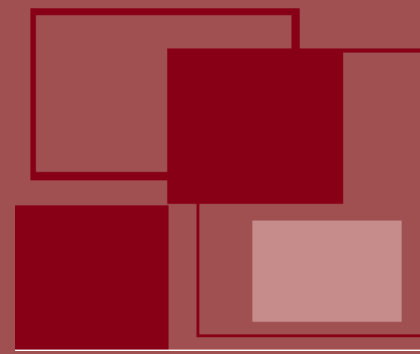


Three Month Professional Certificates



Marketing

For Whom:

Marketing personnel, Sales persons, Customer Service Representatives, Managers, Persons desirous of entering the field of marketing.

Objective:

To create an understanding of the marketing concept which is to deliver customer satisfaction at a profit.

Course Content:

Principles of Marketing

Define the role and value of marketing in today's increasingly competitive and dynamic environment

Define the management of marketing situations

Apply marketing mix

Ethics in marketing

Apply marketing principles to the analysis, planning, implementation and control of policies designed to achieve marketing and corporate objectives in both profit and non-profit organizations

Superior customer service

Market research

Travel And Tourism

For Whom:

Persons who are interested in developing a full or part time career in the travel and tourism industry.

Objective:

To encourage candidates to take the first step towards an exciting career in the Travel and Tourism industry.

Course Content:

Understanding the concept of the relationship between leisure, recreation and tourism

Stress inter-relationship between component parts of tourism

Understand the main and total components of transport activities

Be aware of the different administrative organizations for tourism in the public sector

Identify the main sectors of the tourism industry and be aware of their operating characteristics

Three Month Professional Certificates



Selling and Sales Management

For Whom:

Sales Persons, Telemarketers, Persons interested in enhancing their negotiation skills.

Objective:

To equip the candidate with the skills necessary to close a sale and to generate future sales leads

Course Content:

- Fundamentals of Selling
- Psychoanalysing the sales force
- Role of the sales force
- Characteristics of sales people
- Creating sales opportunity
- Dealing with objections
- Negotiation techniques
- Ensuring customer satisfaction

International Business Management

For Whom:

Managers working with multi national companies, persons whose job requires traveling or dealing with foreign clients.

Objective:

To develop skills necessary to working as a manager in an international setting.

Course Content:

- The International Business environment
- The idea of trade, barriers of trade
- Negotiation skills
- Business communication
- Business French
- Business Spanish
- International Marketing
- The business plan
- Leadership

Three Month Professional Certificates



International Marketing

For Whom:

Brand Managers, Marketing Personnel, Sales Persons, Telemarketers and persons dealing with international market.

Objective:

To arm the student with specialist skills as which relates to building and maintaining relationships in international markets.

Course Content:

The International Environment
Global Markets
International Marketing Decisions
Modes of entry into overseas markets
Organising International marketing
International Marketing mix
Standardisation and Adaptation
International Trade

Human Resource Management

For Whom:

Secretaries, Human Resource Assistants, CSRs.

Objectives:

To look at the process of HRM giving the candidate an overview of all the main functions.
To train the candidate to effectively administer HR issues in their area of work.

Course Content:

Fundamentals of organization behaviour
Introduction to HRM
Selecting, Recruiting, Motivation
Employee Turnover
International Human Resources
Leadership and Supervision
Group Dynamics
Job Enrichment and Empowerment

Three Month Professional Certificates

Project Management

For Whom:

Those who interface with a project team, persons interested in gaining knowledge of this highly specialised field.

Objective:

To assist in meeting industry need for Project Management practitioners.

Course Content:

The nature and Context of Project Management
Project Life Cycle
Roles, Interfaces and systems
Project Planning
Team and Organization

Marketing Communication

For Whom:

Sales Personnel, Marketing personnel.

Objective:

To create an understanding of marketing and to enable the student to develop an effective communications plan.

Course Content:

Marketing Communication Strategy
The Marketing Mix
Consumer response to persuasive communication
The influence of the social and cultural environment
To communicate a global message
The role of the International Advertising Agency
Financial Implications
Long term effectiveness of Branding
The development of the electronic media (Internet) in communications

Three Month Professional Certificates

Environmental Sciences

For Whom:

Science students, persons who share concern for the environment.

Objectives:

To create an appreciation for the field.

To fulfill environmental sustainable development.

Course Content:

Introduction to ecology

Air Pollution

Noise Pollution

Water Quality

Solid Waste

Agricultural pollution

Environmental impact assessment

Environmental modeling

Laboratory Experiments and Field Trips

Effective Management

For Whom:

Managers, Supervisors, Persons whose interest it is to successfully manage a team.

Objective:

To create an understanding of the gap which exists between Line officer- Supervisor- Manager, and to produce a smooth transition through same.

Course Content:

Nature of Management

Business Cycle

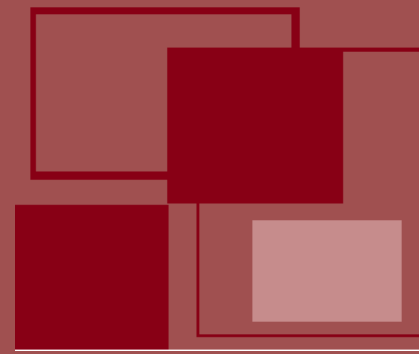
Different levels of Management

Human Resource Management

Business Process Reengineering

Describing an organization

Three Month Professional Certificates



Effective Customer Service

For Whom:

Front Line Staff, Customer Service Representatives, Sales Staff, Secretaries, Receptionists, Administrative Assistants.

Objective:

To give staff the edge in providing quality service by improving business etiquette, communication and human relation skills.

Course Content:

General Grooming, Body Language
First Impressions and Empathy
Understanding the role of the supervisor/manager
Leadership and morale
Time budgeting and planning
Business Etiquette
Human Relations, Speech and Communication.
Telephone Etiquette

Negotiation and Mediation

For Whom:

Persons who negotiate and deal with disputes, managers, HR professionals, business people, consultants, team leaders, educators.

Objectives:

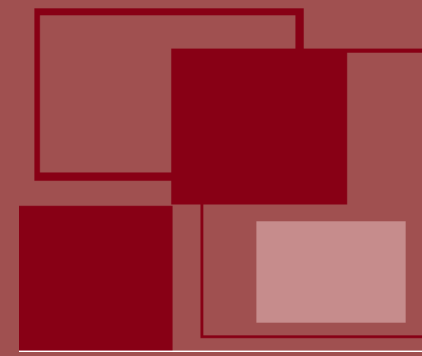
To develop an understanding of the context in which particular negotiation and mediation strategies and tactics are successfully employed.

To develop proficiency in negotiation and mediation, both from planning and behavioral perspectives.

Course Content:

The 7 elements of Principled Negotiation
The process of mediation: stages and techniques
Handle difficult issues
Deal with emotional people

Three Month Professional Certificates



Resolve difficult problems
Negotiate your way out of thorny situations
Resolve disputes while preserving relationships

Advertising

For Whom:

Graphic artists, Account coordinators, Persons interested in joining the field.

Objective:

To prepare candidates for an exciting new career by teaching them valuable advertising skills, and about the various roles in an Advertising agency.

Course Content:

The role of Advertising in Marketing and Business
The Advertising Department
The Advertising Agency
Advertising Media: Above the Line
Advertising Media: Below the Line
Copywriting
Layout and typography
Advertising Research
Law and ethics of advertising
Planning and Executing the advertising campaign

Business Writing and Communication

For Whom:

Persons who are desirous of obtaining effective communication skills.

Objectives:

To enhance business communication by effecting change by way of adding professionalism to the way daily communication is conducted.

Three Month Professional Certificates

Course content:

- The process of Communication
- Principles of effective Communication
- Written Communication
- Writing Business letters
- Memoranda
- Using e-mail
- Using and Designing Forms
- Writing Notices
- Writing to persuade
- Internal Company Documents
- Oral and Non-Oral Communication
- Technology and Communications
- Visual Communication
- Communication in Organizations

Events Management

For Whom:

Event Planners, Persons desirous of entering the field.

Objective:

To train persons in an overall method of managing an event that can be utilized in every area of event planning and adapted it to a specific event.

Course Content:

- Identifying event stakeholders
- Defining the parameters of the event
- Creating event concepts
- Evaluating and briefing the event concept
- Creating vision and mission statements
- Identifying event objectives
- Using Schedules, Action sheets, and Gantt charts
- Creating the 'look' of the event
- Venue selection and design
- Staffing the event
- Running the event
- Evaluating the effectiveness of the event

Three Month Professional Certificates



Psychology

For Whom:

Persons desirous of enhancing their knowledge of child development, adult behavior, social forms and patterns and individual differences.

Objectives:

To create a captivating understanding of the science of the human mind.

To elicit a better understanding of human behavior in the workplace and in everyday life and in so doing, provides the candidate with skills needed in order to better deal with conflicts.

Course Content:

- Biopsychology
- Developmental psychology
- Social psychology
- Cognitive psychology
- Individual differences

Public Speaking and Presentation Techniques

For Whom:

Persons desirous of improving their presentation skills and persons who need to gain confidence in the public speaking arena.

Objectives:

To offer a different way to approach learning which would allow the candidate to bridge the gap between secondary school education and a tertiary level education.

To enhance candidates' development and equip them with skills to be used in everyday operations.

Course Content:

- Effective Public speaking
- Overcoming barriers
- Oral and Visual Presentations
- Becoming a winning presenter
- Team and individual presentations
- Includes taped sessions

Three Month Professional Certificates

Secretarial Skills

For Whom:

Persons in the field of office assistance and secretarial services wanting to obtain formal qualification

Objectives:

To understand the roles and functions of secretarial duties.

To enhance knowledge and understanding of effective and professional customer service.

To learn appropriate office procedures including filing, receiving and dispatching correspondence, and telephone etiquette.

To understand the importance of accurately and effectively communicating with customers using appropriate techniques.

To understand the correct format for the production of business documents including letters, memoranda, manuscripts, reports and tables.

Course Content:

Office Procedures

Communication and Task Management

Computer Text Processing

