

# HRODC Training Institute



## Dynamics of Organisational Change Management

### Course or Seminar

Leading to

**DIPLOMA - POSTGRADUATE IN  
Organisational Change Management**

**Progressing Towards a  
Masters Degree –**

**MA – MBA – MSc**



<b>Wolverhampton (HQ)</b>		<b>London Office</b>
122A Bhylls Lane, Wolverhampton, WV3 8DZ, UK Telephone: +44 (0) 1902 763 607 +44 (0) 1902 569133 Mobile: +44 (0) 7736 147507 E-mail: institute@hrodc.com reception@hrodc.com Websites: (1) <a href="http://www.hrodc.com">http://www.hrodc.com</a> (2) <a href="http://hrodc-business-products-and-services.com">http://hrodc-business-products-and-services.com</a>		328 Linen Hall, 162-168 Regent Street, London. W1B 5TD, UK Tel: +44 (0) 20 84809628 Mobile: +44 (0) 7736 147507 E-mail: institute@hrodc.com reception@hrodc.com Websites: (1) <a href="http://www.hrodc.com">http://www.hrodc.com</a> (2) <a href="http://hrodc-business-products-and-services.com">http://hrodc-business-products-and-services.com</a>
<b>HRODC Training Institute</b>		

**Dynamics of Organisational  
Change Management  
Course or Seminar**

**Leading to**

**DIPLOMA - POSTGRADUATE IN  
Organisational Change Management**

**Progressing Towards a  
Masters Degree –**

**MA – MBA – MSc**

HRODC Postgraduate Training Institute is a Division of HRODC Ltd. Registered in England No. 6088763. V.A.T. Reg. No. 895876538

**Prof. Dr. R. B. Crawford - Director HRODC 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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WM Learning Directory: <http://www.wmld.org> and other Govt. Training and Learning Directories. It offers Full-Time, On-Line & Intensive Postgraduate Courses

## HRODC Postgraduate Training Institute - UKRLP Registration

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### COURSE PRESENTER:

#### Prof. Dr. R. B. Crawford

- ✓ PhD (London),
- ✓ MEd. M. (Bath),
- ✓ Adv. Dip. Ed. (Bristol),
- ✓ PGCIS TVU),
- ✓ ITC (UWI),
- ✓ Member of the Asian Academy of Management - MAAM,
- ✓ Member of the Academy of Management - MAOM,
- ✓ LESAN,
- ✓ Visiting Professor PUP
- ✓ Member of the International Society of Gesture Studies - MISGS

#### Duration: 5 Days

#### Cost:

- ✓ **£3,000.00 + V.A.T. Per Delegate for UK Delivery**
- ✓ **£3,400.00 + V.A.T. Per Delegate for Non-UK EU Delivery;**
- ✓ **£3,400.00 for Non-EU Delivery (No VAT is Payable)**

#### Cost Includes:

- ✓ Continuous refreshments,
- ✓ Hot lunch,
- ✓ Stationery,
- ✓ Course Guide and Supplement,
- ✓ HRODC Diploma – Postgraduate - or
- ✓ HRODC Certificate of Attendance and Participation

#### Location: London UK – Other Locations at:

[http://www.hrodc.com/HRODC\\_Seminar\\_Schedule\\_06-07.International\\_Seminar\\_Schedule\\_UK\\_Seminars.htm](http://www.hrodc.com/HRODC_Seminar_Schedule_06-07.International_Seminar_Schedule_UK_Seminars.htm)



### Course Booking at:

[http://www.hrodc.com/Course\\_Booking\\_Form\\_London\\_Dubai\\_Kuala\\_Lumpur\\_Paris\\_Johannesburg\\_Cairo\\_Jeddah\\_Abu\\_Dhabi\\_Kuwait\\_MBA\\_MSc\\_MA\\_Course.htm](http://www.hrodc.com/Course_Booking_Form_London_Dubai_Kuala_Lumpur_Paris_Johannesburg_Cairo_Jeddah_Abu_Dhabi_Kuwait_MBA_MSc_MA_Course.htm)

### Dates:

#### Full schedule at:

[http://www.hrodc.com/HRODC\\_Seminar\\_Schedule\\_06-07.International\\_Seminar\\_Schedule\\_UK\\_Seminars.htm](http://www.hrodc.com/HRODC_Seminar_Schedule_06-07.International_Seminar_Schedule_UK_Seminars.htm)

### It is designed for:

- ❖ Consultants;
- ❖ Senior Managers,
- ❖ Middle Managers
- ❖ Junior Managers.
- ❖ Internal Change Agents
- ❖ External Change Agents
- ❖ Those desirous of managing the change process effectively

## Dynamics of Organisational Change Management Course

### Product Differentiation

This change management seminar seeks to empower corporate and operational managers, and change agents, in particular, to manage the change process effectively.

- ❖ While I am aware of their general popularity, this is not just another change management seminar. It is a change management seminar with major differences, the first of which is the fact that the one on offer is research-driven.
- ❖ For example, the concept of 'change acceleration' is new, emerging out of Prof. Dr. Crawford's empirical research. The 'Dynamics of Organisational Change Management' is the first change management seminar in which 'change acceleration' is discussed.
- ❖ Delegates of this change management seminar will, therefore, benefit from the new knowledge and expertise that this seminar guarantees, improving their value to their organisations, as they strive towards acquiring and, or, maintaining their competitive advantage.

P. 4

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- ❖ They will benefit immensely from the expertise of Dr. Crawford, as a senior academic, consultant and trainer.
- ❖ The delegate activities of the seminar are carefully designed to ensure that the objectives of this change management seminar are achieved.
- ❖ They are based on sound principles of learning and development, taking individual variants into account.
- ❖ These activities also address the levels of competence that delegates achieve, and will be measured continuously throughout the seminar, with a view to enhancing their improvement.

## **Dynamics of Organisational Change Management Course**

### **Seminar or Course Objectives:**

By the conclusion of the specific learning & development activities, delegates will be able to:

1. Demonstrate their awareness of the inevitability of organisational change
2. Demonstrate the need for a proactive stance in relation to Organisational change
3. Demonstrate their ability to conduct an Internal environmental analysis—SW
4. Exhibit their ability to conduct an external environmental analysis—OT
5. Synthesize the relationship between Internal and external environmental analyses—SWOT
6. Determine the factors, which contribute to workers' resistance to change
7. Suggest the efforts, which an organisation might employ to reduce workers' resistance to change
8. Demonstrate their awareness of change management and human resource implications
9. Distinguish between change strategies and approaches to change
10. Illustrate the advantages and disadvantages of each strategy
11. Manage latent and manifest resistance to change
12. Determine the situations when a particular approach might be appropriate
13. Determine the most effective ways of communicating change decisions to workers
14. Illustrate the advantages and drawbacks of group involvement in decisions related to change
15. Design measures, which will ensure change institutionalisation

P. 5

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16. Demonstrate leadership in the implementation of change, whilst avoiding whilst avoiding Human and Organisational Casualties

## Dynamics of Organisational Change Management Course

### Seminar Or Course Content and Concepts:

1. Change and Its Inevitability
2. Anticipating The Need For Change
3. Resistance To Change - Latent & Manifest
4. Change Management And Human Resources Implications
5. Internal and External Environmental Analysis—SWOT
6. Internal Environmental Analysis—SW
7. External Environmental Analysis—OT
8. Pertinent Factors Associated With Change Implementation
9. Approaches To Change: Their Merits & Demerits
10. The Big Bang Approach
11. The Incremental Approach
12. Strategies For Effecting Change
13. Influence Change Strategies: When They Should Be Used Or Avoided
14. Control Change Strategies: When They Should Be Used Or Avoided
15. Communicating Organisational Change (organizational change)
16. Communication Media: Mass or Personalised Communication?
17. Mode and Channels of Communication
18. Getting The Message Right
19. Timing of Communication
20. Who Should Communicate What, When?
21. Use of Groups In Change Process
22. Managing latent and manifest resistance to change

P. 6

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23. Effective, overall, change leadership
24. Leading change implementation
25. Selecting the Appropriate Change Agent – Internal or External
26. Speed of Change
27. Change Acceleration: Averting Organisational (organizational) and Individual casualties
28. Change Tolerance and Individual Stress Levels
29. Managing the External Environment: Improving Perception and Instilling Confidence
30. Stakeholders, generally
31. Shareholders and Funding Agents
32. Customers and Clients
33. Potential Customers and Clients
34. Change Institutionalisation: Returning To Normality

## **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).

P.7

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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 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

P. 8

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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 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*

P.9

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*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

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*

P. 10

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### **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 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.

P. 11

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Direct Gov: <http://careersadvice.direct.gov.uk>;  
Hotcourses: [www.hotcourses.com](http://www.hotcourses.com); Employer Guide to Training: [www.educationuk.org](http://www.educationuk.org); Learning Bank: <http://www.learning-bank.co.uk/>; Yorkshire & Humberside LSC Website: <http://www.yhtap.com/>;  
WM Learning Directory: <http://www.wmld.org> and other Govt. Training and Learning Directories. It offers Full-Time, On-Line & Intensive Postgraduate Courses

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;
8. 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.

### **HRODC's New Central London Training Venue**

Many National and International Delegates attending HRODC's Seminars in London would also like to enjoy the City's delights. It is for this reason that our London Training Centre is strategically located, in Central London. The relocation of HRODC's London Training Centre to Central London is specifically undertaken because of:

Its easy access to public transport –

- ❖ Buses;

P. 12

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- ❖ Trains;
- ❖ London Underground (Tube);
- ❖ Connection to Dockland Light Railway (DLR)
- ❖ Connection to East London Line
- ❖ Connection to British Rail
- ❖ Its wide choice of accommodation
- ❖ The great variety of:
- ❖ Restaurants - a selection of Latin American, English, Tai and Chinese Restaurants, Cafes – even a Starbucks (Coffee Café) and Fast-Foods such as McDonald's, Berger King and KFC Restaurant.
- ❖ Shopping centres,
- ❖ Places of entertainment, including a Multiplex Cinema
- ❖ An Antique Market and
- ❖ Choice of Souvenir shops
- ❖ Its proximity to The Greenwich Observatory
- ❖ Its central location, providing ease of access to:
- ❖ Oxford Street – for general Shopping
- ❖ Bond Street - for general Shopping
- ❖ Tottenham Court Road For Electronics
- ❖ Marble Arch for Cinema and Shopping
- ❖ Edgeware Road for Entertainment and Shopping – Perfumes, Souvenirs
- ❖ Piccadilly Circus and Leicester Square for Entertainment – Cinemas, Wine Bars, Restaurants - and Souvenir Shopping
- ❖ West End Theatres
- ❖ Heathrow Airport
- ❖ Gatwick Airport
- ❖ City Airport
- ❖ Stansted Airport
- ❖ Leicester Square



- ❖ Piccadilly Square
- ❖ Its close proximity to major London attractions such as:
- ❖ Madame Tussauds
- ❖ London Eye
- ❖ River Boat Rides
- ❖ London Original Bus Tours
- ❖ Harrods Superstore
- ❖ Several Museums
- ❖ Nightclubs
- ❖ The popularity of the area as a tourist venue

**Please note that HRODC Ltd. is in the process of acquiring a new training centre in Central London. In the meantime, the Conference Facilities of a Central London Hotel is being utilised as a temporary venue for its training activities.**

#### **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 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:

P. 14

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[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.

Course Booking might be made at:

[http://www.hrodc.com/Course\\_Booking\\_Form\\_London\\_Dubai\\_Kuala\\_Lumpur\\_Paris\\_Johannesburg\\_Cairo\\_Jeddah\\_Abu\\_Dhabi\\_Kuwait\\_MBA\\_MSc\\_MA\\_Course.htm](http://www.hrodc.com/Course_Booking_Form_London_Dubai_Kuala_Lumpur_Paris_Johannesburg_Cairo_Jeddah_Abu_Dhabi_Kuwait_MBA_MSc_MA_Course.htm)

### 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)

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