional Program of Study with an Accredited College.***
- ***Be awarded the CITC Certificate / CIC Diploma on Purchasing & Resourcing Management.***
- ***Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.***
- ***Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.***
- ***Be eligible to apply for an additional ASET certificate .***

7- HUMAN RESOURCE/PERSONNEL MANAGEMENT

An International Diploma Program

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

No enterprise can today risk using old-fashioned, 'hit or miss' methods of managing the modern workforce. The activities of the trained human resource/personnel manager and his or her department can ensure the uninterrupted operations of an enterprise and avoid loss of production - and profits - due to industrial action or poor effort by a discontented workforce.

This Program concentrates on modern human resource/ personnel managers, providing training on a wide range of the important duties which they must perform (including industrial relations) and their responsibilities in the modern worlds of commerce and industry.

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- ***Have completed a professional Program of Study with an Accredited College.***
- ***Be awarded the CITC Certificate / CIC Diploma on Human Resource/Personnel Management.***
- ***Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.***
- ***Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.***
- ***Be eligible to apply for an additional ASET certificate .***

8- BUSINESS ECONOMICS & COMMERCE

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Business Economics & Commerce.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

9- OFFICE MANAGEMENT/ADMINISTRATION

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate /CIC Diploma on Office Management/Administration.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

10- MODERN MANAGEMENT/ADMINISTRATION

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Modern Management/Administration.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

11- COMMUNICATION IN BUSINESS & MANAGEMENT

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Communication in Business & Management.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

12- COMPUTERS IN BUSINESS & MANAGEMENT

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- ***Have completed a professional Program of Study with an Accredited College.***
- ***Be awarded the CITC Certificate / CIC Diploma on Computers in Business & Management.***
- ***Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.***
- ***Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.***
- ***Be eligible to apply for an additional ASET certificate .***

13- ADVERTISING & PUBLIC RELATIONS

An International Diploma Program

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

Advertising is one of the marketing activities contributing to the efficient distribution of products to consumers. A good understanding of advertising and its role is essential for all sales and marketing managers, all business owners and managers, and all others involved in selling the products of an organization.

Good public relations can make a positive contribution to the success of enterprises by influencing the attitudes of people towards them, and often also towards the products they have for sale. All modern managers and administrators should be aware of the need for and the benefits of good public relations.

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Advertising & Public Relations.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

14- HOTEL OPERATIONS & MANAGEMENT

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Hotel Operations & Management.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

15- BUSINESS BOOKKEEPING & ACCOUNTS

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Business Bookkeeping & Accounts.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

16-PRINCIPLES & PRACTICE OF INSURANCE

An Advanced International Program

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Principles & Practice of Insurance.*
- *Have attained an **accredited qualification** at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level **showing you possess competence in professional work activities** and have been **trained for managerial and supervisory levels.***
- *Be eligible to apply for an additional ASET certificate .*

17- PURCHASING & RESOURCING MANAGEMENT

An International Diploma Program

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

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Career Development Program you will:

- ***Have completed a professional Program of Study with an Accredited College.***
- ***Be awarded the CITC Certificate / CIC Diploma on Purchasing & Resourcing Management.***
- ***Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.***
- ***Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.***
- ***Be eligible to apply for an additional ASET certificate .***

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

An International Diploma Program

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

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

Summary of Major Topics Covered in this Diploma Program

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

Award and Achievement

On successfully completing this Advanced Program you will:

- *Have completed a professional Program of Study with an Accredited College.*
- *Be awarded the CITC Certificate / CIC Diploma on Advanced Study of Management/Administration Theory & Practice.*
- *Have attained an accredited qualification at Level 4, equated to the British National Framework at the same level as HND and undergraduate study and National Vocational Qualification (NVQ) Level 4.*
- *Have achieved an accredited qualification at a level showing you possess competence in professional work activities and have been trained for managerial and supervisory levels.*
- *Be eligible to apply for an additional ASET certificate .*

Management Programs Shedule 2007

<i>الشهر</i> <i>Month</i>	<i>الاسبوع الاول</i> <i>1st Week</i>	<i>الاسبوع الثانى</i> <i>2nd Week</i>	<i>الاسبوع الثالث</i> <i>3rd Week</i>	<i>الاسبوع الرابع</i> <i>4th Week</i>
January:	ادارة الموارد البشرية والافراد Human Resource Management	ادارة التسويق والمبيعات Sales Management & Marketing	ادارة الاعمال Business Management/A dministration	المحاسبة ومسك الدفاتر Business Bookkeeping & Accounts
February:	X	ادارة الاعمال/النظرية والتطبيق المتقدم Adv. Theory & Practice Management	السياحة وإدارة وكالات السفر Tourism & Travel Agency Management	المسكرتاريا وادارة شئون الافراد Secretarial Duties/PA
March:	X	X	ادارة المخازن وضبط - المخزون Stores Management & Stock Control	X
April:	X	ادارة الاعمال/النظرية والتطبيق المتقدم Adv. Theory & Practice Management	X	X
May:	ادارة الموارد البشرية والافراد Human Resource Management	ادارة التسويق والمبيعات Sales Management & Marketing	ادارة الاعمال Business Management/A dministration	المحاسبة ومسك الدفاتر Business Bookkeeping & Accounts
August:	X	ادارة الاعمال/النظرية والتطبيق المتقدم Adv. Theory & Practice Management	X	ادارة التسويق والمبيعات Sales Management & Marketing
September	ادارة الموارد البشرية والافراد Human Resource Management	X	X	X
October:	X	ادارة الاعمال Business Management/A dministration	X	X
November:	X	ادارة الاعمال/النظرية والتطبيق المتقدم Adv. Theory & Practice Management	X	X