



## City & Guild



### We offer The following Courses

- ⇒ Business Management
- ⇒ Accounting
- ⇒ Pharmacy
- ⇒ Journalism and Mass Communication
- ⇒ Legal Studies (ILEX)
- ⇒ Secretarial Studies
- ⇒ Sales & Marketing
- ⇒ Human Resource Management
- ⇒ Information Technology

**PDGIMREDS2024**

## Goldmac Institute of Business Management, Research, and Development Studies



*Developing skills and competence*

## Training Prospectus

### School of Business Studies

Main Campus

Along Kisumu Kakamega Road

P.O Box 42890 – 00100 G.P.O Nairobi

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Whatsapp : +245 748 186 625

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OR

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## COURSE STRUCTURE

### Part 1

- F1. Accounting in Business (AB)
- F2. Management Accounting (MA)
- F3. Financial Accounting (FA)

### Part 2

- F4. Corporate and Business Law (CL)
- F5. Performance Management (PM)
- F6. Taxation (TX)
- F7. Financial Reporting (FR)
- F8. Audit and Assurance (AA)
- F9. Financial Management (FM)

Registration Fee: £ 62 (Subject to revision every year)

### ACCA SUBSCRIPTION REGISTRATION AND FEE DETAILS

By  
1st

January following year of Registration.

Examination fees:

Part 1: **£ 43** per paper

Part 2: **£ 51** per paper

Part 3: **£ 59** per paper

**Marking fee: £ 50**

Payable to Oxford Brookes University on submission of the research and analysis project

Course Benefits:

- Membership with Association of Chartered Certified Accountants on Completion of part 3 and 3 years working experience.
- Direct award with Association of Chartered Certified Accountants on Completion of part 3 and 3 years working experience.
- Direct award of BSc. (Accounting Option) degree by Oxford Brookes University on completion of ACCA part 2 and on submission of research and analysis project and meeting all requirements.
- Enrolment with reputable Universities for masters degree in related fields on completion of ACC part 3

## ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTING (ACCA)

This is an accountancy course for those students who wish to qualify and work as professional accountants, auditors, finance managers, tax and financial consultants. These professional qualifications serve to enrich and even bridge to relevant Bachelors and Masters degrees both locally and internationally.

### ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTING (ACCA) PART I&II

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#### COURSE DETAILS

<b>Intakes:</b>	-	January & June/July
<b>Minimum REQ.</b>	-	KCSE C (plain), Maths C (plain), English C (Plain) or
	-	ABE Certificate for part I or
	-	ABE Diploma II for part II or
	-	KATC Intermediate level for part I
	-	Relevant university degree from a recognized institution or
	-	KACE 'A' level (at least 2 principal passes)
	-	Aged 21 years and above
<b>Duration: 4 Months</b>	Semester 1:	January to April
	Semester 2:	June/July to October
<b>Block Release (1 Month Revision)</b>	Semester 1:	May
	Semester 2:	November
<b>Mode of Study</b>	Full time:	8 am — 4:30 pm Monday to Friday
	Part time:	5:30 pm — 7:30 pm and Saturdays

#### FEES

Tuition	1st Installment	2nd Installment	1rd Installment	Day	Evening
1 Paper	2,000.00	2,000.00	2,000.00	6,000.00	6,000.00
2 Papers	4,000.00	4,000.00	4,000.00	12,000.00	12,000.00
3 Papers	6,000.00 Day 5,000.00 Evening	5000.00	5,000.00	16,000.00	15,000.00

BLOCK Release/Revision Classes: (May and November)

Fees: KShs.: **1,500/=** per subject

### PATH WAY TO UNIVERSITY

- Diploma in Secretarial Administration leads qualigiers to a Bachelors Degree in office Management
- Certificate, Diploma and Advanced Diploma in Business Administration of ABE—London enable successful students pursue Bachelors Degree in Business Administration (BBA), Commerce, Tourism, Hospitality and Masters Degree in the same areas
- Certificate, Diploma and Advanced Diploma in Business Administration from ICM—UK facilitate pursuit of Bachelors Degree in Business Admini Marketing, Hotel and Catering Management, Tourism, Travel and Hospitality
- Certificate and Diploma in Law leads to Bachelors Degree in Law (LLB)
- Certificate, Diploma and Advanced Diploma in Business Information Systems and IT provide opening for pursuit of Bachelor of Science Degree in IT and Management.
- Accountancy courses such as KATC, CPA, CPS, and ACCA leads to University to study Bachelors Degree Programme in Commerce and Masters Degree Programme in Business Administration (MBA)
- A+ Certification leads to further training in PC Software & Hardware Supp



### REGISTRATION REQUIREMENTS

1. Kenya Certificate of Secondary Education (KCSE) original Result Slip or Certificate or equivalent and photocopies of the same
2. National Identity Card and Photocopy of the same
3. 2 Passport size photographs
4. Registration fees of **KShs. 2,000/=**
5. Student's Identity Card application fees of **KShs. 500/=**
6. Graduation fee **KShs. 4,500/=**

## TUITION FEES AND MODE OF PAYMENT

- The fees must be paid termly and should be before the first week of the term. Those paying in installments should pay before 5th day of the month. The parents and sponsors should ensure fees is paid promptly to avoid unnecessary inconveniences to the students.
- Fees is to be paid through GIMREDS Account at any KCB Bank Branch in Kenya **A/C No. 1329904753** Branch name Prestige Plaza Ngong Rd A deposit slip from the Bank must be presented to the Cashier at GIMREDS for issuance of a receipt.
- N/B Personal Cheques are not acceptable. Tuition fee must be paid through the bank or by Banker's Cheque. **FEES ONCE PAID IS NOT REFUNDABLE**

## EXAMINATION FEE

Examination fees for internal examination is KShs. 1,000/= per paper payable through **Paybill No. 4136019** Fees for foreign/external examination will be communicated to you at the time of registration. Such fee will vary depending on the existing exchange rate and fees structure of the concerned examining body. Students are required to make their entries for foreign examinations registration through the NIBS Examinations office before the closing dates.

## ACCOMODATION

Information on accommodation facilities can be made available for foreign and upcountry students.

## MODE OF STUDY

Full Time: 8:00am—4:30pm

Part time: 5:30—7:30 pm &

Saturdays 9:00am to 11:00am and 11:30am to 1:30pm

**EXAMINED BY** **BUSINESS MANAGEMENT PROGRAMMES** **ASSOCIATION**  
**OF BUSINESS** **EXECUTIVES**  
**(ABE)**

## INTRODUCTION:

GIMREDS has so far excelled worldwide and produced the best results in the world with our students receiving awards every year. This course provides professional qualifications that prepare one for a career in Business Administration such as Human Resource Management, Financial Management, Accounting & Marketing. After successful completion of Advanced Diploma, students are admitted to BBA degree programmes in local & Overseas Universities. Both regular (Day) and evening programmes are offered. Our target Groups are K.C.S.E holders, university graduates and all other employees who intend to improve their management/professional skills.

## ADVANCED DIPLOMA IN PURCHASING & SUPPLY MANGEMENT—I.C.M

### INTRODUCTION:

This comprehensive programme is designed for those who will eventually seek management positions within the Purchasing & Supply field. Manufacturers, Wholesalers, retailers, producers and all those involved in the purchase, storage and distribution of goods, stocks and raw materials need skills in purchasing and supply management. Effective and efficient stock control and strong purchasing decision lead to financial growth, profitability and long term development of an organization.

### COURSE DETAILS

<b>Intakes:</b>	- January/March/June/September
<b>Minimum REQ.</b>	- KCSE D+ (Plus)
<b>Duration:</b>	1 Year of 4 semesters (day) 11/4 years of 5 Semesters (Evening)

### COURSE STTRUCTURE:

- Negotiations
- Supply Chain Management
- Store Management & Stock control
- Quantitative Methods for Managers
- Customer Service
- International Purchasing & Supply
- Logistics
- Operations Chain Management
- Purchasing Strategies
- Purchasing and Supply Law

### FEES

**KShs. 12,300** (Day) Per Semester or 2 Installments of

**KShs. 6,300** and **KShs. 6,000**

**KShs. 11,300** (Evening) per Semester or 2 Installments of

**KShs. 6,300** and **KShs. 5,000**

### EXAMINATIONS:

I.C.M Reg fee **£25, £18** per subject.

- Internal and External Public Relations
- Corporate Social Responsibility
- Financial and Investor Public Relations
- Government and Lobbying Activities
- Corporate Advertising
- Issue and Crisis Management
- Interaction between Public Relations and Marketing
- Developing a Research Framework and Evaluation Public Relations efforts.

**FEES** KShs. 8,000 for the whole course or 2 Installments of KShs. 4,000 each  
Evening classes only 5:30pm to 7:30pm

**EXAMINATIONS:** I.C.M External £18

### DIPLOMA IN CUSTOMER SERVICE—I.C.M

#### COURSE DETAILS

**Intakes:** - January/March/June/September

**Minimum REQ.** - KCSE C (Plain) and 2 years and above Working Experience

**Duration:** 3 Months

**COURSE STTRUCTURE:**

- Importance of Customer Service
- Challenges of Customer Service
- Problem Solving
- Strategy & Formulating a plan for Success Empowerment
- Communication in Customer Service
- Coping with Challenging Customers Motivation
- Leadership in Customer Service
- Customer retention and Measurement of satisfaction
- Delivering Customer Service to Changing Market Place
- Excellence in Customer Service

**FEES** KShs. 8,000 for entire Course or 2 equal Installments of KShs. 4,000 each  
Evening Classes only: 5:30pm—7:30pm  
KShs. 6,300 and KShs. 5,000

**EXAMINATIONS:** External: £18

#### EXAMINATION STRUCTURE:

The Business Management Programme is offered at Certificate, Diploma and Advanced Diploma level. The subjects and requirements for each level are indicated below

### CERTIFICATE IN BUSINESS MANAGEMENT—ABE

#### COURSE DETAILS

**Intakes:** - January/February & June/July

**Minimum REQ.** - KCSE D+ (Plus)

**Duration:** 5 Months

**COURSE STTRUCTURE:** . Introduction to Business

- Introduction to Business Communication
- Introduction to Accounting
- Introduction to Quantitative Methods.

**FEES** KShs. 15,000 (Evening) or 3 Installments of KShs. 5,000  
KShs. 16,000 (Day) or 3 Installments of KShs. 6,000, KShs. 5,000 and KShs. 5,000

**EXAMINATIONS:** ABE: £20 per Paper, Reg (ABE) £35

### DIPLOMA IN BUSINESS MANAGEMENT—ABE PART 1

#### COURSE DETAILS

**Intakes:** - January/February & June/July

**Minimum REQ.** - KCSE C (Plain) or ABE Certificate or 2 years working experience.

**Duration:** 5 Months

**COURSE STTRUCTURE:** . Organizational Behaviour

- Financial Accounting
- Economic Principles and their Application to Business
- Quantitative Methods for Business and Management

**FEES** KShs. 15,000 (Evening) or 3 Installments of KShs. 5,000  
KShs. 16,000 (Day) or 3 Installments of KShs. 6,000, KShs. 5,000 and KShs. 5,000

**EXAMINATIONS:** ABE: £25 per Paper, Reg (ABE) £50

### DIPLOMA IN BUSINESS MANAGEMENT—ABE PART 2

#### COURSE DETAILS

**Intakes:** - January/February & June/July

**Minimum REQ.** - Diploma Part 1

**Duration:** 5 Months

**COURSE STTRUCTURE:** . Three Compulsory subjects

- Human Resource Management
- Marketing Policy. Planning & Communication

- Management in Action
- **Plus two** from the following options:
- System Analysis & Design
- Managerial Accounting
- Principles of Business Law

**FEES** **KShs. 15,000** (Evening) or 3 Installments of **KShs. 5,000**  
**KShs. 16,000** (Day) or 3 Installments of **KShs. 6,000, KShs. 5,000**  
and **KShs. 5,000**

**EXAMINATIONS:** **ABE: £25** per Paper,

### **ADVANCED DIPLOMA IN BUSINESS MANAGEMENT—ABE**

#### COURSE DETAILS

**Intakes:** - January/February & June/July  
**Minimum REQ.** - Diploma Part II or Degree in Relevant field  
**Duration:** 5 Months  
**COURSE STRUCTURE:** . Three Compulsory Subjects:  
• Corporate Strategy & Planning  
• Managing in Organizations  
• International Business Case Study  
**Plus two** from the following Options  
• Strategic Marketing Management  
• Strategic Human Resource Management for Business Organizations  
• Corporate Finance  
• Managing the Information Resource.

**FEES** **KShs. 18,000** (Evening) or 3 Installments of **KShs. 6,000**  
**KShs. 19,000** (Day) or 3 Installments of **KShs. 7,000, KShs. 6,000**  
and **KShs. 6,000**

**EXAMINATIONS:** **ABE: £30** per Paper,  
Direct entry registration: **£150**  
Annual Subscriptions: **£25** for Diploma I & II; **£30** for advanced level  
Proof of exemptions required for students taking 1-3 papers.

This programme providing an opportunity to those who by virtue of their work or other inhibiting factors cannot afford to attend regular classes on campus.

### **BUSINESS MANAGEMENT—OPEN LEARNING—ABE**

Equally important and of value is to offer an opportunity for affordable or low cost training for those who may have difficulties in raising funds for on-campus courses.

#### Target Groups

1. School leavers
2. Those already working in the Airline, Travel Agency or Tour Operations Industry
3. Office Secretaries
4. Investors

#### COURSE DETAILS

**Intakes:** - January/March/June/September  
**Minimum REQ.** - C (Plain)  
**Duration:** 1 Year of 4 semesters  
**COURSE STRUCTURE:** . Structure of Travel and tourism

### **CABIN CREW—I.C.M**

- Characteristics of World Destinations
- Tour Operations
- Retail Travel Operations
- Tourism, Marketing and Promotion
- Public Relations
- Cabin Crew
- Air fares and Ticketing
- Galileo
- French/Spanish

**FEES** **KShs. 15,750** per semester of 3 months or 3 equal Installments of **KShs. 5,250**  
**EXAMINATIONS:** **ICM: £18** per Paper;  
Internal Exams: **KShs. 4,000**

In line with attitudes and ethics in Diplomas in Public Relations. The course aims at creating professional PR Managers and support staff. It promotes frequent and positive communication between an organization and the outside world

The professional skills enable the student to keep the office going, instill and sustain order and decorum. It also provides skill in handling customers/clients enquiry, complaints, decisions and assistance. The target group include; Managers, supervisors, receptionists, secretaries, proprietors, entrepreneurs as well as K.C.S.E holders

### **PUBLIC RELATIONS & CUSTOMER SERVICE—I.C.M**

#### COURSE DETAILS

**Intakes:** - January/March/June/September  
**Minimum REQ.** - K.C.S.E C (Plain) & 2 years and above working experience  
**Duration:** 3 Months  
**COURSE STRUCTURE:** . The role of Public relations in organizations  
• The evolution of public relations  
• Strategic perspective of public relations

### **DIPLOMA IN PUBLIC RELATIONS—I.C.M**

## TOURISM, TRAVEL 7 BUSINESS STUDIES—ICM

Air travel and tourism are fastest growing industries in the world. GIMREDS on realization of this rapid rise in tourism & travel demand, provide the program to meet the needs of those who wish to work for Travel agents, Travel shops, Tourist Information centres, Airports, Car Hire Operators, Tour Guides, Tour Directors and other related commercial operators. The program provides skills that make students executive employees in tourism and travel industry.

## DIPLOMA IN TOURISM TRAVEL & BUSINESS STUDIES—ICM

### COURSE DETAILS

<b>Intakes:</b>	-	January/March/June/September
<b>Minimum REQ.</b>	-	C- (Minus)
<b>Duration:</b>		1 Year of 4 semesters
<b>COURSE STTRUCTURE:</b>	.	Fundamentals of Hotel and catering Industry
	•	Numeracy and ststistics
	•	Structure of Travel and Tourism
	•	Business management and administration
	•	Characteristics of world destinations
	•	Retail travel operations
	•	Accounting
	•	Tour operations
	•	Management of travel and tour operations
	•	Tourism Marketing and Promotion
	•	Languages French/Spsnish
	•	Air fares and Ticketing
	•	Galileo

Each term consist of 3 months where 2 subjects are done and examined.

**FEES** **KShs. 15,940** per semester of 3 months or 3 equal Installments of **KShs. 5,320**

**EXAMINATIONS:** **ICM: £18** per Subject; Registration (ICM): **£25**

Languages are examined by K.N.E.C or Internal at: **KShs. 1,000**

### Course Objectives

## FLIGHT CREW AND CABIN ATTENDANCE—ICM

Due to the dynamism of the Airline industry, Airline companies have continued to recruit manpower to serve their local and international clientele.

Certificate in Flight Crew and Cabin Attendance course aims at Training and preparing persons who are to work or invest in the challenging airline industry. The students are trained to work as in-flight service crew, On Board Managers (OBM), Hosts and Hostesses, Airline Ground Staff and Reservations Clerks & Managers. The course therefore, gives trainees exposure both during training and on employment.

<b>Fees per Subject:</b>	<b>KShs. 6,000/=</b>
<b>Reg. ABE</b>	<b>£35 (Certificate) £50 (Diploma), £150 (Advanced Diploma entry)</b>
<b>EXAMINATIONS:</b>	<b>ABE: £20</b> per paper (Certificate), <b>£25</b> per paper (Diploma), <b>£30</b> (Advanced Diploma)
<b>Annual Subscription Fee:</b>	<b>£25</b> (Diploma), <b>£30</b> (Advanced Diploma)

## CERTIFICATE IN HUMAN RESOURCE MANAGEMENT—ABE

### COURSE DETAILS

<b>Intakes:</b>	-	January/February & June/July
<b>Minimum REQ.</b>	-	D+ (Plus)
<b>Duration:</b>		5 Months
<b>COURSE STTRUCTURE:</b>	.	Introduction to business
	•	Business Communication
	•	Managing people
	•	Personnel Administration

Each term consist of 3 months where 2 subjects are done and examined.

**FEES** **KShs. 15,000** (Evening) or 3 instalments of **KShs. 5,000**

**KShs. 16,000** (Day) or 3 installments of **KShs. 6,000, KShs. 5,000 and KShs. 5,000**

**EXAMINATIONS:** **ABE: £25** per paper

## COURSE **DIPLOMA IN HUMAN RESOURCE MANAGEMENT—ABE PART I** DETAILS

<b>Intakes:</b>	-	January/February & June/July
<b>Minimum REQ.</b>	-	Certificate in Human Resource Management
<b>Duration:</b>		5 Months
<b>COURSE STTRUCTURE:</b>	.	Business Communication and presentation
	•	Organizational Behaviour
	•	Human Asset Management
	•	Human Resource Development

Each term consist of 3 months where 2 subjects are done and examined.

**FEES** **KShs. 15,000** (Evening) or 3 installments of **KShs. 5,000**

**KShs. 16,000** (Day) or 3 installments of **KShs. 6,000, KShs. 5,000 and KShs. 5,000**

**EXAMINATIONS:** **ABE: £25** per paper

## COURSE **DIPLOMA IN HUMAN RESOURCE MANAGEMENT—ABE PART II** DE-

<b>Intakes:</b>	-	January/February & June/July
<b>Minimum REQ.</b>	-	Certificate in Human Resource Management
<b>Duration:</b>		5 Months

**COURSE STRUCTURE:** . Economics  
 • Employee Relations  
 • People Planning and Resourcing  
 • Personnel Information Systems  
 • Business Law or Quantitative Methods

Each term consist of 3 months where 2 subjects are done and examined.

**FEES** **KShs. 15,000** (Evening) or 3 instalments of **KShs. 5,000**  
**KShs. 16,000** (Day) or 3 installments of **KShs. 6,000, KShs. 5,000 and KShs. 5,000**

**EXAMINATIONS:** **ABE: £25** per subject

**ADVANCED DIPLOMA IN HUMAN RESOURCE MANAGEMENT—ABE**

**COURSE** **TAILS** **DE-**

**Intakes:** - January/February & June/July  
**Minimum REQ.** - Diploma Part II or Degree in Relevant field  
**Duration:** 5 Months

**COURSE STRUCTURE:** . Corporate strategy  
 • Management Organization  
 • Strategic Human Resource Management  
 • Performance Management and reward  
 • Organizational Change and Development

Each term consist of 3 months where 2 subjects are done and examined.

**FEES** **KShs. 18,000** (Evening) or 3 installments of **KShs. 6,000**  
**KShs. 19,000** (Day) or 3 installments of **KShs. 7,000, KShs. 6,000 and KShs. 6,000**

**EXAMINATIONS:** **ABE: £30** per paper. Direct **Reg. fees £150**

**CERTIFICATE IN TRAVEL, TOURISM & HOSPITALITY—ABE**

**COURSE DETAILS**

**Intakes:** - January/February & June/July  
**Minimum REQ.** - D+ (plus)  
**Duration:** 5 Months

**COURSE STRUCTURE:** . Introduction to Business  
 • Introduction to Accounting  
 • Introduction to Business communication

- Front office Operations and Administration
- Food and beverage Management
- Hotel and Catering Law
- Accounting
- Management Information Systems
- Hospitality Management
- Culinary Theory
- Public Relations
- Business Ethics & Customer Care
- Marketing Hotel & Catering Services
- Languages; French or Spanish

**FEES** **KShs. 16,375** per semester of 3 months or 3 equal Installments of **KShs. 5,460**

**EXAMINATIONS:** **External: £18** per subject.  
**Internal: Languages KShs. 1,000**  
**Registration ICM £18**

**TOUR OPERATION AND TOUR GUIDING COURSE**

**Aims and Objectives**  
 The course is carefully and thoroughly tailored to meet the demand and challenges to tour Guiding Operations in the Country.

**COURSE DETAILS**

**Minimum REQ.** - D (Plain)  
**Duration:** 1 year of 4 semesters

**COURSE STRUCTURE:** . Structure of travel and Tourism  
 • Characteristics of world Destinations  
 • Customer care  
 • Retail travel Operations  
 • Tourism, Marketing and Promotion  
 • Tour operations  
 • Tour guiding  
 • Touristic Geography  
 • Social Anthropology  
 • Air fares and Ticketing  
 • Galileo  
 • French/Spsnish

**FEES** **KShs. 15,750** per semester of 3 Months or 3 equal installments of **KShs. 5,250**

**EXAMINATIONS:** **External Exam ICM: £18** per paper.  
**Internal Exam KShs. 4,000**

## ADVANCED DIPLOMA IN HUMAN RESOURCE MANAGEMENT—ICM

### COURSE DETAILS

<b>Intakes:</b>	-	January/March/ June/September
<b>Minimum REQ.</b>	-	Working Experience of 2 years & above or B- (minus) in K.C.S.E
<b>Duration:</b>	-	1 year of 4 semesters (Evening only) 5:30pm to 7:30pm
<b>COURSE STTRUCTURE:</b>	.	Business Administration and Management
	•	International Business Communication
	•	Business law
	•	Employee relations
	•	Management theory and practices
	•	Human Resource Development I
	•	Human Resource Development II
	•	Training and Development
<b>FEES</b>		<b>KShs. 9,000</b> per semester or 2 equal installments of <b>KShs. 4,500</b>
<b>EXAMINATIONS:</b>		<b>ICM: £18</b> per paper. Direct <b>Reg. fees £25</b>

## DIPLOMA IN HOTEL AND CATERING MANAGEMENT—ICM

The appropriate knowledge and qualification in Hotel Management and Catering. After successful completion of this course, students are equipped with first class career opportunities at supervisory and management levels in hotel and other accommodation facilities like Hostels, Camps and Resorts

GIMREDS graduates are professionally prepared to work as Housekeepers, Food and Beverage Managers, Public Relations Managers, Front Office Administrators, Hotel Managers etc. Others will seek investment in hotel chains as proprietors or owner managers.

Regular (day) programme is available. The course leads to pursuance of a Bachelors degree in Hotel & Catering Management.

### COURSE DETAILS

<b>Intakes:</b>	-	January/March/June/September
<b>Minimum REQ.</b>	-	C (plain)
<b>Duration:</b>	-	11/2 Years of 6 semesters
<b>COURSE STTRUCTURE:</b>	.	Fundamentals of Hotel and catering Industry
	•	International Business Communication
	•	House Keeping and Accomodation Studies
	•	Restaurant Services

<b>FEES</b>	•	Introduction to Travel , Tourism & Hospitality
		<b>KShs. 15,000</b> (Evening) or 3 installments of <b>KShs. 5,000</b>
		<b>KShs. 16,000</b> (Day) or 3 installments of <b>KShs. 6,000, KShs. 5,000 &amp; KShs. 5,000</b>
<b>EXAMINATIONS:</b>		<b>ABE: £20</b> per paper. <b>Reg. (ABE) £35</b>

## DIPLOMA IN TRAVEL TOOURISM & HOSPITALITY—ABE PART I

### COURSE DETAILS

<b>Intakes:</b>	-	January/February & June/July
<b>Minimum REQ.</b>	-	C (Plain) or ABE Certificate
<b>Duration:</b>	-	5 Months
<b>COURSE STTRUCTURE:</b>	.	Economics
	•	Organizational behaviour
	•	Accounting
	•	Travel, Tourism & Hospitality
<b>FEES</b>		<b>KShs. 15,000</b> (Evening) or 3 equal installments of <b>KShs. 5,000</b>
		<b>KShs. 16,000</b> (Day) or 3 installments of <b>KShs. 6,000, KShs. 5,000 &amp; KShs. 5,000</b>
<b>EXAMINATIONS:</b>		<b>ABE: £25</b> per paper. <b>Reg. (ABE): £50</b>

## DIPLOMA IN TRAVEL TOOURISM & HOSPITALITY—ABE PART II

### COURSE DETAILS

<b>Intakes:</b>	-	January/February & June/July
<b>Minimum REQ.</b>	-	Diploma PART I
<b>Duration:</b>	-	5 Months
<b>COURSE STTRUCTURE:</b>	.	Marketing
	•	Human Resource Management
	•	Managerial Accounting
	•	Principles of Business Law
	•	Travel, Tourism & Hospitality
<b>FEES</b>		<b>KShs. 15,000</b> (Evening) or 3 equal installments of <b>KShs. 5,000</b>
		<b>KShs. 16,000</b> (Day) or 3 installments of <b>KShs. 6,000, KShs. 5,000 &amp; KShs. 5,000</b>
<b>EXAMINATIONS:</b>		<b>ABE: £25</b> per paper.

## ADVANCED DIPLOMA IN TRAVEL TOOURISM & HOSPITALITY—ABE

### COURSE DETAILS

<b>Intakes:</b>	-	January/February & June/July
<b>Minimum REQ.</b>	-	Diploma Part 2 or Degree in relevant field
<b>Duration:</b>	-	5 Months
<b>COURSE STTRUCTURE:</b>	.	Corporate Strategy
	•	International travel
	•	Tourism & Hostpitality
	•	Tourism and the Environment
	•	Management Organization
	•	Strategic Marketing
	•	Strategic Human Resource Management

**FEES** **KShs. 18,000** (Evening) or 3 equal installments of **KShs. 6,000**  
**KShs. 19,000** (Day) or 3 installments of **KShs. 7,000, KShs. 6,000 & KShs. 6,000**

**EXAMINATIONS:** **ABE: £30**per paper.  
**Direct Entry Registration (ABE): £150**

## INSTITUTE OF COMMERCIAL MANAGEMENT (ICM) PROGRAMMES

This course provides the student with a qualification which will enable them to progress to higher levels in general management or specialized business or academic careers.

### DIPLOMA IN BUSINESS STUDIES—ICM

#### COURSE DETAILS

<b>Intakes:</b>	-	January/March/ June/September
<b>Minimum REQ.</b>	-	C- (Minus)
<b>Duration:</b>	-	1 year of 4 semesters
<b>COURSE STTRUCTURE:</b>	.	International Business Communication
	•	Business Management and Administration
	•	Numeracy and Statistics
	•	Marketing
	•	Accounting
	•	Economics for Business
	•	Business law
	•	Management Theory & Practice

**FEES** Evening: **KShs. 11,300** per semester of 3 months or 2 installments of **KShs. 6,300 & KShs. 5,000**  
Day: **KShs. 12,300** per semester of 3 months or 2 installments of **KShs. 6,300, KShs. 6,000**

**EXAMINATIONS:** **ICM: £18** per paper.  
**Registration fee: £25**

### DIPLOMA IN SALES MANAGEMENT & MARKETING—ICM

#### INTRODUCTION

This world has become a global market through technology. A new and dynamic sales and marketing environment has emerged. GIMREDS seeks to produce professional sales and marketing persons who are able to give an image to the customers that the company is bigger than they actually think, and to use the IT skills in getting up marketing processes and systems. This programme is designed for those who seek to develop and perfect their marketing skills and knowledge. Both regular (Day) and evening programmes are available. The course leads to Bachelor of Commerce degree (Marketing option) from local and overseas Universities.

### DIPLOMA IN SALES AND MARKETING

#### COURSE DETAILS

<b>Intakes:</b>	-	January/March/June/September
<b>Minimum REQ.</b>	-	D+ (Plus)
<b>Duration:</b>	-	1 year of 4 semesters
<b>COURSE STTRUCTURE:</b>	.	Principles and Practice of Selling
	•	Public Relations
	•	Marketing
	•	Advertising
	•	Business Administration and Management
	•	Quantitative Methods for Managers
	•	International Business Communication
	•	Marketing Management
	•	Economics for Business
	•	Sales and Sales Management

**FEES** **KShs. 11,300** (Evening) per Semester or 2 installments of **KShs. 6,300 & KShs. 5,000**

**KShs. 12,300** (Day) or 2 installments of **KShs. 6,300 & KShs. 6,000**

**EXAMINATIONS:** **£18** per Subject.  
**Registration Fee: £25**

### ADVANCED DIPLOMA IN HUMAN RESOURCE MANAGEMENT—ICM

GIM- offers an advanced Diploma in HRM course which equip students with professional and managerial skills in capacity building, staff training, recruitment, motivation and remuneration. After completion of Advanced Diploma, students are admitted by local and overseas universities for Bachelor of Commerce (HRM option) or attain HRM career opportunities at supervisory and management levels. The target Groups Include KCSE holders, Graduates and those already in employment and would like to enhance their careers.

REDS