

 **HRODC Postgraduate Training Institute,  
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UK's Department for Education.**

**#065**

**Small Business Start-Up, Expansion and  
Management,  
Postgraduate Short Course.**

**Leading To:**

**Diploma – Postgraduate – in  
Small Business Start-Up,  
Expansion and Management,  
Double-Credit, 72 Credit-Hours.**

**Accumulating to a Postgraduate  
Certificate, with 108 additional Credit-  
Hours, and a**

**Postgraduate Diploma, with 288 additional  
Credit-Hours.**

Diploma - Postgraduate - in Small Business Start-Up, Expansion and Management, Double-Credit - Page 1 of 20



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HQ: 122A Bhylls Lane, Wolverhampton, West Midlands, UK.  
Primary Website: <https://www.hrodc.com>.  
Prof. Dr. R. B. Crawford, Director.**

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**Prof. Dr. R. B. Crawford - Director**  
PhD (UCL – Uni London); MEd M. (Uni Bath); PGC IS (Uni West London);  
Adv Dip Sc Ed (Uni Bristol); PG Dip Doctoral Research Supervision  
(Uni Wolverhampton); F.I.M.S.; HR Specialist (I.M.S.);  
Executive M. AOM; M. AAM; M. ISGS; M. SCOS; M. RG.



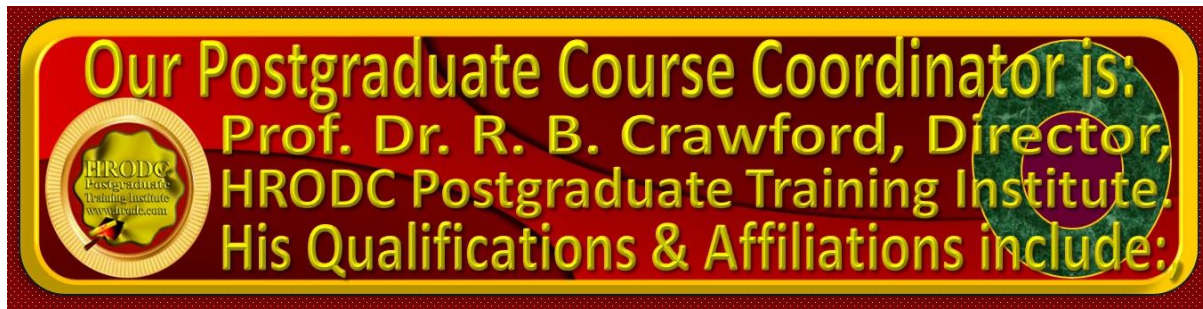
**Featured PG Dip; PG Cert; Dip PG.**  
**Click For Details!**



**General Diploma: Access To Postgraduate.**  
**Click For Details!**



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- Doctor of Philosophy {(PhD) {University College London (UCL) - University of London}};
- MEd Management (University of Bath);
- Postgraduate (Advanced) Diploma Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Member of ResearchGate;
- Executive Member of Academy of Management (AOM). There, his contribution incorporates the judging of competitions, review of journal articles, and guiding the development of conference papers. He also contributes to the Disciplines of:
  - Human Resources;
  - Organization and Management Theory;
  - Organization Development and Change;
  - Research Methods;
  - Conflict Management;
  - Organizational Behavior;
  - Management Consulting;
  - Gender & Diversity in Organizations; and
  - Critical Management Studies.



### **Professor Dr. Crawford has been an Academic in the following UK Universities:**

- University of London (Royal Holloway), as Research Tutor;
- University of Greenwich (Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- University of Wolverhampton, (Wolverhampton Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- London Southbank University (Business School), as Lecturer and Unit Leader.

### **His responsibilities in these roles included:**

- Doctoral Research Supervisor;
- Admissions Tutor;
- Postgraduate and Undergraduate Dissertation Supervisor;
- Programme Leader;
- Personal Tutor.

### **He was formerly an Expatriate at:**

- Ministry of Education, Sokoto, Nigeria;
- Ministry of Science and Technical Education, Sokoto, Nigeria;
- University of Sokoto, Nigeria;
- College of Education, Sokoto, Nigeria; and

Former Editor-In-Chief of 'Sokoto Journal of Education'.



- Industrial Authorities;
- Business Managers;
- Business Consultants;
- Business Support Personnel;
- Entrepreneurs;



- Fund Managers;
- Venture Capitalists;
- International Venture Capitalists;
- Private Equity Managers;
- Angels;
- Dragons;
- Business Lecturers;
- Trade Ministry Representatives;
- Business Enthusiasts;
- All those desirous of managing and, or, investing in new and expanding businesses.



**12-Day Course Duration & Cost:**

- \* In-Venues Duration: 12 Days;
- \* Online Duration: 24 Days (3 Hrs. Per Day).
- \* In-Venues Cost: £12,000.00 Per Delegate;
- \* Online Cost: £12,040.00 Per Delegate;
- \* Group Cost: Varies with its Size.



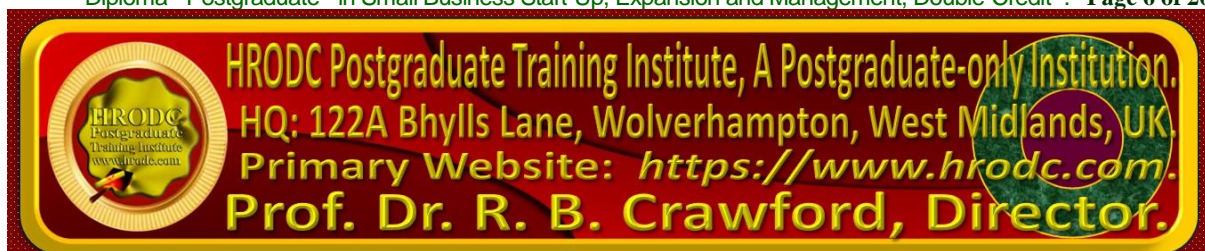
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- Snacks on Event Days;
- Lunch on Event Days;
- City Tour;
- Stationery;
- On-site Internet Access;
- Postgraduate Diploma; Postgraduate Certificate; Diploma – Postgraduate; or
- Certificate of Attendance and Participation – if unsuccessful on resit.



- Leather Conference Folder;
- Leather Conference Ring Binder/ Writing Pad;
- Key Ring/ Chain;
- Leather Conference (Computer – Phone) Bag – Black or Brown;
- 8-16 GB USB Flash Memory Drive, with Course Material;
- Branded Metal Pen;
- Branded Polo Shirt.; &
- Branded Carrier Bag.



## Our Scheduled Delivery Locations Include:

- \* Amsterdam, Netherlands;
- \* Brussels, Belgium;
- \* Central London, UK;
- \* Dubai, United Arab Emirates (UAE);
- \* Kuala Lumpur, Malaysia; &
- \* Paris, France.

Other Locations, & Inhouse, on Request.



## Small Business Start-up, Expansion and Management Postgraduate Course

Leading to:  
**Diploma – Postgraduate - in:**  
Small Business Start-up, Expansion & Management, Double-Credit, 72 Credit-Hours.

Accumulating to a Postgraduate Certificate, with 108 additional Credit-Hours, and a Postgraduate Diploma, with 288 additional Credit-Hours.



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# Postgraduate Course Objectives.

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

- 'Cost Apportion' Factor 'Accounting for Depreciation' in ' Cost Apportioning' ;
- Address the implications of National, Regional and International Embargo on Import and Export.
- Advise of the effective use of Physical and Virtual 'Places' in the advancement of the associated 'marketing philosophy' ;
- The factors that determine these requirements;
- Calculate Fixed Costs;
- Calculate Projected Sales and 'Externalities' ;
- Calculate Rates of |return on Investment;
- Calculate the cost ' Human Resource' ;
- Calculate Variable Costs.
- Construct a business plan that will be attractive to investors and fund managers;
- Construct questionnaires and interview schedules that are suitable for eliciting information in social research;
- country;
- Demonstrate a heightened understanding of the concept of Intellectual Capital
- Demonstrate a heightened understanding of the distinguishing factors of Industrial and Consumer Products, respectively;
- Demonstrate an understanding of the extent to which the World Bank provide assistance for Industrial Development;
- Demonstrate the relationship between a company's legal status and its accounting reporting requirement, and the rationale on which this demand is based;
- Demonstrate their ability to find Projected Income;
- Demonstrate their familiarity with Copyright and Copyright Convention;

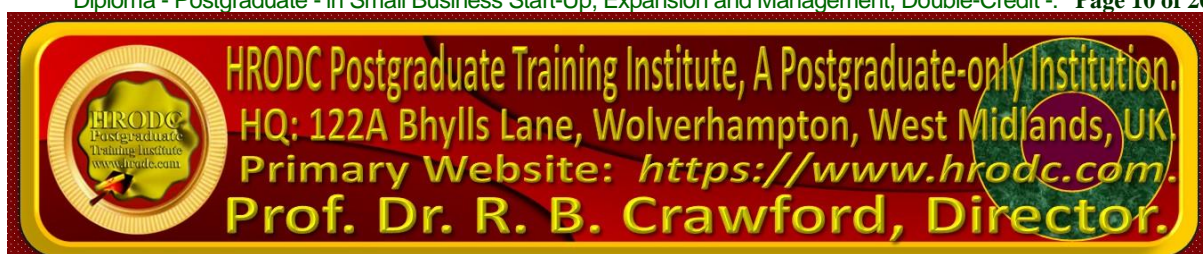
Diploma - Postgraduate - in Small Business Start-Up, Expansion and Management, Double-Credit - Page 8 of 20



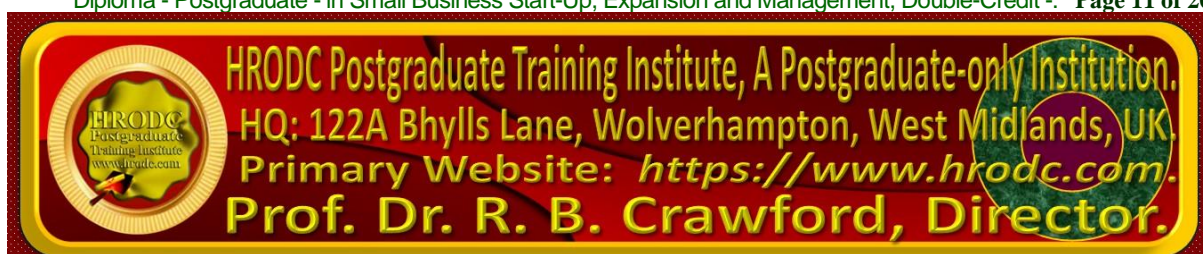
- Demonstrate their heightened understanding of pertinent ways of ‘ Averting Consumer;
- Demonstrate their understanding of how on organisation might utilise pre-existing Scientific Research Findings to its advantage;
- Describe the circumstances under which a company might attract UNESCO funding;
- Determine Projected Revenue;
- Determine the most appropriate legal form for particular entrepreneurial setting;
- Determine when it is appropriate to integrate Industrial and Consumer Sectors, for the purpose of market targeting;
- Discuss a systematic procedure for conducting Social Research, illustrating the purpose for which its findings might be utilised;
- Discuss the extent to which Regional Governments in their own country support Industrial Development;
- Discuss the psychological bases of ‘Consumer Products Aesthetics’;
- Distinguish between ‘ Accounting Depreciation’ and ‘ Real Depreciation’
- Engage in practical exercises to calculate depreciation on capital equipment;
- Explain pertinent aspects of International Convention for Intellectual Property Rights;
- Explain Product as a ‘Concept’
- Explain the Design and Patent Law that pertains to their own country;
- Explain the function of Venture Capitalists in Entrepreneurial Support;
- Explain the part that social values play in Aesthetics;
- Explain the way in which Business ‘Angels’ operate and their motivation for offering support;
- Explain why particular ‘aspects’ should be included in the Business Plan, to enhance its effectiveness;
- Explore the different ways in which Funding for Scientific Research might be realised;
- Formulate a Pricing Strategy, accounting for Cost Variables;
- Highlight the most effective ways in which an organisation can protect its Intellectual Capital;



- Illustrate how a well-constructed Business Plan might be used to Attract Investors and ‘Fund Holders’ ;
- Illustrate the likely subtlety of Industrial Espionage;
- Illustrate the problems and benefits of different legal form of companies;
- Illustrate their internalization of the need to establish the Industrial or Consumer Sector and subsectors that are to be targeted;
- Illustrate their understanding of the ‘Balance Sheet’.
- Indicate how new and expanding business organisations might take advantage of available Social Development Funds;
- Indicate the extent to which Industrial Business Organisations might benefit from City Regeneration Funds and their equivalent;
- Indicate the legal requirement associated with International Trade in their own
- Indicate the most appropriate sources of information on ‘ market trends’;
- Indicate the most appropriate way in which sectoral information might be conveyed to entrepreneurs and businesses seeking to expand;
- Indicate the role of Scientific Research in enhancing an organisation’ s intellectual capital;
- Indicate, accurately, the statutory reporting requirements of a company, based on its legal status and in relation to their specific country;
- Infuriation’, using ‘real world examples’;
- Integrate Fixed and Variable Costs;
- List the most popular International Venture Capitalists and the type of funding that they provide to business start-ups and business expansions;
- List the pertinent factors that are associated with a choice of legal status of a company;
- Make a case for ‘Industrial Products Aesthetics’;
- Outline the different funding pockets that their National Governments provide for business start-ups and expansion;
- Outline the International Convention For Design and Patent;
- Outline the legal requirement for company formation, as it pertains to their particular country;
- Outline the Long-term Consequences of Industrial Sabotage;



- Propose a defense of the notion that ‘Inventions’ are a company’s ‘Intellectual Property’, drawing on the support of International legal cases;
- Propose an unambiguous definition of Intellectual Property
- Propose arguments in favour of Niche and Mass Markets, respectively;
- Propose effective ways of averting and addressing Industrial Sabotage;
- Propose effective ways of Detecting and Averting Industrial Espionage;
- Propose how Business ‘Dragons’ typically view support for entrepreneurial activities;
- Propose how the issues of Pricing, Competition and the ‘Snob Appeal’ might be exploited to enhance the development of consumer products;
- Propose systematic procedure for determining Product Needs and Wants;
- Propose when and how Marketing Research Agents might be utilised for conducting research on entrepreneurs’ behalf;
- Provide ‘contingencies’ based on differing business scenarios.;
- Provide an illustration of the different ways in which Industrial Espionage might manifest itself in an organisation;
- Provide guidance to entrepreneurs on how to adapt a business plan to meet changing circumstances, without losing its focus;
- Rationalise the Military as a Consumer Place the ‘Health Sector’ in the ‘Consumer Sector’ Determine the products type and forms that that will support the conversion activities of ‘Education Sector’;
- Suggest how information on players and market share might be utilised in support of their ‘market entry’.
- Suggest the different ways by which Product Awareness might be enhanced;
- Suggest the general statutory accounting requirement of a company in their country
- Suggest the type of business organisations that will benefit from Economic Development Funds and their equivalent;
- Use International Cases to Determine the Ownership of ‘Intellectual Property’ through the Application of International Convention and Precedent;
- Use simple lay-language to explain the concept of ‘Intellectual Property Rights’.





## Postgraduate Course Contents, Concepts, and Issues.

### Dip. Postgraduate Course Outline.

While, so far, we have Provided Pertinent **Information, Incorporating:** Learning Objectives, Duration, Cost, Target Audience, & Coordinator.

We have withheld Details of: Course Contents, Concepts, & Issues. Delegates will receive the Specifics in attendance, At our International Locations, & Online.



## Module 1 Small Business Start-up, Expansion & Management (1).

**M1 Part 1 – Small Business Start-Up: Small Salient Factors**

**M1 Part 2 – Company Formation and Legal Status: Important Issues to Consider**

**M2 Part 3 – Protecting Inventions: Drawing on Legal Parameters**



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**M2 Part 4 – Intellectual Property Protection, and Industrial Sabotage.**

**M2 Part 5 – Operational Costing Issues**



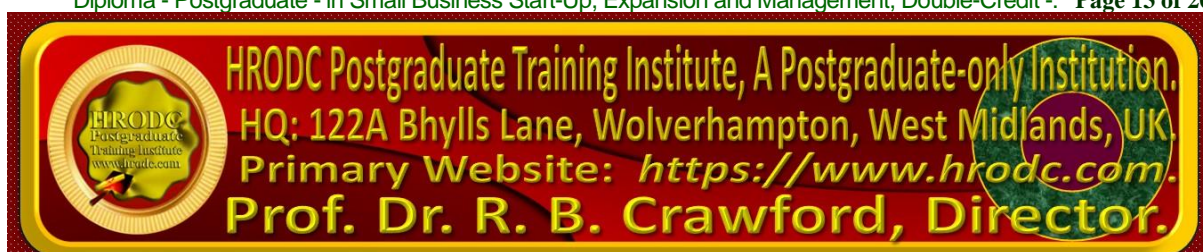
**M2 Part 1 – Operational Costing Issues**

**M2 Part 2 - Industrial Product Design and Marketing**

**M2 Part 3 - Sources of Investment Funds**

**M2 Part 4 - Marketing Industrial and Consumer Products: A Basic Introduction**

**M2 Part 5 - The Business Plan: A Guide to Entrepreneurs and Investors**





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**Regulation For The Awards of:  
Postgraduate Diploma;  
Postgraduate Certificate; &  
Diploma – Postgraduate.**

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**Diploma – Postgraduate; Postgraduate Certificate; &  
Postgraduate Diploma Awards.**

Postgraduate Short Courses are of a minimum of five days' In-Venues (10 days' Online) but less than 6 weeks' In-Venues (less than 10 weeks' Online) duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Certificate and Postgraduate Diploma. Postgraduate Certificate and Postgraduate Diploma represent Programmes of Study, leading or accumulating to Awards bearing their title prefixes. While we, refer to our short studies, detailed above, as 'Courses', those with duration of 6 weeks or 12 weeks In-Venues (10- and 20-weeks' Online) are labelled 'Programmes'. Nevertheless, we conform to popular usage, by often referring to all study durations as 'Courses'. A mark of distinction, though, is that participants in a short course are referred to as 'Delegates', as opposed to the ascription 'Students', which is confined to those studying a Postgraduate Programme.

In line with the above notion, a Postgraduate Certificate might be earned through a 6 weeks' Intensive In-Venues Study, or 10 Online Delivery. Similarly, a Postgraduate Diploma might be studied for 12 weeks In-Venues or 20 weeks. They might also be



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taken through a blend of both modes, providing that a minimum of 6 and 12 Credits and 180 or 360 Credit-Hours, respectively, are earned. You might Pick and Mix Courses, to create your preferred blend of Disciplines, or follow a predesigned Specialist route. They might accumulate from our Postgraduate Short Courses, or through continuous study. [Please click to view and download our List of Specialist Postgraduate Certificate, and Postgraduate Diploma Programmes](#)

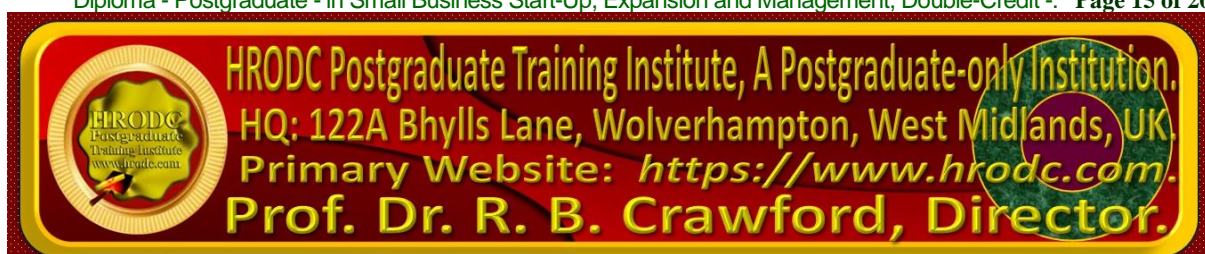


### **Credit-Hours and Credit-Values, in Diploma – Postgraduate - Award**

Credit-Hours are the actual amount of time that a lecturer or tutor spends with his or her students or delegates, in both In-Venues and Online Deliveries. Each Five-Day In-Venues, or a Ten-Day Online (3 hours per day) Course consists of 30 Credit-Hours, while a 6-Day In-Venues (12-day Online) course amounts to 36 Credit-Hours. Because Credit-Values are calculated in multiples of 30 Credit-Hours, 60-89 Credit-Hours have a Double-Credit (2 Credit) value, while 90 Credit-Hours earn a Triple-Credit (3 Credits).

A delegate who successfully completes a Postgraduate Short Course of 30 or more Credit-Hours, but which is less than 180 Credit-Hours (Postgraduate Certificate), is awarded a Diploma – Postgraduate. This Award is assigned Credit-Values and Credit-Hours, as are exemplified by the following:

1. Diploma – Postgraduate – in Organisational Change Management, 30 Credit-Hours;
2. Diploma - Postgraduate - in Trainer Training: Training for Trainers, Double-Credit, 60 Credit-Hours:



3. Conveyancing and Property Valuation: Property Law, Double-Credit, 72 Credit-Hours:
4. Diploma – Postgraduate – in University and Higher Education Administration, Triple-Credit, 90 Credit-Hours;
5. Diploma – Postgraduate – in Tourism and International Relations, Quad-Credit, 120 Credit-Hours.

As in the first example, above, where the Credit-Value is not noted in an Award, it must be assumed that it is a Single-Credit Value.

### Postgraduate Diploma Award

A Postgraduate Diploma Award is achieved with a minimum of 360 Credit-Hours, through continuous study, or an accumulation of Credit-Hours.

### Postgraduate Certificate Award

A Postgraduate Certificate might be gained with a minimum of 180 Credit-Hours, through continuous study or Credit-Hours' accumulation.

### Cumulative Postgraduate Certificate, and Postgraduate Diploma Awards

All Postgraduate Short Courses accumulate to a Postgraduate Certificate and a Postgraduate Diploma, on a 'Pic and Mix' or Specialist basis. This means that we maintain academic records for each delegate, indicating the courses studied, with their Credit-Value and Credit-Hours, as are indicated above, '**Credit-Hours and Credit-Values, in Diploma – Postgraduate – Award**'. The Credit-Hours are aggregated to accumulate to at least 180 and 360 Credit-Hours, for a Postgraduate Certificate and a Postgraduate Diploma, respectively. Each Short Course Award (below a Postgraduate Certificate) indicates both its Credit-Value and Credit-Hours, excepting for Single-Credit.



## Accumulated Postgraduate Certificate, and Postgraduate Diploma Awards

All Specialist Postgraduate Certificate and Postgraduate Diploma Programmes have predetermined Award Titles. Delegates who do not follow a specialism, for accumulation to a Postgraduate Certificate and Postgraduate Diploma, receive a Generalist, rather than a Specialist, Award. However, a Specialist Award is given to delegates who studied at least seventy percent (70%) of their courses in a specialist grouping, as are exemplified above, under the heading **‘Postgraduate Diploma and Postgraduate Certificate Specialist Award Titles’**.

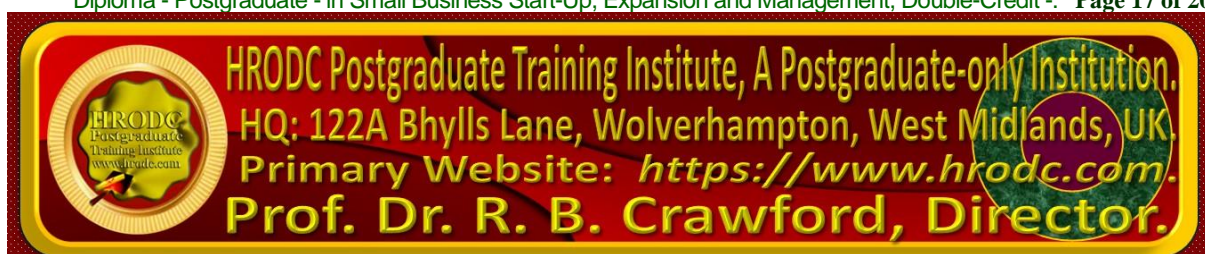


Applicants for Diploma – Postgraduate; Postgraduate Certificate; and Postgraduate Diploma are required to submit the following documents:

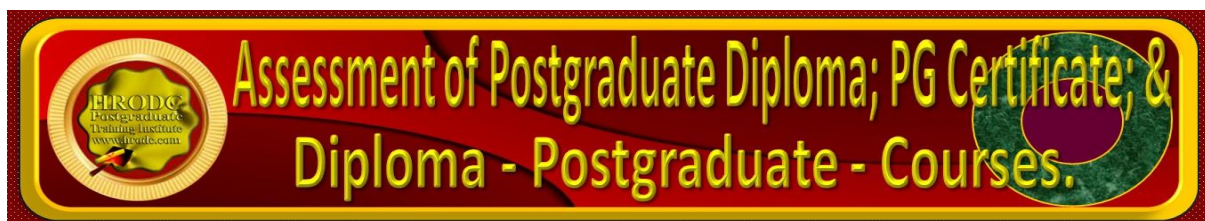
- Completed Postgraduate Application Form, including a passport sized picture affixed to the appropriate section;
- A copy of Issue and Photo (bio data) page/s of the applicant's current valid passport or copy of 'Photo-embedded' National Identity Card;
- Copies of credentials stated in the Application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

## Admission and Enrolment Procedure

- On receipt of all the above documents, they will be forwarded to our 'Admissions Committee', which will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly, and sent Invoices;



- Upon receipt of an applicant's payment, we will send him or her an Official Payment Receipt, and Admission Letter, bearing a copy of the Passport-Type in the respective Application Form.
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary **Immigration Documentation**, to support their application;
- **Joining Instruction** will be sent to Students and Delegates, on time to prepare for their enrolment. The incorporated information include:
  - Venue Name, Location, with specific address;
  - Details of Airport Transfer, where appropriate;
  - Start date and time;
  - Registration details;
  - Daily Schedule;
  - Local Transportation Details;
  - Residential Accommodation Details;
  - Leisure and Shopping Facilities, in the area;
  - General Security Information; among others.



Because of the intensive nature of our Courses and Programmes, for In-Venues, and Online modes, assessment will take place during or at the end of the **'active teaching period'**, adopting differing formats. These structures include, but are not limited to:

- In-Class Tests;
- Text-Case Analyses;
- Video-Case Analyses;
- 'Out-of-Class Assignments';
- Individual Presentations;
- Group Presentations; and
- End of Course Examinations.



Based on these assessments, successful candidates will receive either a:

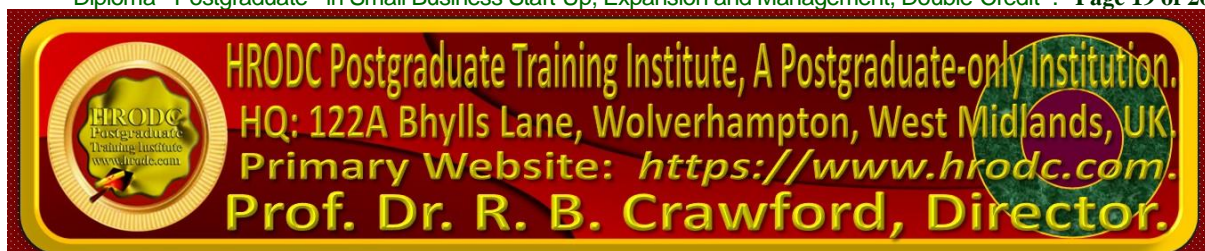
- Diploma – Postgraduate - Award;
- Postgraduate Certificate Award; or
- Postgraduate Diploma Award.

For all the above Awards, a minimum of 70% overall pass is expected. To receive the Awards of Postgraduate Certificate and Postgraduate Diploma, candidates 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 Certificate, 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.



You might study a Postgraduate Diploma, or Postgraduate Certificate, in 20 or 10 weeks, respectively, in the comfort of your offices or homes, through our Postgraduate Training Institute’s Online Delivery Mechanism. We are committed to your achieving the 360 or 180 Credit-Hours, respectively, in line with our **Regulation**, within the stipulated timeframe. The direct “Student-Lecturer-Contact-Times” of 3 hours per day, 6 days per week will ensure that these requirements are met. We aim to fit the tuition around your work, family commitment and leisure, thereby enhancing your maintenance of an effective ‘work-study-life-style balance’, at times convenient to you and your appointed tutor.





**Service Contract, Incorporating:  
Terms and Conditions.**

[Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm)

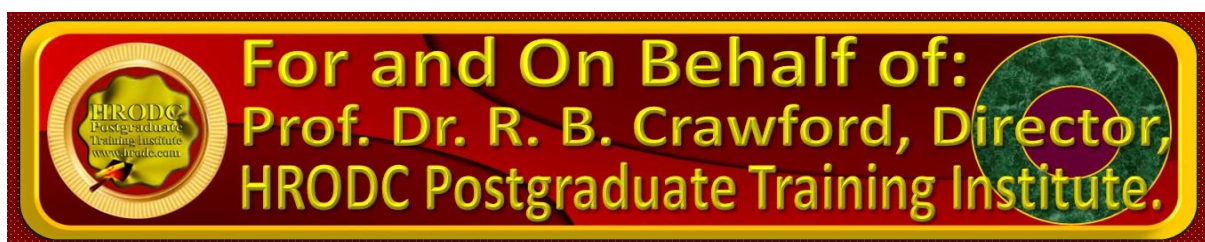
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The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

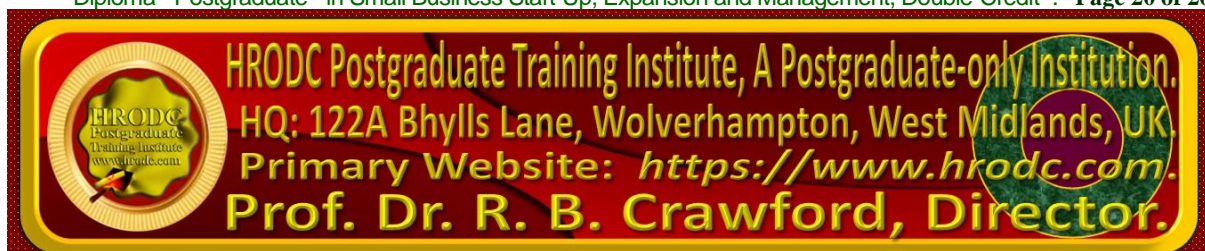


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Our Main Website, & SM Pages,  
To Communicate With, & Follow, Us.**

Icons for: YouTube, LinkedIn, Facebook, Instagram, X, Blogger, Google+, Tumblr, Pinterest, Reddit, TikTok.



**For and On Behalf of:  
Prof. Dr. R. B. Crawford, Director,  
HRODC Postgraduate Training Institute.**



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