



UNIVERSITY *of* CAMBRIDGE
International Examinations

CAMBRIDGE INTERNATIONAL ASSOCIATE PARTNER

**International Business
Diploma**
Between Jan. 2012 and May 2012

History

- University of Cambridge International Examinations (CIE) is part of Cambridge Assessment, Europe's largest assessment agency. Cambridge Assessment is the new name for the University of Cambridge Local Examinations Syndicate (UCLES) which has developed and promoted qualifications around the world for over 150 years.
- Cambridge Assessment is a department of the world-renowned University of Cambridge and a not-for-profit organisation. CIE is one of Cambridge Assessment's three examining bodies.

Cambridge International Examination

- **Developing successful students**

CIE was formally established in 1998 to provide high-quality, leading-edge qualifications that meet the ongoing demands of employers and educators across the world.

We offer a broad range of internationally recognized qualifications, both academic and vocational, which we have designed to develop successful students worldwide.



- **Where we work**

CIE operates in 157 countries around the world, across Europe, South Asia, the Middle East, Asia Pacific, North America, Central and South America and Africa.

And in Syria we approved Marketing & Management Center “MMC” as international associate partner and our testing center for the International Business Diploma.



MMC

Marketing &
Management
Center Group

A Proud Partner of University of Cambridge

About MMC

- MMC is the leader in executive educational programs in Syria, **representing a number of the top business schools in the world; CIE, etc.**, preserving the high quality of their learning experience combined with a perspective approach designed to help candidates understanding the Syrian market needs and their career development requirements.

- **Why MMC?**

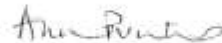
Career-oriented Education: our education is career-oriented and flexible providing working professionals with a personalized attention to their career development needs.

This is to certify that

MMC-ESB

has met all the standards
required to be a

Cambridge International Associate Partner



Ann Purkis, Acting Chief Executive
University of Cambridge International Examinations

REGISTERED CENTRE SY011

ISSUED ON 3 OCTOBER 2005

International Business Diploma

- The Cambridge International Diploma in Business provides a framework for developing the skills and knowledge needed for employment in the increasingly dynamic business environment.
- The Diploma has been developed specifically for the international market, recognizing the growing importance of employees working across geographic and cultural borders.
- The Diploma aims to meet the needs of employers, employees and students, by assessing knowledge and competence in a range of Business areas.

The Aims

- The aim of the Diploma is to assess a candidate's competence in a range of Business skills.
- The Cambridge International Diploma in Business (Advanced Level) enables students to demonstrate:
 - An understanding of the key business concepts
 - Application of skills to real work environments
 - An ability to conduct independent research and analysis.
- Candidates can be certificated for individual modules, the Core Certificate, or the full Cambridge International Diploma in Business.
- To achieve the Cambridge International Diploma in Business at Advanced Level candidates must successfully complete two Core Modules and two from a choice of Optional Modules.

Modules

A 3- month business diploma assessed by Witten examination marked in Cambridge University

Module	Date	Instructor
Effective Business Communication	21/22/28 Jan. 2012	Eias Hamdan
Human Resources Management	17/18/25 Feb. 2012	Georgina Ibrahim
Business Organization & Environment	16/17/24 Mar. 2012	Georgina Ibrahim
Marketing	13/14/21 Apr. 2012	Dr. Hassan Al Nouri

Please note that the 3rd day of training is a three hour workshop which includes the summary and revision of the module.

Instructors' Profile

Dr. Hassan Al Nouri



Holding a PhD in Public Management, with emphasis on Human Resources Development (Kennedy University, USA) with a Doctorate in Business Administration with emphasis on Public Management Development (European University, Switzerland) and a Master in Public Management (University of Wisconsin, USA), a Le Diplome de D.E.A en Gestion et Sciences Commerciales, University Sait-esprit, Kaslik, Liban. Dr. Hassan Al Nouri is the founder and President of the regionally known Management & Marketing Group International (MMGI) and has an extensive experience as a lecturer specializing in Marketing Management, Marketing Research and Analysis, Strategic Marketing Management, Business Management, Strategic Management.

Instructors' Profile



Dr. Georgina Ibrahim

Lecturer of courses in Principles of Management, Human Resources Management, Small Business Management, Strategic Management, Consumer Behavior and Organizational Behavior. A Master Degree in Business Administration at Lebanese American University, Byblos, Lebanon With emphasis on Human Resources Management as well currently Third year in Doctoral Thesis (in Human Resources Management) Université Panthéon – Assas, Paris II.

Instructors' Profile

Mr. Eias Al Hamdan



The Academic Advisor responsible for Developing & Enhancing program curriculums while supervising admission processing at the European University in assuring conformance to universities' standards academic administrative courses as well coordinating Cambridge diplomas in Business effectively handling disciplinary & conflict-resolution procedures continually checking up students' progress. Graduated from University of Damascus with BSc in Economics in department of Business Administration and an MSc in International Management from Exeter University/UK in 2005.

Cambridge Graduation



Registration options

1. **Examination without attendance:** students are provided all materials along with a supervisory session of 2 hours to revise. (\$850)
2. **Examination with attendance:** (\$ 1.550)