

# HRODC Training Institute



## Course # 113

### Postgraduate Programme

### Marketing Dynamics: Effective Customer and Client-Driven Value, Orientation and Strategy

### Course or Seminar

### Leading To

### DIPLOMA - POSTGRADUATE IN Marketing Dynamics

### Progressing To a Masters Degree

### MBA – MSc – MA

## 2011-2012 Mini-Schedules

## Seminar (Public Course) Schedule

**Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute**

PhD (London), MEd.M. (Bath), Adv. Dip. Ed. (Bristol), PGCIS (TVU), ITC (UWI), MAAM, MAOM, LESAN, MISGS. Visiting Prof. P.U.P.

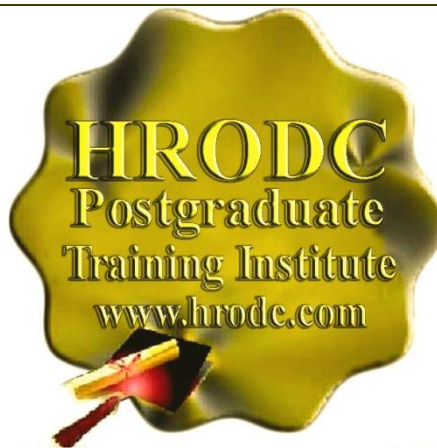
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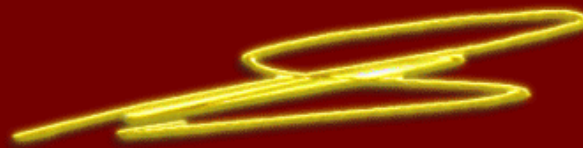
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**HRODC Training Institute**

## 2011-2012 Course Mini-Schedules

### Marketing Dynamics: Effective Customer and Client-Driven Value, Orientation and Strategy

**Prof. Dr. R. B. Crawford**



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#### HRODC Postgraduate Training Institute - UKRLP Registration

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# 2011 - 2012

## Seminar (Public Course) Schedule

HRODC Training Institute, London UK, Wolverhampton UK – with Course Delivery in London UK, Birmingham UK, Dubai, Dublin, Kuala Lumpur, Abuja, Cairo, Milan, Paris, Brussels, Athens, Durban, Johannesburg, Jeddah, Abu Dhabi, Caracas, Tripoli, Manama, Manila, Toronto, Amman & other International Locations							
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Seminar / Course No.	Seminar – Public Course – Title	Location	Duration	Dates	Venue	Highest Award	Cost Per Delegate
113.a	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Central London United Kingdom UK	20 days	Nov-December 2011 07 - 02 (Mon - Friday)	HRODC Training Centre Central London UK	HRODC Postgraduate Diploma in Marketing Dynamics	£12,000.00
113.b	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Paris France	20 days	December 2011 05 - 30 (Mon - Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.c	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Milan Italy	20 days	September 2011 05 - 30 (Mon – Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.d	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Dubai United Arab Emirates UAE	20 days	October 2011 02 - 27 (Sun - Thursday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00

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Seminar / Course No.	Seminar – Public Course – Title	Location	Duration	Dates	Venue	Highest Award	Cost Per Delegate
113.e	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Kuala Lumpur Malaysia	20 days	October 2011 03 - 28 (Mon – Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.f	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Birmingham United Kingdom UK	20 days	Nov/Dec 2011 21 - 16 (Mon – Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00

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# 2012 Mini-Schedule

Seminar / Course No.	Seminar – Public Course – Title	Location	Duration	Dates	Venue	Highest Award	Cost Per Delegate
113.g	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Central London United Kingdom UK	20 days	April 2012 02 - 27 (Mon – Friday)	HRODC Training Centre Central London UK	HRODC Postgraduate Diploma in Marketing Dynamics	£12,000.00
113.h	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Paris France	20 days	June 2012 04 - 29 (Mon – Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.i	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Milan Italy	20 days	March 2012 05 - 30 (Mon – Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.j	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Dubai United Arab Emirates UAE	20 days	August 2012 05 - 30 (Sun - Thursday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.k	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Dubai United Arab Emirates UAE	20 days	November 2012 04 - 29 (Sun - Thursday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.l	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Kuala Lumpur Malaysia	20 days	Jan/Feb 2012 15 - 09 (Sun – Thursday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.m	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Kuala Lumpur Malaysia	20 days	April 2012 01 - 26 (Sun – Thursday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.n	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Birmingham United Kingdom	20 days	Nov/Dec 2012 19 - 14	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00

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	Orientation and Strategy	UK		(Mon – Friday)			
113.o	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Jeddah Saudi Arabia	20 days	May 2012 05 - 30 (Sat – Wednesday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.p	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Abuja Nigeria	20 days	July 2012 02 – 27 (Mon – Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.q	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Athens Greece	20 days	October 2012 01 - 26 (Mon – Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.r	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Cairo Egypt	20 days	September 2012 02 - 27 (Sun – Thursday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00
113.s	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy	Addis Ababa Ethiopia	20 days	March/April 2012 19 - 20 (Mon – Friday)	TBA	HRODC Postgraduate Diploma in Marketing Dynamics	£15,000.00

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These courses are available on Short Intensive, Full-Time and On-Line Delivery Modes. 'A.Learning' is our dedicated On-Line Learning Site, which is located at: <http://www.hrodc-business-products-and-services.com/>  
Courses of one month and more lead to a Postgraduate Diploma. Shorter Courses combine to form a full Postgraduate Diploma. All Postgraduate Diploma Holders can register for MBA, MSc or MA. All courses accumulate to a Masters Degree – MBA, MA, MSc – Click to view Postgraduate Degree (MBA, MSc, MA) Regulation. Click this Link to View Seminar or Course Schedule Part 1 Click This Link To View Seminar or Course Schedule Part 2 Click Link, Below, To Book a Course = <http://www.hrodc.com/Course%20Booking%20Form.htm>

Course Number	Course Name and Award Name
<u>1</u>	Dynamics Of Organisational Change Management Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Organisational Change Management
<u>2</u>	Client Or Customer Care Seminar, Leading to HRODC Diploma - Postgraduate - in Client Or Customer Care
<u>3</u>	Trainer Training: Training for Trainers Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Trainer Training: Training for Trainers
<u>4</u>	Motivating Workers: Intrinsic and Extrinsic Rewards Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Worker Motivation
<u>5</u>	Employee Resourcing: Recruitment and Selection Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Employee Resourcing: Recruitment and Selection
<u>6</u>	Diversity Management: A Value-Added Inclusion Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Diversity Management
<u>7</u>	Research Project: Design, Conduct & Report Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Research Project Management
<u>8</u>	Anti-Dumping and Anti-Subsidy: Claims, Measures and Stance Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Anti-Dumping and Anti-Subsidy
<u>9</u>	Internal Audit, incorporating Corporate Governance and Financial Risk Management, Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Internal Audit
<u>10</u>	Human Resource Management (HRM): A Practitioner's Approach Seminar (public course), Leading to HRODC Postgraduate Diploma in Human Resource Management (HRM)
<u>11</u>	Financial Risk Management Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Financial Risk Management
<u>12</u>	Judges Seminar (public course) 1: Dealing with Economic and Financial Crimes Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Judging Economic and Financial Crimes
<u>13</u>	Judges Seminar (public course) 2: The UK Legal System – Court Organisation, Management & Sentencing Seminar (public course), Leading to HRODC Diploma - Postgraduate - in UK Legal System: Court Organisation and Management
<u>14</u>	Fundamentals of The Automotive Industry Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Fundamentals of Automotive Industry
<u>15</u>	Advanced Project Management Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Advanced Project Management

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Course Number	Course Name and Award Name
<u>16</u>	Productivity Improvement Seminar (public course), Leading to HRODC Diploma - Postgraduate - in Productivity Improvement
<u>17</u>	Comprehensive Real Estate Management Seminar (Public Course), Leading to HRODC Postgraduate Diploma in Comprehensive Real Estate Management
<u>18</u>	Real Estate Management: An Introduction Seminar, Leading to HRODC Diploma - Postgraduate - in Introduction to Real Estate Management
<u>19</u>	Conveyancing and Property Valuation Seminar, Leading to HRODC Diploma - Postgraduate - in Conveyancing and Property Valuation
<u>20</u>	Human Resource Management (HRM): A Comprehensive View Seminar, Leading to HRODC Postgraduate Diploma in Comprehensive Human Resource Management (HRM)
<u>21</u>	Fundamentals of Aviation (Air) Cargo Seminar (Public Course), Leading to HRODC Diploma, in Fundamentals of Air Cargo
<u>22</u>	UK Employment Law Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in UK Employment Law
<u>23</u>	UK Consumer Protection Law Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in UK Consumer Law
<u>24</u>	ISO 9000 Quality Systems Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in ISO 9000 Quality Systems
<u>25</u>	Modern Quality Systems Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Modern Quality Systems
<u>26</u>	Modern Quality Systems and ISO 9000 Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Modern Quality Systems and ISO 9000
<u>27</u>	Personnel and Occupational Testing Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Personnel and Occupational Testing
<u>28</u>	Personnel and Occupational Test Questionnaire Design and Results Analysis Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Personnel and Occupational Test Questionnaire Design and Results Analysis
<u>29</u>	Information, Risk, Security and Crisis Management Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Information, Risk and Security Management
<u>30</u>	Executive Leadership and High Performance Team Management Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Executive Leadership and High Performance Team Management

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Course Number	Course Name and Award Name
<u>31</u>	Organisational Design: Structuring and Restructuring Organisations Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Organisational Design: Structuring and Restructuring Organisations
<u>32</u>	Executive MBA - Postgraduate Diploma in Executive Management Seminar or Public Course, leading to HRODC Postgraduate Diploma in Executive Management
<u>32 Block 1</u>	Organisation and Management: An Introduction Seminar or Course - Postgraduate
<u>32 Block 2</u>	Managing Individuals and Groups In Organisations Seminar or Course - Postgraduate
<u>32 Block 3</u>	Organisational Improvement: Revitalising Organisations, Through Organisational Development and Change Seminar or Course - Postgraduate
<u>32 Block 4</u>	Enhancing Managerial Effectiveness Seminar or Course - Postgraduate
<u>32 Block 5</u>	The Management of Human Resource Seminar or Course - Postgraduate
<u>32 Block 6</u>	Managing Individual Performance Seminar or Course – Postgraduate
<u>32 Block 7</u>	Talent Management Seminar or Course - Postgraduate
<u>32 Block 8</u>	The Newcomer in an Organisation: A Strategic Approach Seminar or Course - Postgraduate
<u>32 Block 9</u>	Managing Organisational Quality and Resources Seminar or Course - Postgraduate
<u>32 Block 10</u>	Managing Internal and External Cultural Diversity Seminar or Course - Postgraduate
<u>32 Block 11</u>	Enhancing Objective Accomplishments Through an Enthusiastic Workforce Seminar or Course - Postgraduate
<u>32 Block 12</u>	Organisational Structure and Control Systems Seminar or Course - Postgraduate
<u>33</u>	Creating Investment Projects In The Industrial Sector Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Investment Projects in Industrial Sector
<u>34</u>	Evaluating the Performance of Industrial Investments Seminar or Public Course, Leading to HRODC

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Course Number	Course Name and Award Name
	Diploma - Postgraduate - in Industrial Investment Performance Evaluation
<u>35</u>	Strategic Management and Project Management Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Strategic Management and Project Management
<u>36</u>	Upstream Oil and Gas Accounting and Contracts: Oil & Gas Operation, Mineral Rights, Leases & Successful Efforts Accounting
<u>37</u>	Advanced Financial Accounting For Non-Accountants Seminar or Public Course, Incorporating Balanced Score card, Leading to HRODC Diploma - Postgraduate - in Advanced Financial Accounting
<u>38</u>	Advanced Cost Management for Business Competitiveness Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Advanced Cost Management
<u>39</u>	Assessing Parenting Capability and Children's Need; and Recording & Report Writing For Social Service Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Assessing Parenting Capability and Children's Need; and Recording & Report Writing For Social Service
<u>40</u>	Strategic Management and Strategic Cost Management Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Strategic Management and Strategic Cost Management
<u>41</u>	Strategic Management Accounting Seminar or Public Course, Incorporating Balanced Score Card, Leading to HRODC Diploma - Postgraduate - in Strategic Management Accounting
<u>42</u>	Advanced Budgeting For Business Enhancement Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Advanced Budgeting
<u>43</u>	Communication, Information Gathering, Analysis and Report Writing Seminar or Public Course, Leading to HRODC Postgraduate Diploma in Communication and Information Management
<u>44</u>	Women In Management Seminar or Public Course, Leading to HRODC Postgraduate Diploma in Women in Management
<u>45</u>	Comprehensive Project Management Seminar or Public Course, Leading to HRODC postgraduate Diploma in Comprehensive Project Management
<u>46</u>	Advanced Oil and Gas Accounting (1) Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Advanced Oil and Gas Accounting (1)
<u>47</u>	Advanced Oil and Gas Accounting (2) Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Advanced Oil and Gas Accounting (2)
<u>48</u>	Advanced Oil and Gas Accounting (3) Seminar or Public Course, Leading to HRODC Diploma - Postgraduate - in Advanced Oil and Gas Accounting (3)
<u>49</u>	Leadership Styles Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Leadership Styles

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<u>50</u>	Team Dynamics: Team Leadership Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Team Dynamics: Team Leadership
<u>51</u>	Modern Marketing in a Consumer-Lead Environment Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Marketing Management
<u>52</u>	The Management of Organisational Resources Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Resource Management
<u>53</u>	Effective Time Management Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Time Management
<u>54</u>	Delegating For Role and Organisational Effectiveness Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Organisational Delegation
<u>55</u>	The Dynamic Functions of Management Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Management Functions
<u>56</u>	Training Needs Analysis: Determining Training Needs Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Training Needs Analysis
<u>57</u>	Economic and Financial Values of International Dumping and Subsidy Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Economics and Finance of International Dumping and Subsidy
<u>58</u>	Planning, Costing and Budgeting for Executive Decision-Making Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Executive Planning, Costing and Budgeting
<u>59</u>	HR Training and Development Management Seminar or course, Leading to HRODC Postgraduate Diploma in HR Training and Development Management
<u>60</u>	Business and Organisational Analysis Seminar or Course, Leading to HRODC Diploma - Postgraduate - in Business and Organisational Analysis
<u>61</u>	Postgraduate Diploma in Financial Accounting and Management Accounting Seminar or Course
<u>62</u>	International Trade Promotion and Marketing Seminar Or Course, Leading to HRODC Diploma – Postgraduate - in International Trade Promotion and Marketing
<u>63</u>	Training Expenditure or Investment?: Training Needs Analysis, Costing & Budgeting For Accelerated Rate of Return Seminar or Course, Leading To HRODC Diploma - Postgraduate – in Training Needs Analysis, Costing and Budgeting
<u>64</u>	Industrial Project Start-Up, Expansion and Management (1), Leading to HRODC Diploma – Postgraduate – in Industrial Project Start-Up, Expansion and Management (1)
<u>65</u>	Industrial Project Start-Up, Expansion and Management (2), Leading to HRODC Diploma – Postgraduate – in Industrial Project Start-Up, Expansion and Management (2)

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<u>66</u>	Anti-Dumping In Practice: Hypothesising, Case Reporting, Case Investigation, Countervailing Actions, Sunset Review and Suspension, Leading to HRODC Diploma – Postgraduate – in Anti-Dumping Practice: Investigation, Management and Review
<u>67</u>	Advanced Media Production and Presentation Course or Seminar, Leading to HRODC Diploma - Postgraduate - in Advanced Media Production and Presentation, Accumulating to a Masters Degree – MBA, MA, MSc.
<u>68</u>	Telephone Billing & Financial Accounting Course or Seminar, Leading to HRODC Diploma – Postgraduate – in Telephone Billing & Financial Accounting, Accumulating to A Masters Degree – MBA, MSc, MA
<u>69</u>	Decision-making in Organisations: Structural Design Myths and Realities Course or Seminar, Leading to HRODC Diploma – Postgraduate – in Organisational Decision-making, Accumulating to a Masters Degree – MBA, MSc, MA
<u>70</u>	MSc Human Resource Training and Development Management – A 1 Year Intensive Course, incorporating Training Needs Analysis, Human Resource Demand (Manpower Demand) and Human Resource Planning (Manpower Planning).
<u>71</u>	Executive Leadership and Corporate Communication Course or Seminar, Leading to HRODC Diploma – Postgraduate – in Leadership and Corporate Communication
<u>72</u>	Corporate Governance: Principles and Practice Course or Seminar, Leading to HRODC Diploma – Postgraduate – in Corporate Governance
<u>73</u>	Community Management Skills Course or Seminar, Leading to HRODC Diploma – Postgraduate – in Community Management Skills
<u>74</u>	Conflict and Role Conflict: Conflict Management In Organisations - Postgraduate Course or Seminar, Leading to HRODC Diploma – Postgraduate – in Conflict Management
<u>75</u>	Employee Resourcing and Worker Motivation - Postgraduate Course or Seminar, Leading to HRODC Diploma – Postgraduate – in Employee Resourcing and Worker Motivation
<u>76</u>	Tourism and International Relations Course or Seminar, Leading to MSc in Tourism and International Relations
<u>77</u>	Communication Dynamics and Networking in Organisation Course, Leading to HRODC Diploma – Postgraduate – in Communication and Networking
<u>78</u>	Communication in Organisation (1) Course, Leading to HRODC Diploma – Postgraduate – in Communication in Organisation (1)
<u>79</u>	National and International Economic Competitiveness Towards Economic Growth and Sustainability Course

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Course Number	Course Name and Award Name
<a href="#"><u>80</u></a>	Organisational Development (OD) in Action: Improving Organisational Effectiveness
<a href="#"><u>81</u></a>	Mergers, Acquisitions and Joint Ventures (1) Financial and Accounting Aspects of Mergers, Acquisitions and Joint Ventures For Managers, Entrepreneurs, Private Equities and Corporate Investors
<a href="#"><u>82</u></a>	Financial Risk Management (2): Financial Risk Management: Financial Risk, Microeconomics and Macroeconomics and The 'Credit Crunch' Course
<a href="#"><u>83</u></a>	Escrow Account Management, Bank and Credit Account Management, Letters of Credit: Business Finance Management Course
<a href="#"><u>84</u></a>	Mergers, Acquisitions and Joint Ventures (2): Mergers, Acquisitions and Joint Ventures: A Guide To Managers, Entrepreneurs, Private Equities and Corporate Investors
<a href="#"><u>85</u></a>	Corporate Governance and Strategic Management - incorporating Corporate Strategy - Full Time Course
<a href="#"><u>86</u></a>	Master of Business Administration (MBA) Full-Time - MBA London
<a href="#"><u>87</u></a>	Public Relations in Principle and Practice
<a href="#"><u>88</u></a>	Bank Cost and Budgetary Control (Double Module) Course
<a href="#"><u>89</u></a>	Basic Metrology and Relevant ISO 9000
<a href="#"><u>90</u></a>	Oil and Gas Operation for Oil and Gas Non-Technical Staff - Incorporating Oil and Gas Safety
<a href="#"><u>91</u></a>	Human Resource Management (HRM) in the Oil and Gas Industry Course
<a href="#"><u>92</u></a>	Change Management and Executive Leadership in Organisations Course
<a href="#"><u>93</u></a>	Communications, Information Management and Project Management Postgraduate Diploma Course; MSc Course
<a href="#"><u>94</u></a>	Executive Leadership, Change Management and Worker Motivation Course - Postgraduate Diploma
<a href="#"><u>95</u></a>	Antitrust Practice Policy and Law Creating International Competitive Advantage Course
<a href="#"><u>96</u></a>	Managerial Facilitation Of Value-Added Customer Service Excellence Course
<a href="#"><u>97</u></a>	Telecommunication Systems Course - Postgraduate Diploma
<a href="#"><u>98</u></a>	Computing and Information Technology Course - Diploma - Postgraduate

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<a href="#"><u>99</u></a>	Capital Markets
<a href="#"><u>100</u></a>	Investment Strategy As It Relates To Pension Fund Investment
<a href="#"><u>101</u></a>	Modern Investment Techniques
<a href="#"><u>102</u></a>	Credit And Collections: An International Perspective
<a href="#"><u>103</u></a>	Cargo Handling: Cargo Security and Ant-Terrorism Measures
<a href="#"><u>104</u></a>	Software Design: Software Engineering and Development
<a href="#"><u>105</u></a>	Human Resource Competencies: HR Competency Model – HR Competency Framework for HR Professionals
<a href="#"><u>106</u></a>	Human Resource Management (HRM): Selected HRM Modules from <i>HRM: A Practitioner's Approach</i> - Postgraduate Diploma
<a href="#"><u>107</u></a>	SAP Joint Venture Accounting Oil & Gas Accounting Joint Venture Agreement Accounting SAP Payment Terms Subsea Equipment, Diploma - Postgraduate - MA MBA MSc
<a href="#"><u>108</u></a>	Travel and Protocol Management Course
<a href="#"><u>109</u></a>	Fundamentals of Electrical and Electronic Measuring Instruments Course
<a href="#"><u>110</u></a>	Corporate Social Investment (CSI): Policy Formulation, Communication and Implementation Strategy Course
<a href="#"><u>111</u></a>	Vibration Analysis Vibration Instruments RMS Techniques Vibration Measurement Spectrum Analysis Peak to Peak Vibration Measurement 3D Seismic 4D Seismic Mechanical Resonance Course
<a href="#"><u>112</u></a>	Advanced Value Engineering Cost Effective Project Initiation Management and Delivery Value Engineering Methodology Project Budget Capitalized Income Project Budgeting Course
<a href="#"><u>113</u></a>	Marketing Dynamics: Effective Customer and Client Driven Value, Orientation and Strategy Course
<a href="#"><u>114</u></a>	Advanced Oil and Gas Accounting: International Petroleum Accounting Bridging Course
<a href="#"><u>115</u></a>	Cost Accounting, Budgeting, Profitability Analysis, Strategy and Balanced Scorecard Course
<a href="#"><u>116</u></a>	Financing Accounting: Theory and Practice Course
<a href="#"><u>117</u></a>	Project Management in Action: Managing World Bank Projects Course
<a href="#"><u>118</u></a>	Accounting and Finance World bank Compliant Course
<a href="#"><u>119</u></a>	Aviation Maintenance Management Course

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Course Number	Course Name and Award Name
<a href="#">120</a>	Malaysian Industrial Relations and Employment Law Course
<a href="#">121</a>	Advanced Oil Tanker Operation STWC 2011 Compliant
<a href="#">122</a>	International Trade Promotion and Marketing (Double Credits) Course
<a href="#">123</a>	Key Success Factors (KSFs) and Key Performance Indicators (KPIs): Strategic Operational Survival Imperatives Course
<a href="#">124</a>	Advanced Agricultural Project Management Course
<a href="#">125</a>	Public Sectors and Civil Service Reforms: An International Perspective Course
<a href="#">Click For Application Form</a>	

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PhD (London), MEd.M. (Bath), Adv. Dip. Ed. (Bristol), PGCIS (TVU), ITC (UWI), MAAM, MAOM, LESAN, MISGS. Visiting Prof. P.U.P.

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## **Regulation For HRODC Postgraduate Degrees – MBA, MA, MSc Programmes**

### **Summary of the Regulation For HRODC Postgraduate Degrees – MBA, MA, MSc Programmes**

Delegates who have successfully completed the HRODC General Postgraduate Diploma, HRODC Specialist Postgraduate Diploma and HRODC Cumulative Postgraduate Diploma may proceed to register for the Postgraduate Degree (MBA, MA, MSc). HRODC Cumulative Postgraduate Diploma relates to a Diploma that is granted through the addition of courses taken at intervals over a 3-year period. This type of Postgraduate Diploma might include both General and Specialist groupings. The requirement incorporates the '180-Hour Rule', wherein a delegate should accumulate at least 180 study-hours, in order to qualify for a Postgraduate Diploma. This requirement includes a minimum of 120 hours Direct Lecturer Contact and a minimum of 60 hours supervised or self-directed study (Full details in separate document).

After the Postgraduate Diploma Stage, delegates might register for a Masters Degree (MA, MBA, MSc – as appropriate). They will then be required to study a research module – Course #7 and present an externally assessed Dissertation of 15,000 to 20,000 words. They will receive supervision from 2 research tutors and will submit to an Oral Examination of their Thesis.

## **HRODC Postgraduate Diploma and Diploma – Postgraduate.**

### **HRODC Postgraduate Diploma and Diploma - Postgraduate: Distinction and Award**

Seminars & In-house Courses of 1 – 3 Months Duration, Lead To the HRODC Postgraduate Diploma. Seminars and In-house Courses of 2 Days & More But Less Than 1 Month Lead To HRODC Diploma - Postgraduate. Attainment requirement for HRODC Postgraduate Diploma & Diploma - Postgraduate - is 50% Minimum. HRODC Certificate of Attendance & Participation will be awarded to Delegates of Seminars & Courses of less than 2 days and those gaining less than 50% pass in the Postgraduate Diploma or Diploma - Postgraduate - Seminars and In-house Courses.

Individual Modules and Blocks of HRODC Postgraduate Diploma can be taken studied over a 3-year period, anywhere in the world that they are offered. All modules or Blocks, in the case of the Postgraduate Diploma in Executive Management, must have been studied, with Delegates gaining

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50% and above in at least 70% of the modules or blocks. To achieve the attainment level required for the Award of HRODC Postgraduate Diploma in Communication and Information Management, delegates should achieve a minimum of 50% pass in at least 70% of the modules. Module one will be treated as a double-unit and assessed in 2-parts, while module 3 will be regarded as 4 units, assessed in 4 distinct parts. There are, therefore 10 units, for assessment purpose, requiring at least a pass in 7 units, at 50% or higher. The assessment will be facilitated by the issuance of bound copies of course guides and course supplement (possibly combined), at the beginning of the training.

Delegates who fail to achieve the requirement for HRODC Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions. Those delegates who fail to achieve the requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation. All seminar guides and course guides will indicate which activities will count towards HRODC Diploma.

### **Title Examples of HRODC Postgraduate Diploma and HRODC Diploma - Postgraduate**

HRODC Postgraduate Diploma Course or Seminar Titles include: *HRODC Postgraduate Diploma in Human Resource Management; HRODC Postgraduate Diploma in Comprehensive Human Resource Management; HRODC Postgraduate Diploma in Executive Management; HRODC Postgraduate Diploma in Comprehensive Real Estate Management; HRODC Postgraduate Diploma in Women in Management; HRODC postgraduate Diploma in Comprehensive Project Management; HRODC Postgraduate Diploma in Communication and Information Management.*

HRODC Diploma – Postgraduate - Course or Seminar Titles include: *HRODC Diploma - Postgraduate - in Financial Risk Management; HRODC Diploma - Postgraduate - in Judging Economic and Financial Crimes; HRODC Diploma - Postgraduate - in UK Legal System: Court Organisation and Management; HRODC Diploma - Postgraduate - in Organisational Change Management; HRODC Diploma - Postgraduate - in Client Or Customer Care; Leading to HRODC Diploma - Postgraduate - in Trainer Training: Training for Trainers; HRODC Diploma - Postgraduate - in Worker Motivation; HRODC Diploma - Postgraduate - in Employee Resourcing: Recruitment and Selection; HRODC Diploma - Postgraduate - in Diversity Management; HRODC Diploma - Postgraduate - in Research Project Management; HRODC Diploma - Postgraduate - in Anti-Dumping and Anti-Subsidy; HRODC Diploma - Postgraduate - in Internal Audit; HRODC*

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*Diploma - Postgraduate - in Fundamentals of Automotive Industry; HRODC Diploma - Postgraduate - in Advanced Project Management; HRODC Diploma - Postgraduate - in Productivity Improvement; HRODC Diploma - Postgraduate - in Introduction to Real Estate Management; HRODC Diploma - Postgraduate - in Conveyancing and Property Valuation; HRODC Diploma - Postgraduate - in UK Employment Law; HRODC Diploma - Postgraduate - in UK Consumer Law; HRODC Diploma - Postgraduate - in ISO 9000 Quality Systems; HRODC Diploma - Postgraduate - in Modern Quality Systems; HRODC Diploma - Postgraduate - in Modern Quality Systems and ISO 9000; HRODC Diploma - Postgraduate - in Personnel and Occupational Testing; HRODC Diploma - Postgraduate - in Personnel and Occupational Test Questionnaire Design and Results Analysis; HRODC Diploma - Postgraduate - in Information, Risk and Security Management; HRODC Diploma - Postgraduate - in Executive Leadership and High Performance Team Management; HRODC Diploma - Postgraduate - in Organisational Design: Structuring and Restructuring Organisations; HRODC Diploma - Postgraduate - in Investment Projects in Industrial Sector; HRODC Diploma - Postgraduate - in Industrial Investment Performance Evaluation; HRODC Diploma - Postgraduate - in Strategic Management and Project Management; HRODC Diploma - Postgraduate - in Fundamentals in Oil and Gas Accounting; HRODC Diploma - Postgraduate - in Advanced Financial Accounting; HRODC Diploma - Postgraduate - in Advanced Cost Management; HRODC Diploma - Postgraduate - in Assessing Parenting Capability and Children's Need; and Recording & Report Writing For Social Service; HRODC Diploma - Postgraduate - in Strategic Management and Strategic Cost Management; HRODC Diploma - Postgraduate - in Strategic Management Accounting; HRODC Postgraduate Diploma - Postgraduate - in Advanced Budgeting; HRODC Diploma in Fundamentals of Air Cargo.*

## **HRODC Postgraduate Diploma Typology**

HRODC would like to initiate and maintain a typology that will distinguish between its 3 main categories of Postgraduate Diploma:

1. [HRODC General Postgraduate Diploma](#)
2. [HRODC Specialist Postgraduate Diploma](#)
3. [HRODC Cumulative Postgraduate Diploma](#)

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HRODC General Postgraduate Diploma refers to the Postgraduate Diploma, which consists of generic courses, taken within a three-year period. HRODC Specialist Postgraduate Diploma must be construed to mean a Postgraduate Diploma that consists of related courses. These include: *HRODC Postgraduate Diploma in Human Resource Management; HRODC Postgraduate Diploma in Comprehensive Human Resource Management; HRODC Postgraduate Diploma in Executive Management; HRODC Postgraduate Diploma in Comprehensive Real Estate Management; HRODC Postgraduate Diploma in Women in Management; HRODC Postgraduate Diploma in Comprehensive Project Management; HRODC Postgraduate Diploma in Communication and Information Management.*

HRODC Cumulative Postgraduate Diploma relates to a Diploma that is granted through the addition of courses taken at intervals over a 3-year period. This type of Postgraduate Diploma might include both General and Specialist groupings. The requirement incorporates the '180-HourRule', wherein a delegate should accumulate at least 180 study-hours, in order to qualify for a Postgraduate Diploma. This requirement includes a minimum of 120 hours Direct Lecturer Contact and a minimum of 60 hours supervised or self-directed study.

### **HRODC's Quality Assurance**

The 50% minimum attainment requirement for the HRODC Postgraduate Diploma and HRODC Diploma - Postgraduate - is an attestation to our concern for quality and exceptional performance. This 'standard' is in line with most British Universities, some having recently moved away from their traditional 40% attainment requirement.

One of the several ways in which HRODC assures academic and professional quality is to ensure that most of its consultants hold a PHD in their areas of specialism. The lowest qualification of any consultant at HRODC is an MA and, or, MSc. These qualifications are in addition to relevant experience and continuous development. While most applicants to HRODC Postgraduate Diploma and HRODC Diploma - Postgraduate - Programmes are holders of Undergraduate and Postgraduate Degrees, some being Professors of internationally renowned Universities, others do not hold a degree but have substantial work and life experience to excel in the courses. In addition, HRODC has instituted the '180-HourRule', wherein a delegate should accumulate at least 180 study-hours, in order to qualify for a Postgraduate Diploma. This requirement includes a minimum of 120 hours Direct

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Lecturer Contact and a minimum of 60 hours supervised or self-directed study. Specialist Diploma such as the HRODC 'Postgraduate Diploma in Executive Management' consists of 540 hours.

In addition to the above, HRODC has incorporated the following additional Quality measures in its Postgraduate Degree Programme – These can also be found in the document *Regulation For HRODC Postgraduate Degrees – MBA, MA, MSc Programmes*

1. The length of the Dissertation will be between 15,000 and 20,000 words. Higher or lower limits can only be accepted through special dispensation, tabled through their Dissertation Tutor;
  2. Delegates will be assigned one Main Dissertation Supervisor, for formal tuition, and a Dissertation Mentor, who will provide them with informal advice, in conjunction with their Main Dissertation Supervisor;
  3. Delegates' Viva Voce, or Oral, Examination will be conducted within 3 months of the submission of their Dissertation;
  4. The Dissertation Examination will be conducted by an External and an Internal Examiner;
  5. The External Examiner will be drawn from a recognized University and will be an Academic in the Discipline, who is not otherwise associated with HRODC;
  6. The Internal Supervisor will be an HRODC Tutor, who is neither Delegates' Main Dissertation Supervisor or their Dissertation Mentor;
  7. The submission date of a Masters Dissertation is expected to be within 12 calendar months of their initial registration for the Degree but can be extended, on application, to a period not exceeding 24 months;
- In the event that Delegates were not successful on the first attempt, they will be given the opportunity to make minor amendment to, or revise, their Dissertation, with the guidance of their Dissertation Supervisors.

### Some Locations of HRODC's Seminars or Public Courses

These seminars are scheduled to be delivered in international locations including Munich Germany, Durban South Africa, Johannesburg South Africa, Malta, Hong Kong, Muscat Oman, Kuwait City Kuwait, Brunei Darussalam, Kuala Lumpur Malaysia, Lagos Nigeria, Abuja Nigeria, Manila

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Philippines, Katmandu Nepal, Mumbai India, Damascus Syria, Port Louis Mauritius, Jeddah, Saudi Arabia, Riyadh Saudi Arabia, Dubai UAE, United Arab Emirates, Paris France, Rome Italy, Athens Greece, Albania, Kazakhstan, Tajikistan, St. Petersburg Russia, Toronto Canada, New York USA, Caracas Venezuela, Algiers Algeria, Cairo Egypt, Kingston Jamaica, Tripoli Libya, Harare Zimbabwe, Brussels Belgium, Monrovia Liberia, Tamilnadu India, Nairobi, Kenya.

### Course Admission and Registration:

As an Award-bearing Postgraduate Course, it is essential that we assess the aptitude of our potential participants. We, would, therefore appreciate if you might complete our standard Postgraduate Application Form, which is available on request ([please see our contact details above](#)), or downloadable from:

[http://www.hrodc.com/Brochure\\_Download\\_Centre.Company\\_Brochures\\_Seminar\\_Brochures\\_Seminar\\_Schedule.htm](http://www.hrodc.com/Brochure_Download_Centre.Company_Brochures_Seminar_Brochures_Seminar_Schedule.htm)

If your previous qualifications and experience are in line with our admission criteria, you will be sent an official notification of your admission to the course or courses for which you have applied, along with a Proforma invoice, for the payment of the relevant fees. You will then be duly registered for the course/s as soon as we have received your payment.

### Terms and Conditions

***HRODC Policy Terms and Conditions are Available for viewing at:***

<http://www.hrodc.com/COSTS.htm>

***Or Downloaded, at:***

[http://www.hrodc.com/Brochure\\_Download\\_Centre.Company\\_Brochures\\_Seminar\\_Brochures\\_Seminar\\_Schedule.htm](http://www.hrodc.com/Brochure_Download_Centre.Company_Brochures_Seminar_Brochures_Seminar_Schedule.htm)

**Professor Dr. R. B. Crawford – Director HRODC Training Institute.**

With Kindest Regards,



**Prof. Dr. R. B. Crawford**  
**Director of HRODC Training Institute**

**HRODC**

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