

certificate in **business**

Summer Programmes 2010



British Study Centres
GROUP

Study business in London this summer!

4 or 8 week programme in the world's most exciting city



Located in the exciting heart of London, just opposite Selfridges on Oxford Street, WLC is ideally placed for summer study...

Created for University level students with a good intermediate level of English. You can join for either 4 or 8 weeks, after which you will receive a Certificate or Higher Certificate.* Classes take place in the morning, Monday to Friday (9am until 12 noon) with the option of English and Business English lessons in the afternoon.

The syllabus - All the essentials of business are covered including business administration, marketing, basic accounting and business law, providing an ideal foundation for further study or improved career success. The course includes visits to places of interest in London's world famous business district.

The teachers - We have over 30 year's experience in providing high quality business programmes, our lecturers are highly qualified and teach at bachelor's or master's degree level and have been chosen for their expertise and communication skills.

Social Programme - We offer a full and exciting range of options (many of which are free) so that you can enjoy your spare time and make new friends.

English Language classes (*extra cost*) - If you would like to improve your English language skills you can attend classes in the afternoons.

Accommodation and airport collection (*extra cost*) - We offer a range of options including high quality, en-suite residences, as well as homestays with breakfast and evening meal. Please enquire for full details and availability.

Students receive a certificate of attendance



Part One - 5 July to 30 July 2010

Wk	Business	Marketing	Enterprise	Business Law	Projects/Excursions
1	Human Resources	The Marketing Environment	Types of Business	Introduction to the European Business Process	Business Excursion (commercial law)
2	Culture & the Organisation	Segmentation, Targeting & Positioning	Business Structures	Comparative Legal Structures in European Business	Live Case Study
3	Business Comms	Branding	Principles of Entrepreneurship	Contract Law: The Legal Nature of Transitions	Business Excursion (retail or banking)
4	Motivation	Marketing Planning	Business Start Up	Contract Law: Legal Obligations	Live Case Study

Part Two - 2 August to 27 August 2010

5	Managing Change	The Marketing Communications Mix 1	Creating a Business Plan	Legal Aspects of Business Start Up	Business Excursion (service marketing)
6	Operations Management	The Marketing Communications Mix 2	Successful Entrepreneurs	The Legal Reporting Requirements of SMEs	Live Case Study
7	Business & the Internet	Marketing channels & Logistics of Distribution	Going Public	Business Interface with Legal Profession	Business Excursion
8	International Business	The Future	Stock Exchange Operations	Contemporary Legal Issues	Live Case Study



West London College has excellent modern teaching facilities, as well as a library, internet cafe and coffee shop

Choose from:

Course Title

> **Certificate in Business Studies**

Course Starts

> 5th July **or** 2nd August

Entrance Requirement

> A reasonable English fluency. Please ask for our test if you are unsure of your level.

Course Duration > 4 weeks

Course Fee > £990.00

Course Title

> **Higher Certificate in Business Studies**

Course Starts

> 5th July

Entrance Requirement

> A reasonable English fluency. Please ask for our test if you are unsure of your level.

Course Duration > 8 weeks

Course Fee > £1,590.00

Additional Extra Option...

> **English Language Classes**

Classes per week

> *Light (G5)* - 5 lessons per wk
> *Intensive (G10)* - 10 lessons per wk

Additional Course Fee

> *Light* - 4 weeks - £210
> *Intensive* - 4 weeks - £310
> *Light* - 8 weeks - £310
> *Intensive* - 8 weeks - £610

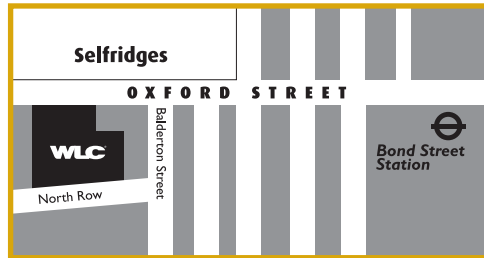
NB. English language may be studied at the same time as studying the business course.

Accommodation (Please ask for full details)

> *Host family* - single room, half board: £145 per week
> *Student residence* - superior accommodation, single room, en-suite, self-catering: from £195 per week

How to apply:

Please visit your local representative or contact Charles Pizzezy for an enrolment form at charles@westlondoncollege.com or telephone us on +44 20 7491 1841. Or, if you are in the UK, just pop in and see us. We'll be delighted to show you around and help you with your booking.



WEST LONDON COLLEGE

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Web: www.westlondoncollege.com



Invest in your future



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.

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.

*Please note: Certificates are only issued subject to a minimum of 85% attendance and completion of all work set.