

WEST  
LONDON  
COLLEGE

**WLC**<sup>®</sup>

# executive courses | 2011

Valuable opportunities to refine your management skills in the heart of London - one of the world's great capitals of commerce & government



# Message from the Chairman

Part of the British Study Centres group, West London College has over thirty years of experience in providing management level training to talented and ambitious people from all over the world. Our arena is truly multicultural; in 2010, for example, we had participants from over 100 countries attending the wide range of courses available on our campus in three locations.

The Executive Courses shown in this brochure have been specifically crafted for the College by a team of seasoned and highly qualified practitioners who have both senior academic and management experience. Contributors to our Courses come from a wide range of disciplines and have had first hand experience in developing promising executives and helping them face the challenge of international competitive environments.

Our Executive Courses have been designed to provide managers at the top end of the ladder, and to those who have both the ability and the ambition to get on in life, with a unique opportunity to enhance their performance and contribute immediately to the progress of their organization. People like those attending our Courses are the most valuable assets in their place of work. Our philosophy of running Courses for small groups of participants from a homogeneous background contributes to a steeper learning curve, yielding both readily useable and lasting forms of learning. By helping to optimize vital executive skills, these Courses will enable participants to perform to the best of their potential.



Simon Cleaver - Chairman



West London College is part of the British Study Centres group of colleges, accredited by the British Accreditation Council for Further & Higher Education and a Premier Member of Study UK.



# Message from the Head of Faculty

The list in this brochure shows a selection of our Executive Courses. Subject to adequate participant numbers, every course listed can be run at more or less any time of the year. All our courses can be scaled up to a longer period through the introduction of additional advanced and practical material.

We specialize in creating bespoke courses for companies, industry associations, foreign governments and public sector institutions. Please let us know what might be of interest to you and we shall be happy to let you know what we can do, without any obligation on your behalf.

Our philosophy is to run courses for small groups of Executives, with the aim of optimizing the learning opportunity and thus achieving better results over a shorter period of time. We want our alumni to go back to work and be able to make an immediate contribution to the performance of the employing organization. We create an atmosphere which is conducive to reflection and to acquiring a balance of skills, strategy and practice.

Do not hesitate to get in touch with us by email, particularly relating to enquiries for group sponsorship, different course subjects, different course dates and durations. Your first contact is by email to the Director for Executive Courses on: [executivecourses@westlondoncollege.com](mailto:executivecourses@westlondoncollege.com)

Roger Bradburn  
BSc, MBA, MIBE, MCIM, FInstSMM  
Head of Faculty  
Business & Management



# Extract from list of potential contributors

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<b>Bowen, A:</b>	LLB, Solicitor
<b>Bradburn, R P:</b>	BSc, MBA, MIBE, MCIM, FInstSMM
<b>Bushell, R:</b>	BA, MBA, PGCE.
<b>Coker, D:</b>	MSc, MBA, PGDip.
<b>Coneely, M J:</b>	BA, MA, LLB, LLM, BL, Barrister-at-Law
<b>Hall, M G:</b>	BA, MA, PhD, Professor
<b>Henderson, S:</b>	BSc, MSc, PhD, MBA
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Some of West London College's excellent modern facilities:



In addition to West London College's accreditation by the British Accreditation Council, our 'in-house' English school (British Study Centres School of English) is a member of English UK and fully accredited by the British Council.



Accredited by the



West London College is also approved by the following universities and examination bodies to offer their qualifications:



# Executive Courses: Timetable 2011

## THE COURSE INCLUDES:

- Tuition and lecture notes
- Coffee, a light lunch and tea on meeting days
- The opportunity for discussion with the speakers during the course
- One key textbook
- Letter of attendance
- One course photograph
- Use of the Internet café
- Use of the reference library

## NOTES:

1. All our Executive Courses are offered subject to our prevailing terms of business.
2. Subject to certain conditions and numbers, all one-week courses may be scaled up to two weeks with additional advanced material.
3. All courses can be made available at different dates than those shown.
4. (L\*) means that, subject to certain conditions, a laptop may be made available during this course.
5. All dates and fees are based on a minimum number of participants and are subject to confirmation.
6. Please contact [executivecourses@westlondoncollege.com](mailto:executivecourses@westlondoncollege.com) where the Course Director will be pleased to provide any further information required.
7. Excepting Errors & Omissions.



<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
<b>A. FINANCE &amp; ACCOUNTING</b>			
<b>Accounting, Finance &amp; Auditing for Non-Accountants</b>	1w	2450	7 March 6 June 30 August
<b>Accounting, Finance &amp; Auditing for Non-Accountants</b>	2w	3715	14 March 12 September
<b>Accounting &amp; Auditing in Private &amp; Public Sectors: Approaches to Preventing Malpractice</b>	1w	5995	11 April 6 June 26 September
<b>Banking Regulation &amp; the Basel II Accord</b>	1w	5995	21 March 5 September
<b>Budgeting &amp; Financial Management</b>	1w	3195	11 April 13 June 3 October
<b>Budgeting &amp; Financial Management</b>	2w	4960	6 June 7 November
<b>Corporate Finance &amp; Financial Strategy</b>	1w	3395	11 April 6 July 3 October
<b>Corporate Finance &amp; Financial Strategy</b>	2w	5960	9 May 18 July
<b>Debt Management Strategies</b>	1w	3995	21 March 6 June 5 September
<b>Debt Management Strategies (L*)</b>	2w	6895	4 April 7 November
<b>Finance for Legislators</b>	1w	3195	11 April 13 June 30 August
<b>Financial Services Industry: a review</b>	1w	4960	9 May 26 September
<b>Fixed Income Investment</b>	1w	4995	4 July 14 November
<b>Instruments of Financial Markets &amp; Electronic Banking</b>	1w	5960	11 April 26 September
<b>International Trade &amp; Payment Systems</b>	1w	3995	7 March 18 July 14 November

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
<b>Reducing Overhead Costs</b>	1w	3195	14 March 6 June 12 September
<b>Service Strategies for Finance Managers</b>	1w	3195	7 March 6 June 3 October
<b>Service Strategies for Finance Managers</b>	2w	4960	21 March 13 June
<b>B. GLOBAL</b>			
<b>Current Affairs &amp; Global Politics for Office Holders</b>	1w	2450	14 March 23 May 30 August
<b>Current Affairs &amp; Global Politics for Office Holders</b>	2w	3715	4 April 18 July 5 September
<b>Current Affairs &amp; World Politics for Legislators</b>	1w	2450	11 April 6 June 26 September
<b>Current Affairs &amp; World Politics for Legislators</b>	2w	3715	18 July 3 October
<b>International Business Management</b>	1w	2450	7 March 23 May 6 June 30 August
<b>International Business Management</b>	2w	3715	21 March 18 July
<b>The European Union &amp; its Workings</b>	1w	2450	11 April 12 September
<b>The European Union &amp; its Workings</b>	2w	3715	9 May 26 September
<b>Understanding the Modern World</b>	1w	2450	21 March 9 May 5 September
<b>Understanding the Modern World</b>	2w	3715	4 April 18 July
<b>World Organisations: a Political &amp; Economic review</b>	1w	3195	14 March 18 July 12 September

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
World Organisations: Who Runs the World?	1w	3195	18 July 3 October
World Trade & Commercial Diplomacy (L*)	1w	5595	14 March 4 July 12 September

## C. GOVERNANCE, ENVIRONMENT & ETHICS

Corporate Social Responsibility	1w	2450	7 March 23 May 30 August
Environmental Issues for Management	1w	2450	7 March 23 May 30 August
Environmental Issues for Management	2w	3715	4 April 18 July
Ethics in Management	1w	2450	14 March 6 June 5 September
Ethics in Management	2w	3715	11 April 4 July
Global Governance & Diplomacy (L*)	1w	4995	11 April 4 July
Global Governance & Diplomacy (L*)	2w	7695	21 March 5 September
Governance for Africa (L*)	1w	3995	21 March 6 June 12 September
Governance for Legislators	1w	2450	9 May 18 July 3 October
Governance for Managers	1w	2450	16 May 25 July 26 September
Governance for Managers	2w	3715	1 August 7 November
Governance for the Public Sector	1w	3995	18 July 3 October
Governance for the Public Sector (L*)	2w	6895	4 April 18 July
Governance for Top People	1w	3870	6 June 3 October

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
Governance for Top People (L*)	2w	6895	4 April 18 July
International Business & Trade Ethics	1w	2995	14 March 9 May 12 September
Risk Management for Public Employees (L*)	1w	4995	11 April 4 July
Risk Management for Public Employees (L*)	2w	7695	18 July 3 October

## D. IT & COMPUTING

Computing for Executives: introduction & refresher (L*)	1w	3695	7 March 11 April 20 July 30 August
Computing for Executives: Introduction & Refresher (L*)	2w	4995	21 March 12 September
e-Commerce for the Developing World (L*)	1w	5995	14 March 9 May 5 September
IT in Public Sector Accounting & Finance (L*)	1w	5995	11 April 9 May 30 August
Knowledge Management (L*)	1w	5995	7 March 20 July 5 September
Managing a Virtual Organisation (L*)	1w	5995	14 March 23 May 26 September
Strategy for Technology & Innovation (L*)	1w	5995	21 March 23 May 12 September

## E. DEVELOPING HUMAN CAPITAL

Approaches to Rapid Capacity Building	1w	3995	11 April 18 July
Assertiveness for People at Work	1w	3195	7 March 9 May 30 August

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
Assertiveness & Diplomacy in Professional Life	1w	3995	14 March 16 May 12 September
Authority & Responsibility in Management	1w	2995	7 March 9 May 30 August
Career Planning for Senior Executives	1w	3195	14 March 16 May 12 September
Career Planning for Senior Executives	2w	4960	4 April 18 July
Challenges facing Top Female Managers	1w	3195	21 March 23 May 5 September
Communication Strategies in Large Organisations	1w	3995	21 March 23 May 5 September
Comparative Management for Modern Managers	1w	2450	11 April 6 June 26 September
How to make Effective Presentations	1w	3195	7 March 9 May 30 August
Management Techniques for Doctors, Lawyers & other Professionals: a General View	1w	2450	11 April 6 June 26 September
Management Techniques for Doctors, Lawyers & other Professionals: a General View	2w	3715	4 April 18 July
Trends in Human Resource Management	1w	2450	11 April 18 July 3 October
Trends in Human Resource Management	2w	3715	7 March 23 May
The Challenge of Change for People Managers	1w	3195	21 March 16 May 30 August
The Challenge of Change for People Managers	2w	4960	16 May 12 September

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
<b>F. MANAGEMENT DEVELOPMENT &amp; REFRESHERS</b>			
Developing Managers for the Future (for Senior Executive Secretaries)	1w	2450	7 March 11 April 4 July 5 September
Developing Managers for the Future (for Senior Executive Secretaries)	2w	3715	21 March 16 May 18 July
Global Management Trends for Seasoned Executives	1w	2450	7 March 11 April 4 July
Global Management Trends for Seasoned Executives	2w	3715	16 May 12 September
How to Deal with the Media	1w	4995	14 March 23 May 30 August
How to Develop Yourself	1w	3870	14 March 23 May 30 August
Management Techniques for Peace, Defence & Emergency Forces	1w	2450	14 March 9 May 30 August
Management Top-Up for Recently Promoted Executives	1w	2450	14 March 23 May 30 August
The Changing Role of the Corporate Secretary (L*)	1w	3870	21 March 23 May 5 September
The Changing Role of the PA	1w	2450	11 April 18 July 12 September
The Changing Role of the PA	2w	3715	9 May 26 September
The Corporate Secretary & Organisational Performance (L*)	1w	3995	11 April 4 July 26 September

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
<b>G. PERFORMANCE IMPROVEMENT</b>			
Entrepreneurship in the Workplace	1w	3695	14 March 23 May 30 August
Executive Recycling & Regeneration	1w	3195	7 March 16 May 5 September
How to Manage Professional People	1w	3195	28 March 6 June 12 September
Leadership in Uncertain Times	1w	5595	11 April 4 July 26 September
Manage Stress Before it Manages You	1w	3195	7 March 16 May 30 August
Managing the Career of Promising People	1w	3195	14 March 11 April 5 September
Motivation in the Workplace	1w	2450	21 March 23 May 18 July
Motivation in the Workplace	2w	3715	4 April 12 September
Negotiation Skills for Senior Executives	1w	3870	11 April 23 May 30 August
Mediation & Dispute Resolution in the Workplace	1w	3870	9 May 26 September
Mediation & Dispute Resolution in the Workplace	2w	5995	9 May 18 July
Office Supervision & Performance Improvement	1w	2450	9 May 4 July 26 September
Organizational Climate & its Effect on Performance	1w	3995	7 March 16 May 26 September
Personal Development, Mentoring & Coaching	1w	4995	14 March 6 June 3 October
Personal Development, Mentoring & Coaching	2w	7695	9 May 26 September

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
Presenting Yourself for Upcoming Executives	1w	5995	28 March 4 July 5 September
Quality Management	1w	2450	11 April 6 June
Record Management in Large Organizations	1w	3395	14 March 9 May 30 August
The Busy Manager & Time Management	1w	3195	11 April 7 November
<b>H. PERSONNEL</b>			
Advanced Training for Trainers (L*)	1w	3870	7 March 11 April 18 July
Advanced Training for Trainers (L*)	2w	5995	7 March 4 April 18 July
Employee Remuneration & Pensions	1w	2450	14 March 9 May 30 August
Employee Remuneration & Pensions	2w	3715	23 May 12 September
Job Description & Job Specification	1w	3870	7 March 9 May 30 August
Job Description & Job Specification	2w	5995	4 April 5 September
<b>I. GENERAL MARKETING</b>			
Customer Care in Modern Management	1w	2450	14 March 16 May 13 June
Customer Care in Modern Management	2w	3715	4 April 18 July
Directing Public Affairs	1w	3870	7 March 16 May 30 August
Marketing for Accountants, Lawyers, Doctors & Engineers	1w	3195	7 March 9 May 5 September

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
Marketing for Privatised State Companies	1w	3195	14 March 6 June 30 August
Marketing for Public Employees	1w	3195	9 May 26 September
Marketing Strategy for Top Executives	1w	3695	21 March 9 May 18 July
Research Methods for Managers	1w	2450	21 March 23 May 5 September
The Management of Services	1w	2450	11 April 12 September

## J. TAXATION

Corporate Taxation (L*)	2w	7995	7 March 4 April 18 July
International Taxation (L*)	2w	7995	21 March 6 June 5 September
Personal Income Tax (L*)	2w	7995	9 May 26 September

## K. LOGISTICS & SUPPLY CHAIN

Cost Control Management in a Complex Supply Chain	1w	3195	14 March 16 May 6 June
Logistics & Operations Management in Volatile Environments	1w	3195	7 March 23 May 18 July 5 September
Materials Management	1w	3195	21 March 9 May 30 August
Merchandise Management in a Rapidly Changing Market	1w	3195	11 April 6 June 12 September
Procurement & Supplies Management	1w	3195	4 April 23 May 30 August
Procurement & Supplies Management (L*)	2w	5995	7 March 18 July

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
Project Management (L*)	1w	4995	14 March 16 May 6 June 5 September
Supplier Evaluation & Management: a Project Based Approach	1w	3195	21 March 9 May 12 September
Supply Chain Management	1w	3195	11 April 23 May 26 September
The Changing Role of the Buyer in a Modern Retail Business	1w	3195	11 April 16 May 26 September

## L. CONSTITUTIONAL

Advanced Practices & Procedures for Legislative Efficiency (L*)	1w	4195	21 March 23 May 26 September
Comparative Analysis of Parliamentary Democracies	1w	3195	7 March 9 May 18 July 30 August
Democratic Principles for Legislators	1w	3195	14 March 16 May 18 July 5 September
Efficient Legislative Practices & Procedures (L*)	1w	3995	21 March 23 May 26 September
Enhancing Management Skills for Parliamentary Staff	1w	2450	11 April 6 June 26 September
e-Parliament, e-Voting & e-Democracy (L*)	1w	3995	7 March 16 May 30 August
Fairness in Elections	1w	4960	14 March 9 May 5 September
Fairness in Elections	2w	7995	4 April 6 June
History of Military Management	1w	3195	21 March 23 May
Legislative Drafting Techniques	1w	4995	11 April 6 June 12 September

<i>Title</i>	<i>Duration</i>	<i>Fee £</i>	<i>Date</i>
Managing Efficient Parliamentary Conferences & Meetings	1w	2995	11 April 18 July 30 August
Managing the Work of Legislative Committees	1w	2995	7 March 23 May
Negotiation & Mediation for Legislators	2w	7695	4 April 5 September
The Challenge of Law & Democracy in the Developing World	1w	4995	14 March 9 May 26 September
The Challenge of Law & Democracy in the Developing World	2w	7995	16 May 12 September
The Challenge of Privatisation & Deregulation in Modern Economies	1w	3695	21 March 26 September
Delivering Quality in Legislative Practices & Procedures	1w	3395	23 May 3 October
Project Approach in Legislative Practices & Procedures (L*)	1w	5995	6 June 10 October
Above two courses combined (L*)	2w	7695	23 May 3 October

## M. SPECIALISED SECTORS

Fashion Business Management: a review & update	1w	2450	7 March 9 May
Hospitality Management: a review & update	1w	2450	14 March 13 June 5 September
Managing a Family Business: a review & update	1w	3870	7 March 16 May 30 August
Managing Private Education	1w	3195	14 March 9 May 30 August
Modern Transport Management	1w	5595	21 March 23 May
Refresher English for Managers	2w	3715	21 March 6 June 12 September
Travel & Tourism Industry: a review & update	1w	2450	11 April 23 May 5 September

# How to find us

## From Bond Street Station

- Step 1:** From Bond Street underground station walk west down Oxford Street until you reach Selfridges department store
- Step 2:** Turn right just before Selfridges and walk up Duke Street.
- Step 3:** Cross Manchester Square into Manchester Street. West London College's Hannah House building is on the right hand side.

## From Baker Street Station

- Step 1:** Cross Marylebone Road and walk south down Baker Street.
- Step 2:** Turn left into Dorset Street.
- Step 5:** Follow the street to the end where it turns right into Manchester Street. West London College's Hannah House building is on the left hand side.



WEST LONDON COLLEGE **WLC**<sup>®</sup>

Invest in your future

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All courses offered are subject to student numbers. While the information contained in this brochure is correct at the time of printing, British Study Centres reserves the right to amend course specifications as required.