

HRODC Postgraduate Training Institute



A Postgraduate - Only Institution



071

**Executive Leadership and
Corporate Communication**

Course or Seminar

Leading To:

DIPLOMA - POSTGRADUATE IN

**Executive Leadership and
Corporate Communication**

Accumulating to .

POSTGRADUATE DIPLOMA

Progressing To A Masters Degree –

MBA – MSc – MA



Executive Leadership and Corporate Communication - Leading to Diploma – Postgraduate – in Executive Leadership and Corporate Communication, Accumulating to Postgraduate Diploma, Progressing to MA, MBA, MSc

Wolverhampton (HQ) Address: 122A Bhylls Lane, Wolverhampton, WV3 8DZ, United Kingdom Telephone: +44 (0) 1902 763 607 +44 (0) 1902 569 133 Mobile: +44 (0) 7736 147 507 Email: institute@hrodc.com Websites: www.hrodc.com www.hrodc-mobile.com www.hrodc-business-products-and-services.com	 <p>HRODC Postgraduate Training Institute www.hrodc.com</p>	London Office Address: 328 Linen Hall, 162-168 Regent Street London, W1B 5TD, United Kingdom Telephone: +44 (0) 2081 332 760 Mobile: +44 (0) 7736 147 507 Email: institute@hrodc.com Websites: www.hrodc.com www.hrodc-mobile.com www.hrodc-business-products-and-services.com
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A Division of HRODC Ltd. UK Reg. No. 6088763. V.A.T. Reg. No. 8958 765 38
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, MSCOS, MISGS, Visiting Prof. P.U.P.

Registered with the UK Register of Learning Providers
(UKRLP), Department for Business, Innovation and
Skills (BIS), formerly Department of Innovation,
Universities and Skills (DIUS).



UKRLP Registration No. 10019585
UKRLP Verification: <http://www.ukrlp.co.uk>
Postgraduate Full-Time and Short Courses
London, UK & International Locations

HRODC Postgraduate Training Institute - UKRLP Registration



HRODC Postgraduate Training Institute is Registered with the UK Register of Learning Providers (UKRLP), of the Department for Business, Innovation and Skills (BIS), formerly Department of Innovation, Universities and Skills (DIUS).
Its Registration Number is 10019585
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HRODC Postgraduate Training Institute is a Division of Human Resource and Organisational Development Consultancy (HRODC) Limited.
It is Registered in England UK, with Registration #6088763
and V.A.T. Registration No. 895876538

Course Co-ordinator:

Prof. Dr. R. B. Crawford – Director HRODC Postgraduate Training Institute

- PhD (University of London);
- MEd. M. (University of Bath);
- Adv. Dip. Ed. (University of Bristol);
- PGCIS (Thames Valley University);
- ITC (UWI);
- Member of the Standing Council of Organisational Symbolism (MSCOS);
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Academy of Management (MAOM);
- LESAN;
- Professor, HRODC Postgraduate Training Institute;
- Visiting Professor, Polytechnic University of the Philippines (PUP).

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For Whom This Course is Designed

This Course is Designed For:

- Business Partners;
- Chief Executive Officers (CEO);
- Chief Executives;
- Chief Secretaries;
- Co-Directors;
- Company Directors;
- Deputy Vice-Chancellors;
- Enhanced Supervisors;
- Entrepreneurs;
- Managing Directors;
- Managing Partners;
- Personal Assistants;
- Project Managers;
- Senior Administrators;
- Senior Business Associates;
- Senior Business Executives;
- Senior Civil Servants;
- Senior Consultants;
- Senior Managers;
- Senior Secretaries;
- Special Assistants;
- Team Leaders;
- Vice-Chancellors;
- Vice-Presidents;
- All others seeking an enhanced understanding and heightened competence in the most salient issues that are associated with Executive Leadership and Corporate Communication.

Duration: 6 Days

Cost: £6,000.00 Per Delegate

Please Note:

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate – in **Executive Leadership and Corporate Communication**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

HRODC Postgraduate Training Institute's Complimentary Products include:

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute's **Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**.

Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.

Daily Schedule: 9:30 to 4:30 pm.

Location: Central London and International Locations

[Click to View or Download Schedule - Part 2](#)

[Click to View or Download Respective Mini-Schedules](#)

[Click to Book this Course](#)

Executive Leadership and Corporate Communication Leading to Diploma-Postgraduate - in Executive Leadership and Corporate Communication

Course Objectives

By the conclusion of the specified learning and development activities, delegates will be able to:

- Advise others of the situations in which participant observation, conversation analysis, documentary analysis, focus groups, interviews & questionnaires, respectively, are appropriate;
- Assess the value of secondary sources of information as a prelude to the presentation of primary information;
- Choose the most appropriate data elicitation techniques, in relation to the sampling frame, sampling unit, sample size & time span, among other factors;
- Decide on the amount of notice that is required for particular meetings;
- Demonstrate their ability to 'gate-keep' at meetings;
- Demonstrate their ability to analyse data;
- Demonstrate their ability to convene meetings;
- Demonstrate their ability to work collaboratively in Designing an investigation;

- Demonstrate their competence in conducting meetings within time limits;
- Demonstrate their understanding of at least 2 approaches to leadership;
- Demonstrate their understanding of the High and Low LPC Leaders' degree of behavioural control over their subordinates, respectively;
- Demonstrate their understanding of the relationship between fielder's situational model & McGregor's Theory 'X' & Theory 'Y' leadership styles;
- Demonstrate their understanding of the social and psychological relevance of the stages of formation of a group;
- Design an investigation, taking pertinent factors into account;
- Design instruments for Eliciting data,
- Design interview & questionnaire schedules that will elicit information appropriate to the objectives of the report;
- Design questionnaires & interview schedules, with a mixture of open-ended & closed-ended items, avoiding forced-choice in the latter;
- Design structured & unstructured questions, determining the conditions under which they should be used;
- Distinguish between data and information;
- Distinguish between groups and mere aggregations;
- Distinguish between summary and conclusions;
- Distinguish between task forces, committees, command groups and boards;
- Distinguish between the concepts of 'leader' and 'managerial leader';
- Distinguish between the importance and urgency of meetings;
- Employ the most appropriate data analysis techniques, based on the type & volume of data available;
- Exhibit their competence in promoting 'harmony' at meetings;
- Exhibit their competence to seek consensus at meetings;
- Explain 'Person' or 'Consideration Oriented' leaders and their relationship with employee satisfaction and subsequent staff turnover level;
- Explain the relationship between the 'goal-path model' of leadership & the expectancy theory of motivation;

- Identifying 'trends' & 'patterns' in information, in an effort to arrive at the appropriate conclusions;
- Illustrate their newly acquired skill in Data Interpretation;
- Manage an investigation, from inception and design to reporting;
- Plot the relationship between managers with high & low least preferred co-worker (LPC), characteristics, respectively;
- Point to specific empirical research supporting the relationship between participative leadership;
- Present Information in an interesting and accurate manner;
- Produce effective reports, adhering to conventional styles, presenting evidence from the data, & exploiting visual representations;
- Schedule meetings, taking pertinent factors into account;
- Suggest how informal groups might be empowered to enhance organisational effectiveness;
- Suggest problems with equalities or traits approaches;
- Suggest the difference in interpretation of groups and teams;
- Use Microsoft Excel to make necessary calculations;

Course Contents, Concepts and Issues

Part 1: Team Dynamics (1)

- Distinguishing groups from aggregations;
- Group solidarity;
- Group cohesion;
- Team or group: A distinction;
- Team dynamics;
- Types of teams;
- Command teams;
- Committees (Temporary & Standing);

- Task Forces;
- Boards;
- Team formation;
- Forming;
- Storming;
- Norming or initial integration;
- Performing or total integration;
- Disbandment or adjournment;
- Purpose of teams in the work-place;
- Team characteristics;
- The role concept: An introduction;
- How 'true-to-life' or realistic are the forming and norming stages of team development?

Part 2: Team Dynamics (2)

- Dysfunctional behaviour in teams:
 - Aggressiveness;
 - Blocking;
 - Interfering;
 - Competing;
 - Seeking sympathy;
 - Withdrawal;
 - Special pleading.
- Inter-team conflict;
- Sources of inter-team conflict;
- Consequences of dysfunctional conflict;
- Team decision-making;

- Social identity theory;
- Team building and maintenance roles: Improving team effectiveness:
 - Encouraging members;
 - Harmonising;
 - Standard setting;
 - Gate-keeping;
 - Determining the optimum team size.
- Providing team incentives;
- Encouraging conflict;
- Averting groupthink;
- Avoiding the risky shift syndrome;
- ‘Resonation’ as an Issue in Team Development;
- Employing Transactional Analysis;
- Employing effective Diversity Management;
- Discouraging Resonation.

Part 3: Executive High Performance Leadership (1)

- The concepts of ‘leader’ and ‘managerial leader’;
- The leader and authority;
- The leader and influence;
- The manager and the conferment of power;
- The application of control and ‘power cohesion’;
- The ‘managerial leader’ and the ability to vary strategy;
- Power as a recourse of the managerial leader;
- Leadership and Interpersonal relationship;
- Approaches to leadership;
- Qualities or Traits Approach to leadership;

- Task and Person Orientation;
- Participative leadership;
- Transactional Leadership;
- Transformational Leadership;
- Contingency or Situational Approaches to Leadership;
- Leaders VS non-leaders in relation to confidence & intelligence;
- Leadership and extroversion;
- Problems with Traits Approach’;
- Social, Power and Achievement Needs and Their Relevance to Leadership.

Part 4: Executive High Performance Leadership (2)

- ‘Task and leader- qualities match’;
- Perceived Consequence of Task Orientation and Reduced Relationship Orientation for Managerial Effectiveness.
- The Consequence of Person or Consideration Oriented Leadership on Employee Satisfaction and Subsequent Staff Turnover;
- Contingent Factors and Leader Effectiveness or Ineffectiveness;
- Perceived Value of ‘Democratic Leader Behaviour’, Dispensing Participative Leadership;
- Perceived Value of ‘Autocratic Leader Behaviour’;
- Value of ‘Performance Monitoring’ to Individual Effectiveness;
- Result Orientation Leadership vs. Process Oriented Leadership;
- Transformational Leadership and Charisma;
- Mission Progress Articulation;
- Leading Through Delegation;
- Subordinates’ Perception of Transformational Leadership vs. Transactional Leadership;

- Contingency Approaches to Leadership and the Crucial Nature of an Organisation's Environmental Variables;
- Contingency Approaches vs. Universalist Approaches to Leadership;
- Contingency Approaches to Leadership and Their Relationship to Trait and Style Orientations.

Part 5: Executive High Performance Leadership (3)

- Employee Development or Maturity and Its Relevance to Superior-Subordinate Relationships;
- Superior-Subordinate Relationships as Leader Behaviour;
- Superior-Subordinate Relationships as Control and Influence;
- Superior-Subordinate Relationships as Power and Authority;
- Least Preferred Co-worker (LPC) – Low and High;
- Characteristics of LPC Managers and Their Relationship to McGregor's Theory X and Theory Y;
- Characteristics of Low LPC Managers and Their Relationship to Autocratic Leader Behaviour;
- Characteristics of Low LPC Managers and Their Relationship with Theory X;
- Characteristics of Low LPC Managers and Their Relationship to Task Control;
- Characteristics of High LPC Managers and Their Relationship to McGregor's Theory Y Leader;
- Characteristics of High LPC Managers and Their Relationship to Permissive Leader Behaviour;
- LPC Leaders and Their Relationship with Production Orientation;
- LPC Leaders and Their Perception of the Behaviour That They Need to Exhibit to Achieve Productivity Improvement;
- LPC Leaders and the Concept of 'Power Distance';

- LPC Leaders and Their Emphasis on Meeting Targets;
- LPC Leaders and the Level of Regard They Have For Superior-Subordinate Relationship;
- Relevance of Situational Variables on Leader Behaviour:
 - Leader-Member Relation;
 - Task Structure.

Part 6: Information Gathering, Processing and Presentation (1)

- Instruments of Analysis;
- Using a 'Tally System';
- Using Excel Package;
- Data Interpretation;
- Making Sense of the Information Gathered and Analysed;
- Identifying 'Trends' and 'Patterns' in Information;
- Arriving at Conclusions;
- Reporting the Findings;
- Reporting Styles;
- Using the Evidence Available;
- Choosing Reporting Style to Match The Type of Report or Information Being Presented.

Part 7: Information Gathering, Processing and Presentation (2)

- Generating Graphs and Charts From Tables;
- Using Microsoft Excel to Create Graphs and Charts;
- Monitoring and Continuous Evaluation;
- The Interim Reports;
- The Final Report;
- Formal Reports;

- The Abstract;
- Establishing the Terms of Reference;
- The Executive Summary;
- Choosing Prefacing Summaries;
- The Introduction;
- The Background;
- Styles Of Report Writing;
- Using Visual Presentation to Enhance The Effectiveness of Reports;
- Using Evidence from Information Gathered to Support Claims Made in Reports.

Part 8: Meetings: Scheduling and Conduct

- The Notice of Meetings;
- The Agenda Items;
- Following the Agenda;
- Dealing With Conflicting Members;
- Seeking Consensus;
- Gatekeeping:
 - Bringing In The Timid;
 - Silencing The Over-Eloquent;
 - Keeping Meeting Duration within the Specified Time.

Synopsis of Diploma – Postgraduate, Postgraduate Diploma and Postgraduate Degree Regulation

Postgraduate Diploma and Diploma – Postgraduate: Their Distinction and Assessment Requirement

Delegates studying courses of 5-9 days' duration, equivalent to 30-54 Credit Hours (direct lecturer contact), will, on successful assessment, lead to the Diploma – Postgraduate. This represents a single credit at Postgraduate Level. While 6-day and 7-day courses also lead to a Diploma – Postgraduate, they accumulate 36 and 42 Credit Hours, respectively. Delegates and students who fail to gain the required level of pass, at Postgraduate Level will receive a Certificate of Attendance and Participation. The Certificate of Attendance and Participation will not count, for cumulative purpose, towards the Postgraduate Diploma.

Courses carry varying credit values; some being double credit, triple credit, quad credit and 5-credit, etc. These, therefore, accumulate to a Postgraduate Diploma. As is explained, later, in this document, a Postgraduate Diploma is awarded to students and delegates who have achieved the minimum of 360 Credit Hours, within the required level of attainment.

Credit Value and Credit Hours examples of Diploma – Postgraduate Courses are as follows:

Credit Value	Credit Hours
Single-Credit	30-36
Double-Credit	60-72
Triple-Credit	90-108
Quad-Credit	120-144
10-Credit (X36 Credit-Hours) to 12-Credit (X30 Credit-Hours)	360

Other Credit Values are calculated proportionately.

Because of the intensive nature of our courses and programmes, assessment will largely be in-course, adopting differing formats. These assessment formats include, but not limited to, in-class tests, assignments, end of course examinations. Based on these assessments, successful candidates will receive the Diploma – Postgraduate, or Postgraduate Diploma, as appropriate.

In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. In order to receive the Award of Postgraduate Diploma, candidate must have accumulated at least the required minimum 'credit-hours', with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment 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.

Diploma – Postgraduate, Postgraduate Diploma and Postgraduate Degree Application Requirements

Applicants for Diploma – Postgraduate, Postgraduate Diploma and Postgraduate Degrees are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the form;
- A copy of Issue and Photo (bio data) page of the applicant's current valid passport or copy of his or her Photo-embedded National Identity Card;
- Copies of credentials mentioned in the application form.

Admission and Enrolment Procedure

- On receipt of all the above documents we will make an assessment of the applicants' suitability for the Programme for which they have applied;
- If they are accepted on their Programme of choice, they will be notified accordingly and sent Admission Letters and Invoices;
- One week after the receipt of an applicant's payment or official payment notification, the relevant Programme Tutor will contact him or her, by e-mail or telephone, welcoming him or her to HRODC Postgraduate Training Institute;
- Non-European Students will be sent immigration documentation, incorporating a Visa Support Letter. This letter will bear the applicant's photograph and passport details;
- Applicants will be notified of the dates, location and venue of enrolment and orientation;
- Non-UK students will be sent general information about 'student life' in the UK and Accommodation details.

Modes of Study for Postgraduate Diploma Courses

There are three delivery formats for Postgraduate Diploma Courses, as follows:

1. Intensive Full-time Mode (3 months);
2. Full-time Mode (6 month);
3. Video-Enhanced On-Line Mode.

Whichever study mode is selected, the aggregate of 360 Credit Hours must be achieved.

Cumulative Postgraduate Diploma Courses

All short courses can accumulate to the required number of hours, for the Postgraduate Diploma, over a six-year period from the first registration and applies to both general and specialist groupings. In this regard, it is important to note that short courses vary in length, the minimum being 5 days (Diploma – Postgraduate) – equivalent to 30 Credit Hours, representing one credit. Twelve 5-day short courses, representing twelve credits or the equivalent of 360 Credit Hours are, therefore, required for the Award of Postgraduate Diploma.

A six-day course (Diploma – Postgraduate) is, therefore, equivalent to 36 hours Credit Hours, representing one credit. Therefore, ten short courses, of this duration, equates to the required 360 Credit Hours, qualifying for the Award of Postgraduate Diploma. While double-credit courses last between ten and fourteen days, triple-credit courses range from fifteen to nineteen days. Similarly, quad-credit courses are from sixteen to nineteen days. On this basis, the definitive calculation on the Award requirement is based on the number of hours studied (aggregate credit-value), rather than merely the number of credits achieved. This approach is particularly useful when a student or delegate studies a mixture of courses of different credit-values.

For those delegates choosing the accumulative route, it is advisable that at least two credits be attempted per year. This will ensure that the required number of credit hours for the Postgraduate diploma is achieved within the six-year time frame.

Progression to Postgraduate Degree – MA, MBA, MSc

- On the successful completion of the *Postgraduate Diploma*, students may register for the Postgraduate Degree, after their successful completion of Course #7: *Research Project: Design, Conduct & Report*.

- The students' Degree Registration Category will be dictated by the courses or modules studied at Postgraduate Diploma Level. The categories relate to Master of Business Administration (MBA); Master of Arts (MA) Master of Science (MSc); Executive Master of Business Administration (Executive MBA).

Specialism and Degree Award Titles

The title of the degree will be indicative of the specialism studied or its generalist nature, as exemplified below:

- Master of Science - Advanced Oil and Gas Accounting: International Petroleum Accounting (MSc Advanced Oil and Gas Accounting: International Petroleum Accounting);
- Master of Science - Accounting and Finance (MSc Accounting and Finance);
- Master of Science - Real Estate Management (MSc Real Estate Management);
- Master of Science - Tourism and International Relations (MSc Tourism and International Relations);
- Master of Science – Human Resource Training and Development Management (MSc HR Training and Development Management);
- Master of Business Administration (MBA);
- Executive Master of Business Administration (Executive MBA);
- Master of Business Administration – Finance (MBA Finance);
- Master of Business Administration – Accounting (MBA Accounting);
- Master of Arts - Human Resource Management (MA Human Resource Management);
- Master of Arts - Information and Communication Management (MA Information and Communication Management).

Dissertation: Topics, Supervision and Examination

- The knowledge and skills gained from the research methods course will enable students to formulate their research proposal.
- With the guidance of their research methods tutor, they will submit a Synopsis or Research Proposal
- On the approval of their synopsis, their Postgraduate Degree Registration will be formalised and they will, in earnest, begin their dissertation research.
- Students' choice of Dissertation area and topic must closely reflect their specialism and expected Award Title;
- The Postgraduate Degree Award Board, which will convene twice during each Academic Year, will determine whether the rules have been complied with, in this regard, and will, where necessary, change a registered Award Title, to reflect the reality of a programme choice;
- The length of the Dissertation will be between 15,000 and 20,000 words. Higher or lower limits will be accepted through special dispensation only, tabled through their Dissertation Supervisors;
- Students will each 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;
- Each Dissertation Mentor will also mediate the relationship between the Student and his or her Dissertation Supervisor;
- Students' Viva Voce, or Oral, Examination will be conducted within 3 months of the submission of their Dissertation;
- The Dissertation Examination will be conducted by an External and an Internal Examiner;
- The External Examiner will be drawn from a recognized University and will be an Academic in the Discipline being examined, who is not otherwise associated with HRODC Postgraduate Training Institute;

- The Internal Supervisor will be an HRODC Postgraduate Training Institute's tutor, who is neither the Students' main Dissertation Supervisor or their Dissertation Mentor;
- The submission date of a Postgraduate Dissertation is expected to be within 12 calendar months of a candidate's initial registration for the Degree but can be extended, on application, to a period not exceeding 24 months;
- In the event that Students are not successful on their first attempt, they will be given the opportunity to make minor amendments to, or revise, their Dissertation, with the guidance of their Dissertation Supervisors.
- The maximum total submission and resubmission period should not exceed 36 calendar months from the date of first registration for a particular Postgraduate Degree;
- Additional details and general aspects of these regulations are contained in the document: *Postgraduate Degree - Dissertation Guidelines*.

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

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

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