

Develop People
Develop Organizations



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International Diploma Programs

In Association with



Cambridge
International College

International Professional Diploma in Human Resource Personnel Management

Introduction:

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 contemporary 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 performance by a discontented workforce.

This Program concentrates on producing modern human resource and 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 world of commerce and industry and government service.

Objectives:

To develop HR professionals and provide them with the required knowledge and skills to be more efficient in dealing with phenomenal change in the world of work and contribute to the bottom line of their organizations.

Contents:

Twelve modules will be covered and the topics are as follow to meet the specified

- Module 1: HR/Personnel Policy, Strategy and Management
- Module 2: Functions of Management, Organization and Structure
- Module 3: Communication
- Module 4: Manpower Planning, Job Analysis and Job Descriptions, Work Groups
- Module 5: Recruitment and Selection
- Module 6: Induction, Training and Employee Development
- Module 7: Health and Safety & Social Security
- Module 8: Motivation, Employee Counseling, Resignations and Retirement
- Module 9: Industrial Relations/Employee Relations (1)
- Module 10: Industrial Relations/Employee Relations (2)
- Module 11: Remuneration
- Module 12: Personnel Records and Statistics

Target Audience:

This program is designed for HR professionals who would like to be certified in HR and High school Graduates who intend to have a career in HR.

Duration:

4 - 6 Months

International Professional Diploma in ADVERTISING & Public Relations

Introduction:

Most people – in the course of their normal, every day lives – are subjected to advertising in one form or another. Many people make use of advertising in pursuance of private and business affairs. But how many of those same people really understand what advertising is, what it seeks to achieve, and how it aims are achieved. Also many people look upon the activity of public relations” as being a twentieth century phenomenon”.

But in reality that is far from so and, indeed, the need for public relations has been nearly as old as the human race itself! Essentially public relation involves communication, which is necessary within and for any form of organization” In the main public relations is about creating understanding through the acquisition and communication – the passing on: - of information and ideas. Public relations seek to effect changes by persuasion.

This Diploma program will train individuals to be employable to work in advertising agents and public relations companies. By making a career in a profession – such as advertising and public relations- and by undertaking training such is provided in this program, participant will become a true professional in the field.

Objectives:

At the end of this professional Diploma, participants will:

- Understand the meaning of advertising, its aims and expected achievements
- Learn about the advertising media and the difference between them
- Understand the functions of advertising agencies
- Learn how to create advertising message and its written elements
- Understand what public relations is
- Explain methods uses by PR practitioners to determine PR objectives
- Describe different types of PR techniques
- Define the qualities required for a good PR practitioner
- Explain how PR short-term or long-term program and/or Campaign are planned for satisfactory and measurable results.

- Understand the difference between a sales promotion campaign for a business and normal advertising campaign
- Describe the difference between “pull promotions” and “push promotions”
- Explain how to set strategy, plan and communicate a promotional campaign
- Identify and explain the stages followed in preparation of the business review during the campaign planning process.
- Understand how to undertake advertising research
- Learn how to measure the impact of advertising

Contents:

Twelve modules will be covered and the topics are as follow to meet the specified

- Module 1: Advertising, Advertisers and Advertisements
- Module 2: Advertising Media
- Module 3: Advertising Agencies
- Module 4: Creating the Advertising Message
- Module 5: The Illustrated Advertising Message
- Module 6: Preparing Radio, Television and Direct Mail Advertising
- Module 7: Public Relations (PR) Theory and Practice
- Module 8: Public Relations Practitioners
- Module 9: PR Programs and Campaigns
- Module 10: Sales Promotion
- Module 11: The Promotional Campaign
- Module 12: Measuring Advertising Effectiveness

Target Audience:

- Employees working in Advertising Agencies and PR Companies
- Individual who would like to pursue their career in Advertising and Public Relations

Duration:

4 - 6 Months

International Professional Diploma in Communication in Business & Management

Introduction:

All modern managers need to ensure communication is effective clear and rapid, whether oral, written or electronic effective communication - with both internal and with external sources, locally, nationally and internationally - is essential for the efficiency and prosperity of any business today. Effective communication is a vital 'tool' of all modern business people and managers in today's fast moving world.

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

Objectives:

At the end of this professional Diploma, participants will:

- Learn the Clarity in communication
- Learn the needs of attractive presentation of communication
- Learn the importance of effective external communication
- Establish good lines of communication
- Build a feed back system
- Improving your writing style
- Enhance your vocabulary

Contents:

Twelve modules will be covered and the topics are as follow to meet the specified

- Module 1: The Importance of Good Communication
- Module 2: Forms and Business Documents
- Module 3: Business Letters
- Module 4: Improving Written Composition and Style
- Module 5: Communications Concerning Employment and Promotion
- Module 6: Sales Letters and Literature
- Module 7: Enquiries, Quotations, Orders and Payments
- Module 8: Communications between Employees
- Module 9: Letters of Complaint: From Customers or Clients, to Suppliers
- Module 10: Drafting, Dictating, Checking and Dispatching Letters
- Module 11: Records and Filing
- Module 12: Telecommunications, Word Processing and Desktop Publishing

Target Audience:

- Individuals and managers who would like to improve their communication skills
- Individuals who would like to pursue their career in communication in Business and Management

Duration:

4 - 6 Months

International Professional Diploma in Accounting & Finance in Business and Management

Introduction:

The 'modern' world in which we all live is one of rapid changes, and even the speed at which these changes take place is itself continually increasing. The role of managers today is greatly affected by the impact of sweeping innovation and new technology. And the ideas and attitude which served managers well in the days of slow-moving progress and gradual change – as well as slow methods of communication – are very often no longer effective.

The new developments have many long-lasting effects on the plans and performance of enterprises. That, in turn, has affected the ways in which modern managers must carry out their duties & responsibilities to ensure the prosperity and survival of their enterprises.

In this rapidly evolving business environment, information becomes the prime resource of the manager. In business "guesswork" is simply not good enough! The owners or management of every business needs accurate and up to date information about the activities of their respective businesses, on which to base sound decisions, and take affective actions.

Accounting information – or "data"-is particularly important to managers, as is information relating to the financial position of a business and its finance. This professional international Diploma provides a full understanding of the accounting process and its functions as well as related practical examples and models.

Objectives:

At the end of this professional Diploma, participants will:

- Understand the accounting function and identify the essential features of accounts for value added operations
- Learn how to produce an accurate financial statement
- Understand clearly the specialized meaning of assets, liabilities, debtors, creditors, capital, loans, limited liability companies, shares, depreciation
- Learn the difference between business finance and accounting and importance of both to businesses
- Understand the principles of bookkeeping and books of account
- Learn the concepts of :
 - The Business as a "Separate Entity"
 - The Business as a "Going Concern"
 - Monetary Value
 - All Revenue and Expenditure
 - Consistency
- Understand the meaning and the importance of profit and loss account, appropriation account and balance sheet
- Understand the principles of costing, difference between financial costing and cost accounting, costing systems, applications and management's responsibility
- Decide on how the predetermined objectives of a business, or section, or department of it, should be achieved in the most efficient and economic way, in accordance with the policy laid down by the management
- Learn about the good management of stock/inventory and how business can maximize the stock/inventory control
- Understand the most common forms of credit in use today and its management processes
- Understand the difference between different partnership firms and their accounting features
- Learn how to interpret the final accounts of a business and describe financial position and financial soundness or otherwise
- Understand the role of computers in accounting

- Understand the difference between manual bookkeeping and explain the contribution that a computerized accounting system makes to the bookkeeping activities of an account department.
- Explain the differences between different applications packages and outline the principle of a database system

Contents:

Twelve modules will be covered and the topics are as follow to meet the specified

- Module 1: The Need for Complete and Accurate Accounting Information
- Module 2: Accounting and Finance
- Module 3: Principles of Bookkeeping and Books of Account
- Module 4: Final Accounts (1)
- Module 5: Final Accounts (2)
- Module 6: Principles of Costing
- Module 7: Planning and Forecasting
- Module 8: Stock/Inventory Control
- Module 9: Credit and Credit Control
- Module 10: Partnership Accounts, Departmental Accounts, Branch Accounts
- Module 11: The Interpretation of Final Accounts
- Module 12: Computers in Accounting

Target Audience:

- Non-financial managers and executives who want to expand their knowledge and understanding of accounting and finance.
- Individual who would like to pursue their career in Accounting and Finance.

Duration:

4 - 6 Months

International Professional Diploma in Office Management & Administration

Introduction:

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, Administrators, and their subordinates.

Objectives:

At the end of this professional Diploma, participants will:

- Adopt a more positive attitude towards self and others
- Improve work efficiency
- Equip self with essential tools and techniques
- Establish a better working relationship with their bosses and others
- Become more professional and well groomed
- Manage time and other resources well
- Become more proactive
- Improve interpersonal communication
- Improve managerial and administrative skills

Contents:

Twelve modules will be covered and the topics are as follow to meet the specified

- Module 1: The Office and Management
- Module 2: The Office Environment
- Module 3: Office Activities and Responsibilities
- Module 4: The Management of Personnel (1)
- Module 5: The Management of Personnel (2)
- Module 6: Office Machines, Computers and Telecommunications
- Module 7: Forms and Business Documents
- Module 8: Business Letters, Memoranda and Reports
- Module 9: Dictating and Checking Letters, Outgoing Mail
- Module 10: Incoming Mail, Meetings, the Reception
- Module 11: Word Processing, Desktop, Publishing, Computerisation, Stationery and Printing
- Module 12: Financial Matters

Target Audience:

A Program designed specifically to train Officers, Administrators and Managers of MODERN OFFICES and equip them with knowledge and skill of how to cope with the changing demands of today's businesses.

Duration:

4 - 6 Months

International Professional Diploma in Tourism & Travel Agency Management

Introduction:

In our modern world of today, the many and varied activities involved in tourism and travel are continuously changing in response to changing: in response to changing tourist demands and expectations; in response to terrorist attacks on and hijackings of aircraft and ships, which necessitate greater security countermeasures, which in turn tend to increase frustrations and delays for travelers; rising costs of and shortages of fuel; increases in pollution and damage to the environment, and many other factors. Some happenings appear to be harmful to tourism and travel, and might cause a – generally short-lived – turndown in travelers, whilst other happenings tend to provide a spur or boost to tourism and travel.

This Diploma program will train individuals to be employable to work in tourism, to market and sell tourism and travel products, and to make decisions which can effect travel to and from a country, and the volumes of tourists who visit that country, as being professionals in those fields. By making a career in a profession – such as tourism and travel- and by undertaking training such is provided in this program, participant will become a true professional in the field.

Objectives:

At the end of this professional Diploma, participants will:

- Understand the meaning of Tourism and its components
- Explain the importance of Tourism and its major contribution to world trade
- Learn about the Tourism market and its different products and services
- Analyze the components of Tourism industry and explain its structure and organization.
- Understand what is IATA and its aims
- Explain the role of Transport in the Tourism industry
- Learn about the distinguish various types of accommodation units and catering services

- Understand the differences between Travel Agencies and other Retailers
- Learn about the types and roles of Travel Agencies
- Describe the steps in establishing an appointed travel agency
- Understand the importance of IATA Approved Passenger Sales Agents
- Manage a travel agency professionally
- Explain the rationale for State Involvement in Tourism Promotion
- Understand the importance of advertising, publicizing and sale of tourism products
- Describe the importance of Tour Brochures and Websites to Customers

Contents:

Twelve modules will be covered and the topics are as follow to meet the specified

- Module 1: The Tourism/Travel Industry and its Products
- Module 2: The importance of Tourism
- Module 3: The Tourism Market
- Module 4: Structure and Organization of the Tourism Industry
- Module 5: Transport
- Module 6: Accommodation and Catering
- Module 7: Travel Agencies
- Module 8: Establishing an Appointed Travel Agency
- Module 9: Managing a Travel Agency
- Module 10: State Promotion of Tourism
- Module 11: The Marketing of Tourism
- Module 12: Tour Brochures and Websites

Target Audience:

Employees working in Tourism and Travel Fields
Individual who would like to pursue their career in Tourism and Travel Agencies

Duration:

4 - 6 Months

International Professional Diploma in Purchasing & Resourcing Management

Introduction:

This 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 managers employed in industry and commerce.

Objectives:

At the end of this professional Diploma, participants will:

- Learn the fundamentals of purchasing
- Discuss the use of money as an alternative to barter
- Understand the purchasing function within manufacturing business structures
- Demonstrate the importance of purchasing in maintaining supplies for manufactures and the need for economic buying
- Discuss the "interface" between purchasing and the "logical" function within a business

Contents:

Twelve modules will be covered and the topics are as follow to meet the specified

- Module 1: General and introduction
- Module 2: Purchasing Objectives and Strategy
- Module 3: Policy Formulation, Implementation and Control
- Module 4: Organization, Responsibilities & Job Structures
- Module 5: Control Systems, Procedures and Records
- Module 6: Information Technology in Purchasing & Supply
- Module 7: Human Resources in the Supply Chain
- Module 8: Management Style, Motivation and Control Sourcing Processes and Supplier
- Module 9: Relationships
- Module 10: Quality Management in the Purchasing Function
- Module 11: Negotiating and Bargaining in the Supply Chain
- Module 12: Further Purchasing Techniques and Practices

Target Audience:

Individuals and managers who currently working in, or planning on working in, procurement management, supply management, a purchasing department, or any other area involved with procurement and/or supply.

Duration:

4 - 6 Months



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