

Manchester College of Management Sciences

Agent Pack 2012/13

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MCMSc
Manchester College
Of Management Sciences

Thank you for your interest in representing MCMSc in the recruitment of “bona fide” international students. This pack has been designed to brief prospective agents/recruitment consultants on the expectations we have, from recruitment practices to ethical policies and codes of conduct.

Again, we are grateful, and very much looking forward to collaborating with you.

Contents

Welcome to MCMSc	1
About MCMSc.....	1
Courses Offered.....	2
Full Time Courses (Undergraduate)	4
ISMM (Institute of Sales and Marketing Management).....	4
LCM (London Centre of Marketing).....	8
Full Time Courses (Postgraduate)	14
Full Time English Language Courses.....	15
Short Courses.....	17
ISMM (Institute of Sales and Marketing Management).....	17
Short Courses English Language	20
Compliance Procedure – Admission.....	22
Full Time Courses Entry Requirement.....	23
Full Time Courses Fees Structure.....	23
Terms and Condition for Admission.....	24
Checklist for Agents.....	25
Epilogue.....	26
Criteria for the Appointment of Agents/Representatives.....	27
Agent Application Form.....	29
Agent Agreement.....	32

Welcome to MCMSc

Manchester College of Management Sciences is unique in Manchester as it transforms lives by offering first class education and training in order to enhance skills, improve employability and generate economic prosperity by innovative programme of education. We not only equip you with the necessary qualifications, but also with the life proficiency to succeed.



We pride ourselves on offering top quality education in a warm, compassionate and inspiring environment. We provide Diploma Level 1 to Advanced Diplomas, SIA, ESOL qualifications and many other programmes.

The college is situated adjacent to the Mancunian Way with over 100 on-site parking spaces, For Manchester Central Library, University of Manchester's Library, rail and Metrolink tram services, Manchester Piccadilly Station is a mere ten minute walk, and the College is on numerous bus routes running to and from South Manchester.

About MCMSc

Manchester College of Management Sciences has a highly qualified, trained and experienced faculty also combined with professional skills and practical knowledge to teach students in accomplishing results to the fullest benefits. Learning at a cosmopolitan environment helps students broaden their horizons by communication with students across the world. This presents our students with the added advantage of the opportunity to share ideas and to network, as well as learn from the industry experience and theoretical knowledge of our lecturing team. We offer quality education at a reasonably priced structure, giving you a dual benefit which adds VALUE for your money and also attain Higher Education in Manchester. We offer a varied number of courses to the students aspiring diverse careers. We create excellent opportunities in building up our students' dreams and make them successful in achieving their goals.

- *We offer a range of courses including Business and management, Marketing ICT and accounting courses for full time further and higher education.*
- *Whatever your age, your lifestyle, commitments or ambition we can help you gain the skills and qualifications you need.*

Whatever your ability and whatever you are interested in we can find something for you! Join us, and look forward to a bright future Just look at our achievements to prove it! The college is also committed to assisting and supporting the local community and is actively engaged in this endeavour through various practical initiatives. Choosing the right type of education is important, and sometimes vital. The decision you make will have an effect on your socio-economic life over a considerable period of time and may be irreversible, so it certainly pays to get it right. If you think our activities are interesting and could value your time, I encourage you to continue to explore our prospectus/website.

Courses we Offer

We are proud with our overall excellent education quality in both **Full Time** and **short courses**. In both we offer English language courses as well as three main areas of Business Study with collaboration of UK's only professional body for salespeople **Institute of Sales & Marketing Management** and **The London Centre of Marketing** which recognised as an International Awarding Body by the Office of the Qualifications and Examinations Regulator (Ofqual).

- 1. Sales & Marketing Management**
- 2. Business Management & Marketing**
- 3. Human Resource Development & Marketing**

The Institute of Sales & Marketing Management:

As the UK's only professional body for salespeople the main purpose of the Institute of Sales & Marketing Management (ISMM) is to promote the prestige and integrity of selling.

Whatever stage and sector of industry you are at in your career the ISMM qualifications are an essential part in achieving the skills and knowledge required to develop a long and prosperous sales and marketing career.

Included in your enrolment onto the ISMM course, Manchester College of Management Sciences will organise your ISMM student registration on your behalf. As an ISMM student you are entitled to become an ISMM member where you will enjoy a range of benefits including:

- The recognition of your commitment to progressing your management career
- Free access to regular training seminars held throughout the UK
- Access to additional and discounts on supporting resources.
- Discounts to the UK's top sales event, the ISMM's annual Successful Selling Conference
- Subscription to the specialist sales magazine "*Winning Edge*"

For more information about ISMM please visit www.ismm.co.uk.

Qualification Structure:

Whether you are new or already working as a sales professional for a number of years at a senior level, Manchester College of Management Sciences has capability to suit your requirements and help you develop your skills further.

Overall courses are mapped against the relevant Marketing and Sales Standards Setting Body (MSSSB) standards and against Qualifications and Curriculum Authority (QCA) standards.

Equality of Opportunity:

Our awarding body ISMM endeavours both in setting the structure and content of qualifications, and in its processes and arrangements for assessment and awarding, to:

- Ensure access and equality of opportunity wherever possible without affecting the integrity of the qualification;
- Not create unnecessary barriers to achievement;
- Guarantee fair assessment for all candidates, including those with particular assessment requirements.

The syllabuses of all units state the Learning Outcomes and Indicative Content for the Unit.

Full Time Courses:

Undergraduate:

ISMM; Sales & Marketing Management

ISMM - Level 3: Diploma in Sales and Marketing*					
Unit code	Unit Title	Mandatory /Optional	Length	Credit	Grade
U201	<i>Understanding laws and ethics of selling</i>	<i>Mandatory</i>	<i>12 Months</i>	3	Pass/ Fail/Merit/ Distinction
U301	<i>Preparing and delivering a sales presentation</i>	<i>Mandatory</i>		5	Pass/ Fail/Merit/ Distinction
U302	<i>Handling objections, negotiating and closing sales</i>	<i>Mandatory</i>		6	Pass/ Fail/Merit/ Distinction
U303	<i>Understanding influences on buyer behaviour</i>	<i>Mandatory</i>		3	Pass/ Fail/Merit/ Distinction
U304	<i>Understanding customer segmentation and profiling</i>	<i>Optional</i>		4	Pass/ Fail/Merit/ Distinction
U305	<i>Understanding sales and marketing in organisations</i>	<i>Optional</i>		4	Pass/ Fail/Merit/ Distinction
U306	<i>Using market information for sales</i>	<i>Optional</i>		5	Pass/ Fail/Merit/ Distinction
U307	<i>Time and territory management for sales people</i>	<i>Optional</i>		6	Pass/ Fail/Merit/ Distinction
U308	<i>Planning for professional development</i>	<i>Optional</i>		2	Pass/ Fail/Merit/ Distinction
U309	<i>Prospecting for new business</i>	<i>Optional</i>		4	Pass/ Fail/Merit/ Distinction
U310	<i>Sales pipeline management</i>	<i>Optional</i>		6	Pass/ Fail/Merit/ Distinction

Entry Requirements:

Overseas or Non-EU students required to show English language qualification (i.e. IELTS=4.0 or equivalent as per UKBA guideline). Entrants at Level 3 will normally be either aspiring or practising sales professionals. This is likely to be Level 2 Key Skills Communication and Level 2 Key Skills Numeracy, or their equivalent, including an ISMM Level 2 qualification.

ISMM - Level 4 Diploma in Sales and Marketing Management					
Unit code	Unit Title	Mandatory /Optional	Length	Credit	Grade
U401	<i>Managing responsible selling</i>	<i>Mandatory</i>	12 Months	4	<i>Pass/ Fail/Merit/ Distinction</i>
U402	<i>Understanding segmentation, targeting and positioning</i>	<i>Mandatory</i>		5	<i>Pass/ Fail/Merit/ Distinction</i>
U403	<i>Managing a sales team</i>	<i>Mandatory</i>		6	<i>Pass/ Fail/Merit/ Distinction</i>
U404	<i>Operational sales planning</i>	<i>Mandatory</i>		5	<i>Pass/ Fail/Merit/ Distinction</i>
U405	<i>Sales negotiations</i>	<i>Mandatory</i>		5	<i>Pass/ Fail/Merit/ Distinction</i>
U406	<i>Analysing the marketing environment</i>	<i>Mandatory</i>		5	<i>Pass/ Fail/Merit/ Distinction</i>
U407	<i>Finance for sales managers</i>	<i>Mandatory</i>		7	<i>Pass/ Fail/Merit/ Distinction</i>
U408	<i>Writing and delivering a sales proposal</i>	<i>Mandatory</i>		4	<i>Pass/ Fail/Merit/ Distinction</i>

Entry Requirements:

Overseas or Non-EU students required to show English language qualification (i.e. IELTS=4.0 or equivalent as per UKBA guideline) plus A Level or NVQ Level 3 or equivalent qualification. EU nationals can demonstrate Level 3 skills or related experience.

ISMM - Level 5 Diploma in Sales and Account Management					
Unit code	Unit Title	Mandatory /Optional	Length	Credit	Grade
U401	Managing responsible selling (level 4)	Mandatory	12 Months	4	Pass/ Fail/Merit/ Distinction
U501	Understanding and developing customer accounts	Mandatory		8	Pass/ Fail/Merit/ Distinction
U502	Understanding the integrated functions of sales and marketing	Mandatory		8	Pass/ Fail/Merit/ Distinction
U503	Sales forecasts and target setting	Optional		6	Pass/ Fail/Merit/ Distinction
U504	Leading a team	Optional		6	Pass/ Fail/Merit/ Distinction
U505	Motivation and compensation for sales teams	Optional		6	Pass/ Fail/Merit/ Distinction
U506	Coaching and mentoring	Optional		6	Pass/ Fail/Merit/ Distinction
U507	Designing, planning and managing sales territories	Optional		6	Pass/ Fail/Merit/ Distinction
U508	Analysing the financial potential and performance of customer accounts	Optional		6	Pass/ Fail/Merit/ Distinction
U509	Relationship management for account managers	Optional		6	Pass/ Fail/Merit/ Distinction
U510	Bid and tender management for account managers	Optional		6	Pass/ Fail/Merit/ Distinction
U511	Developing a product portfolio	Optional		6	Pass/ Fail/Merit/ Distinction

Entry Requirements:

Overseas or Non-EU students required to show English language qualification (i.e. IELTS=4.5 or equivalent as per UKBA guideline) plus NVQ Level 4 or equivalent qualification. EU nationals can demonstrate Level 4 skills or related experience. The course is highly recommended for candidates holding the ISMM Level 4 qualification in Sales and Marketing or equivalent.

ISMM - Level 6 Diploma in Strategic Sales Management					
Unit code	Unit Title	Mandatory /Optional	Length	Credit	Grade
U601	<i>Leading a culture for responsible selling</i>	<i>Mandatory</i>	<i>12 Months</i>	4	<i>Pass/ Fail/Merit/ Distinction</i>
U602	<i>Leadership and management in sales</i>	<i>Optional</i>		7	<i>Pass/ Fail/Merit/ Distinction</i>
U603	<i>Planning and implementing sales and marketing strategy</i>	<i>Optional</i>		7	<i>Pass/ Fail/Merit/ Distinction</i>
U604	<i>Sales force organisation</i>	<i>Optional</i>		7	<i>Pass/ Fail/Merit/ Distinction</i>
U605	<i>Sales forecasting and budgeting</i>	<i>Optional</i>		7	<i>Pass/ Fail/Merit/ Distinction</i>
U606	<i>Developing strategic relationships with major customers</i>	<i>Optional</i>		7	<i>Pass/ Fail/Merit/ Distinction</i>
U607	<i>Managing sales-related change</i>	<i>Optional</i>		7	<i>Pass/ Fail/Merit/ Distinction</i>
U608	<i>Developing and using customer insight</i>	<i>Optional</i>		7	<i>Pass/ Fail/Merit/ Distinction</i>

Entry Requirements:

Overseas or Non-EU students required to show English language qualification (i.e. IELTS=5.5 or equivalent as per UKBA guideline) plus NVQ Level 5 or equivalent qualification. EU nationals can demonstrate Level 5 skills or related experience (i.e. practicing high calibre senior sales account managers and leaders with a minimum of 5 years' experience in a sales role and a minimum of 1 year in a senior sales position).

The course is highly recommended for candidates holding the ISMM Level 5 qualification in Sales and Marketing or equivalent.

The London Centre of Marketing

An International Awarding Body committed to providing high quality global education, training and consulting services which raise performance standards for business, encourage lifetime learning and provide professional status for individuals. Working in close partnership with commerce, government, education providers, international development agencies and its own professional membership, London Centre of Marketing has built an enviable reputation for excellence based on global standards and integrity.

London Centre of Marketing is known for the design and development of progressive, practical and multi-functional programmes of study for use by universities, business schools, colleges and other education and training providers and is acknowledged as a specialist in this field.

London Centre of Marketing is recognised as an Awarding Body by the Office of the Qualifications and Examinations Regulator (Ofqual). Ofqual is the new regulator of qualifications in England and currently operates as part of the Qualifications and Curriculum Authority (QCA). Our recognition as an Awarding Body appears on the Register of Regulated Qualifications.

For more information about LCM please visit www.lcmuk.com.

Learning Hours

The learning hours for all Courses of LCM are equal.

160 Guided Learning Hours (GLH)

320 Independent Learning Hours (ILH)

Qualification Structure:

Candidates must attempt a minimum of four modules in total. Three modules are mandatory and the candidate must complete at least one of the two optional modules successfully before the Award can be issued.

Guidance Materials

Each syllabus contains a reading list with titles candidates should base their studies on. In addition, past examination papers for each module in this Award are also posted on our web site.

Internal Quality Control

All examination papers are internally set, marked and moderated.

Courses cover under LCM

- 1) Business Management & Marketing
- 2) Human Resources Development & Marketing
- 3) Sales Management & Marketing

Full Time Courses:

Undergraduate:

LCM; *Business Management & Marketing*

LCM - Level 4: Higher Diploma in Business Management & Marketing				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>Social Marketing</i>	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Integrated Marketing Communications</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	<i>Financial Management</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
4	<i>Brands & Branding</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
5	<i>Tourism Management</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=4.5 or equivalent as per UKBA guideline). Candidates must have completed the Diploma in Business Management & Marketing Award or equivalent.

LCM - Level 5: Professional Diploma in Business Management & Marketing				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>Public Relations</i>	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Business Law</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	<i>Services Marketing</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
4	<i>Corporate Communication</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
5	<i>Principles of Economics</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=4.5 or equivalent as per UKBA guideline). Candidates must have completed the Higher Diploma in Business Management & Marketing Award or equivalent.

LCM - Level 6: Graduate Diploma in Business Management & Marketing				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>International Marketing</i>	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Strategic Marketing Management</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	<i>Entrepreneurship</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
4	<i>Business to Business Marketing</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
5	<i>Internet Marketing</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=5.5 or equivalent as per UKBA guideline). Candidates must have completed the Professional Diploma in Business Management & Marketing Award or equivalent.

LCM; Human Resource Development & Marketing

LCM - Level 4: Higher Diploma in Human Resource Development & Marketing				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>Social Marketing</i>	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Integrated Marketing Communications</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
3	<i>Brands & Branding</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
4	<i>Internal Marketing</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
5	<i>Personnel Management</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=4.5 or equivalent as per UKBA guideline). Candidates must have completed the Diploma in Human Resource Development & Marketing Award or equivalent.

LCM - Level 5: Professional Diploma in Human Resource Development & Marketing				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>Public Relations</i>	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Business Law</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	<i>Services Marketing</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
4	<i>Events Management</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
5	<i>Internet Marketing</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=4.5 or equivalent as per UKBA guideline). Candidates must have completed the Higher Diploma in Human Resource Development & Marketing Award or equivalent.

LCM - Level 6: Graduate Diploma in Human Resource Development & Marketing				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>International Marketing</i>	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Strategic Marketing Management</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
3	<i>Entrepreneurship</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
4	<i>Business to Business Marketing</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
5	<i>Corporate Communication</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=5.5 or equivalent as per UKBA guideline). Candidates must have completed the Professional Diploma in Business Management & Marketing Award or equivalent.

LCM; Sales & Marketing Management

LCM - Level 4: Higher Diploma in Sales & Marketing Management				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>Social Marketing</i>	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Integrated Marketing Communications</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	<i>Financial Management</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction
4	<i>Brands & Branding</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
5	<i>Tourism Management</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=4.5 or equivalent as per UKBA guideline). Candidates must have completed the Diploma in Sales & Marketing Management Award or equivalent.

LCM - Level 5: Professional Diploma in Sales & Marketing Management				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>Public Relations</i>	<i>Optional</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Business Law</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	<i>Services Marketing</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
4	<i>Marketing Research</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
5	<i>Principles of Economics</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=4.5 or equivalent as per UKBA guideline). Candidates must have completed the Higher Diploma in Sales & Marketing Management Award or equivalent.

LCM - Level 6: Graduate Diploma in Sales & Marketing Management				
Unit No.	Unit Title	Mandatory / Optional	Length	Grade
1	<i>International Marketing</i>	<i>Optional</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	<i>Strategic Marketing Management</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	<i>Entrepreneurship</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
4	<i>Business to Business Marketing</i>	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
5	<i>Internet Marketing</i>	<i>Optional</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. ILETS=5.5 or equivalent as per UKBA guideline). Candidates must have completed the Professional Diploma in Sales & Marketing Management Award or equivalent.

Postgraduate Courses:

LCM - Level 7: Business Management & Marketing				
Unit No.	Unit Name	Mandatory / Optional	Length	Grade
1	Marketing & Enterprise Strategy	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	Communications Management	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	Corporate & Business Management	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
4	Leadership	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. IELTS=5.5 or equivalent as per UKBA guideline). Candidates must have completed the Graduate Diploma in Business Management & Marketing Award or equivalent.



LCM - Level 7: Sales & Marketing Management				
Unit No.	Unit Name	Mandatory / Optional	Length	Grade
1	Marketing & Enterprise Strategy	<i>Mandatory</i>	12 Months	Pass/ Fail/Merit/ Distinction
2	Communications Management	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
3	Sales & Accounting Management	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction
4	Organisational Behaviour	<i>Mandatory</i>		Pass/ Fail/Merit/ Distinction

Entry Requirement

Overseas or Non-EU students required to show English language qualification (i.e. IELTS=5.5 or equivalent as per UKBA guideline). Candidates must have completed the Graduate Diploma in Business Management & Marketing Award or equivalent.



Full Time Courses (English)

Certificate in ESOL Skills for Life L1

Course Mode	Full Time
Level	Level 1 (CEFR-B2)
Course Duration	One Year
Awarding Body	EDI / Trinity College London
Subject Area	English Language
Price	£3450

Course Structure

- Speaking & Listening
- Reading
- Writing

Entry requirement

Candidates must have completed the minimum 12 years of formal education & CEFR B1* Level in English Language Skill (i.e. IELTS=4.0 or equivalent as per UKBA guideline).

*Please follow the link for CEFR B1 level

<http://www.ukba.homeoffice.gov.uk/sitecontent/applicationforms/new-approved-english-tests.pdf>

Certificate in ESOL Skills for Life L2

Course Mode	Full Time
Level	Level 2 (CEFR-C1)
Course Duration	One Year
Awarding Body	EDI / Trinity College London
Subject Area	English Language
Price	£3450

Course Structure

- Speaking & Listening
- Reading
- Writing

Entry requirement

Candidates must have completed the minimum 10 years of formal education or Certificate in ESOL Skills for Life L1 & CEFR B1* Level in English Language Skill (i.e. IELTS=4.0 or equivalent as per UKBA guideline).

*Please follow the link for CEFR B1 level

<http://www.ukba.homeoffice.gov.uk/sitecontent/applicationforms/new-approved-english-tests.pdf>

Short Courses (Business Management, Sales & Marketing)

ISMM: Level 1 Award in Sales and Marketing

Unit No.	Unit Title	Mandatory / Optional	Assessment	Credit
U101	<i>Selling lawfully and ethically</i>	<i>Mandatory</i>	<i>Examination</i>	1
U102	<i>Understanding the sales cycle</i>	<i>Mandatory</i>	<i>Examination</i>	3
U103	<i>Understanding marketing</i>	<i>Mandatory</i>	<i>Examination</i>	2
U104	<i>Communication skills in sales</i>	<i>Mandatory</i>	<i>Examination</i>	1
Total Hours				70
<i>Course Fee is £ 560/- plus £ 160/- administrative charges</i>				

ISMM: Level 2 Certificate in Sales and marketing

The Level 2 Certificate in Sales and Marketing consists of a combination of units. To achieve the Certificate, learners must complete each of Units U201, U202, U203 and U204 plus any one of Units U205, U206 or U207, totalling 17 credits.6

Unit No.	Unit Title	Mandatory / Optional	Assessment	Credit
U201	<i>Understanding laws and ethics of selling</i>	<i>Mandatory</i>	<i>Assignment</i>	3
U202	<i>Understanding marketing</i>	<i>Mandatory</i>	<i>Assignment</i>	4
U203	<i>Understanding buyer behaviour</i>	<i>Mandatory</i>	<i>Assignment</i>	3
U204	<i>Sales targets</i>	<i>Mandatory</i>	<i>Assignment</i>	2
U205	<i>Selling to customers</i>	<i>Optional</i>	<i>Assignment</i>	5
U206	<i>Understanding selling to customers</i>	<i>Optional</i>	<i>Assignment</i>	5
U207	<i>Telesales</i>	<i>Optional</i>	<i>Assignment</i>	5
Total Hours				170
<i>Course Fee £ 1,190/- Plus £ 160/- administrative charges</i>				

ISMM: Level 3 Certificate in Sales and Marketing

The Level 3 Certificate in Sales and Marketing consists of a combination of units. To achieve the Certificate, learners must complete each of the mandatory units U201, U301, U302 and U303, totalling 17 credits

Unit No.	Unit Title	Mandatory / Optional	Assessment	Credit
U201	<i>Understanding laws and ethics of selling</i>	<i>Mandatory</i>	<i>Assignment</i>	3
U301	<i>Preparing and delivering a sales presentation</i>	<i>Mandatory</i>	<i>Assignment</i>	5
U302	<i>Handling objections, negotiating and closing sales</i>	<i>Mandatory</i>	<i>Assignment</i>	6
U303	<i>Understanding influences on buyer behaviour</i>	<i>Mandatory</i>	<i>Assignment</i>	3
Total Hours				170
<i>Course Fee £ 1,190/- Plus £ 160/- administrative charges</i>				

Level 4 Certificate in Sales and Marketing

The Level 4 Certificate in Sales and Marketing Management consists of a combination of units. To achieve the Certificate, learners must complete Units U401 and U402, worth 9 credits, and any two optional units worth a minimum of another 9 credits, totalling at least 18 credits.

Unit No.	Unit Title	Mandatory / Optional	Assessment	Credit
U401	<i>Managing responsible selling</i>	<i>Mandatory</i>	<i>Assignment</i>	4
U402	<i>Understanding segmentation, targeting and positioning</i>	<i>Mandatory</i>	<i>Assignment</i>	5
U403	<i>Managing a sales team</i>	<i>Optional</i>	<i>Assignment</i>	6
U404	<i>Operational sales planning</i>	<i>Optional</i>	<i>Assignment</i>	5
U405	<i>Sales negotiation</i>	<i>Optional</i>	<i>Assignment</i>	5
U406	<i>Analysing the marketing environment</i>	<i>Optional</i>	<i>Assignment</i>	5
U407	<i>Finance for sales manager</i>	<i>Optional</i>	<i>Assignment</i>	7
U408	<i>Writing and delivering a sales proposal</i>	<i>Optional</i>	<i>Assignment</i>	4
Total Hours				180
<i>Course Fee £ 1,260/- Plus £ 160/- administrative charges</i>				

Level 5 Certificate in Sales and Account Management

The Certificate in Sales and Account Management consists of a combination of units. To achieve the Certificate, learners must complete each of the mandatory units U401, U501, U502 and U503, totalling 26 credits

Unit No.	Unit Title	Mandatory / Optional	Assessment	Credit
U401	<i>Managing responsible selling (Level 4)</i>	<i>Mandatory</i>	<i>Assignment</i>	4
U501	<i>Understanding and developing customer account</i>	<i>Mandatory</i>	<i>Assignment</i>	8
U502	<i>Understanding the integrated functions of sales and marketing</i>	<i>Mandatory</i>	<i>Assignment</i>	8
U503	<i>Sales forecasts and target setting</i>	<i>Mandatory</i>	<i>Assignment</i>	6
Total Hours				260
<i>Course Fee £ 1,430/- Plus £ 160/- administrative charges</i>				

Level 6 Certificate in Strategic Sales Management

The Level 6 Certificate in Strategic Sales Management consists of a combination of units. To achieve the certificate, learners must complete unit U601 and any three optional units, giving 28 credits.

Unit No.	Unit Title	Mandatory / Optional	Assessment	Credit
U601	<i>Leading a culture for responsible selling</i>	<i>Mandatory</i>	<i>Assignment</i>	7
U602	<i>Leadership and management in sale</i>	<i>Optional</i>	<i>Assignment</i>	7
U603	<i>Planning and implementing sales and marketing strategy</i>	<i>Optional</i>	<i>Assignment</i>	7
U604	<i>Sales force organisation</i>	<i>Optional</i>	<i>Assignment</i>	7
U605	<i>Sales forecasting and Budgeting</i>	<i>Optional</i>	<i>Assignment</i>	7
U606	<i>Developing strategic relationships with major customers</i>	<i>Optional</i>	<i>Assignment</i>	7
U607	<i>Managing sales-related Change</i>	<i>Optional</i>	<i>Assignment</i>	7
U608	<i>Developing and using customer insight</i>	<i>Optional</i>	<i>Assignment</i>	7
Total Hours				280
<i>Course Fee £ 1,540/- Plus £ 160/- administrative charges</i>				

Short Courses (English Language)

English for Academic Purposes

IELTS Preparation	Course Fact file	
Price Include: Tuition Course Material and use of facilities Student welcome pack and Student Card Attendance certificate and End of course report	Length	3 + Weeks
	Age	18+
	Tuition	7 Hours per week
	Total Hours	20-25 Hours
	Flexible	Days/time and Hours
	Level	Intermediate-Advanced
	Start Dates	Weekly
	Price	
Course Fee is £ 75/Week		

General English + IELTS preparation

IELTS Preparation	Course Fact file	
Price Include: Tuition Course Material and use of facilities Student welcome pack and Student Card Attendance certificate and End of course report	Length	2+ Weeks
	Age	18+
	Tuition	10 Hours per week
	Flexible	Days/time and Hours
	Level	Intermediate-Advanced
	Start Dates	Any Monday
	Price	
Course Fee is £ 75/Week		

General English Standard

Preparation	Course Fact file	
Price Include: Tuition Course Material and use of facilities Student welcome pack and Student Card Attendance certificate and End of course report	Length	1+ Weeks
	Age	18+
	Tuition	15 Hours per week
	Flexible	Time/ days/hours
	Level	Beginner-Intermediate-
	Start Dates	Any Monday
	Price	
Course Fee is £ 100/Week		

One to One English Classes

Preparation	Course Fact file	
Price Include: Tuition Course Material and use of facilities Student welcome pack and Student Card Attendance certificate and End of course report	Length	1+ Weeks
	Age	18+
	Tuition	15 Hours per week
	Flexible	Time/ days/hours
	Level	Beginner- Intermediate-
	Start Dates	Any Monday
	Price	
Course Fee is £ 25 /hour		

English for Citizenship

Preparation	Course Fact file	
Price Include: Tuition Course Material and use of facilities Student welcome pack and Student Card Attendance certificate and End of course report Awarding body certificate	Length	3+ Weeks
	Age	18+
	Tuition	8 Hours per week
	Flexible	Time/ days/hours
	Level	Pre Entry
	Start Dates	Any Monday
	Price	
Course Fee £ 360/-		

Compliance Procedure – Admission

Following the review of UKBA and ASIC regulations this document provides the updated protocol to follow in recruiting students here on:

1. Application form/Pre-admission form must be fully completed and in provision prior to admission consideration and are to include:

- Next of kin details
- Academic references
- Copy of passport;
- Copy of education documents (with initial application);
- An IELTS certificate or Recognised/Verifiable equivalent.
- Terms and Conditions must be signed as “Read and Agreed to” and should be forward along with the above

2. All educational documents are referenced to awarding bodies’ “Level of Entry: Qualifications List” to establish the level and eligibility of student to pursue their chosen course of study, after which two interviews will follow: an **English competency** interview and a **field interview**.

3. A lecturer for the relevant course the student has applied for will interview the student to check his/her skills in that particular field and subject. Remarks are noted on the interview form.

4. A substantial deposit towards the tuition fees must be paid directly to LCCMS. Only on successful completion of the above four stages can the application proceed to the Principal for proofing and issuance of Confirmation of Acceptance to studies (CAS).

Full Time Course Entry Requirement

Sales / Marketing and Account Management

Equivalent	Length	Entry Requirement
*Level 1	1-Year	Assessment/Interview
*Level 2	1- Year	Assessment/Interview
*Level 3	1- Year	Assessment/Interview
Level 4	1-Year	Higher certificate /A Level Or relevant qualification or relevant experience an appropriate level of competence in English language, i-e IELTS (4.0) or other equivalent qualification as per UKBA criteria
Level 5	1 Years	Level 4 or equivalent qualification or relevant experience An appropriate level of competence in English language, i-e IELTS (4.0) or other equivalent qualification as per UKBA criteria
Level 6	1 Years	Level 5 or equivalent qualification or relevant experience An appropriate level of competence in English language, i-e IELTS (5.5) or other equivalent qualification as per UKBA criteria

**Level 3 is for Home and EU nationals only*

Full Time Courses Fee Structure

Sales / Marketing and Account Management

Equivalent	Length	Overseas Students	Registration Fee
		Per/ year	
Level 1	1- Year	N/A	£250
Level 2	1 -Year	N/A	£250
Level3	1-Year	N/A	£250
Level 4	1-Year	£3,450.00	£250
Level 5	1-Year	£3,950.00	£250
Level 6	1- Years	£4,750.00	£250
Level 7	1- Years	£5,550.00	£250

Terms and Conditions for Admission

- All admissions will be subject to final approval by the Admission Committee.
- It is the prerogative of the college to refuse admission to a student.
- Once the Student has enrolled and registered for the course of study, a place on the course will be reserved for the Student, and the Student will become liable for the full fees for the course.
- Course fees are all payable in full advance. However, an agreement between the college and the student for payment in instalments may amend the requisite, in which case the payments must be made strictly in accordance to the agreed instalment plan.
- Any default in full payment or payment according to the agreed instalment plan, whatever the case may be, will render the admission liable to cancellation.
- Students must pay their installments as set out in their agreement. Failure to do so will incur a 5% late administration charges on all overdue installments.
- If the Student's visa application is declined, any fee or deposit received will be refunded in full excluding administration charges i.e. £250, to the sponsor or payment authority and subject to conditions (below).
- If the Student's visa application is declined and there is a subsequent appeal, refunds will not be processed until the outcome of the appeal process is finalized. Please note that if your visa has been refused due to low attendance at the college, there will be no refund.
- Refunds may be subject to Visa restrictions and/or Agents' Commission.
- The college reserve the right to refuse any entry to an examination to students who have not cleared their fees liabilities.
- All membership/registration fees of the Awarding bodies, examination fees, late fees and fees for re-sit, certificate replacement etc. are not inclusive in the college fee and the students will be liable for payment of all such expenses for their relevant courses.
- Should the Student decide to withdraw from the course for any reason whatsoever within one month of commencement of the course, the entire amount of all outstanding fees must be paid in full to the College? In the event that the Student has paid the full fees for the course, he/she shall not be entitled to any refund and shall there by forfeit the whole amount paid.
- In case of under-numbering of students for a particular course, the college reserves the right to cancel that course.
- All the students must attend their classes, observing the hours set out for their course. Any default in that direction will be reported to the UKBA after taking the steps laid down in the college policy.
- In the event of absence due to illness, the students shall produce a certificate from a General Practitioner or a Hospital Doctor.
- In case of poor language skills, the students will undertake a remedial English Language Course until achievement of satisfactory standard for continuation of their proposed course.
- Students should be aware that accommodation, books and other resources are not included within the course fees. However, the College may or request is able to supply some books and resources at a discounted rate.
- The college reserve the right to make changes to the structure and content of a course.
- If circumstances exist that makes it inescapable, the college reserves the right not to run a particular course. However, in such case all the students admitted on such abandoned course will be transferred to an alternative course.
- The student should strictly follow all the policies made and enforced by the college; and any violation, thereof, or any Immigration Rule will render a student liable to dismissal, in which case the student so dismiss will not be entitled to the refund of fees.
- MCMSc reserves the rights to amend this policy without prior notice.

Note: By making an Application of Admission to MCMSc, Students acknowledge that they have Read and Understood the Terms and Conditions of Admission.

Check list for Agents

Agent Company Name:

Agent Name:

Country:

Fully completed Application form	
Passport copy of agent or ID Card	
Pictures of buildings and offices	
Office address proof	
Sample of Ad Material	
Copy of Licensing / Registration Certificate	
Copy of signed Agent Agreement	
Copy of any other certifications your company has	

Comments:

Date _____

Signature _____

Epilogue

If you wish to proceed into representing MCMSc, the next step is to read the “Criteria for the Appointment of Agents/ Representatives” and fill the Agents Application Form attached to this pack, and to ensure that all the documents named in the checklist (Section 5) are available and forwarded to the Administration Manager.

Should any further documentation be required, you will be contacted and expected to provide it (including references).

Your application will then be carefully reviewed and you will be informed of the outcome.

Once the final approval has been made, an Agent Agreement will be signed by both parties and certification will be issued by the College.

We are very much looking forward to collaborating with you!

Best wishes,

Principal,
MCMSc

Criteria for the Appointment of Agents/ Representatives:

The following criterion must be fulfilled by the any person wishing to recruit students for Manchester College of Management Sciences:

The Agent/Representative must:

1. Provide one proof of identity.
2. Provide two proofs of address.
3. Provide 2 passport sized photograph.
4. Be 21 or over in age.
5. Be educated to a degree level or equivalent.
6. Have a premises to receive and advice prospective students.
7. Keep premises open to receive students during normal working hours.
8. The said premises must be equipped with means of communications with the college. e.g. internet, telephone lines, fax facilities and also a scanner.
9. The fees collected in lieu of services provided locally i.e. Administration charges, courier fees etc. must be transparent.
10. Must review all applications in the presence of applicants to eliminate clerical errors.
11. Explain to potential students, the significance of maintaining the prescribed levels of attendance, academic progress and violation of immigration rules.
12. Be clearly explained to prospective students the monies that will be refunded and retained as charges in the event of refusal of a student visa application.
13. Transmit all applications, documents and monies received on behalf of MCMSc at the earliest available opportunity.
14. Collect all monies in the form of Drafts drawn in favour of the MCMSc or bank transfers into the college bank account.
15. Provide a professional and courteous service.

The Agent/Representative must not:

1. Give any kind of guarantees regarding places on a course at the college.
2. Give any kind of guarantees regarding visa prospects of students.
3. Have a criminal conviction that is not spent.
4. Give any kind of guarantees regarding employment, either part or full-time in the UK to prospective students.
5. Represent oneself as an employee of MCMSc.
6. Be disrespectful to either prospective applicants or their representatives/parents.
7. Receive monies in the form of cash from prospective students in place of course fees.
8. Retain monies sent for dispersal in place of refunds issued to applicants whose visa applications have been refused or have withdrawn their application.

Manchester College

Of Management Sciences

Prospective International Representative/Agent Application Form

SECTION 1 – Personal Details*

(*To be completed by the most senior person with whom the College may be dealing e.g. Company Director, Senior Manager. The individual must have authority to enter into contractual obligations on behalf of the company.)

Title (<i>Dr, Mr, Mrs, Miss, Ms, Others</i>)		
Family name		
Other name(s)		
Home address		
	House number/name	
	Street name	
	Town/City	
	County/District/State	
	Country	
	Postcode/Zip code	
Telephone with international code		
Mobile		

EDUCATION & TRAINING ACADEMIC QUALIFICATIONS

Undergraduate		
	Title of Award	
	University	
Postgraduate		
	Title of Award	
	University	
Professional qualifications		
	Title of Award	
	Awarding body	

SECTION 2 – COMPANY DETAILS

Title of company				
Note: Commission payments can ONLY be made payable to this name; if requesting payments to be made to the name of an individual, please put this name as "Company"				
Address of company (main office)				
Number and street name				
Town/City				
County/District/State				
Country				
Postcode/Zip code				
Telephone (main office)		Fax		
E-mail		Website		
Number of subsidiary offices				
Location(s) of subsidiary offices				
Date company established				
Number and type of staff employed				
<i>Executive/Management</i>		Full-time		Part-time
<i>Clerical/Administrative</i>		Full-time		Part-time
How many student counselors does the company employ?				
Nationality (ies)/citizenship of students that you wish to recruit				

SECTION 3 - COMPANY HISTORY

Is the company registered with the British Council? (if applicable)		Yes		No
Please state any other UK universities or colleges you represent				
1				
2				
3				
4				
Please indicate how many students did your company send to the UK to study in the last two years?				
In 2008 – 2009		In 2009 – 2010		
_____		_____		
Which nationality were these students?				

How many students you think you could bring to Manchester College of Management Sciences?				

Have you undertaken any education consultancy training?				

Please indicate whether the college can approach your existing university or college clients for the purposes of providing business references		Yes		No
If Yes, please provide reference details				
Reference details				
Contact Name				
Institute Name				
Address 1				
Address 2				
Town/City				
County/District/State				
Country				
Postcode/Zip code				
Telephone				
E-mail				
Please indicate which study programmes from the College portfolio would be of significant interest in the market in which you operate.				
1				
2				
3				
4				
Please provide samples to the College of any promotional material currently in use by the company with any other relevant information in support of your application				

SECTION 4 – CERTIFICATION

I certify that the information provided above, for the purpose of the college assessing the potential of the company to act on behalf of the college in the recruitment of students, is true and accurate

Signature: _____ Name (*Please use BLOCK capitals*): _____

Date: _____

SECTION 5 – SUPPORTING DOCUMENT

- PHOTOCOPY OF AGENCT'S ID
- PHOTOCOPY OF THE CERTIFICATE FOR COMPANY'S REGISTRATION
- PERSOANL PROFILE OF AGENT
- TWO REFERENCE LETTERS

Please return the completed form and any other documents that relevant to or may assist your application. You must send your company brochure to the MARKETING DEPARTMENT at the address below:

Manchester College of Management Sciences
City View House
5 Union Street,
Manchester
M12 4JD
England

[OFFICE USE ONLY]

Signed in support of the application	
Name	
Signature	
Date	
Details of agreement to issue	

Agent Agreement

Between

Manchester College of Management Sciences
City View House, 5 Union Street, Manchester M12 4JD, England
(hereafter referred to as "MCMSc")

And

Establishment:

Address:

(hereafter referred to as "AGENT")

Representative's/AGENT's Area of Operations: Recruitment of Students.

Whereas MCMSc appoints AGENT as its representative in Recruitment of students for all of its programmes and courses offered, unless otherwise stated in any form of communication, on the terms specified below,

MCMSc

1. MCMSc agrees to grant AGENT the authority to introduce and to recommend individual students to MCMSc in accordance with the admission standards and policies of MCMSc, and/or any other guidelines agreed by both parties.
2. MCMSc shall endeavour to provide AGENT complete and up-to-date information on MCMSc with regard to the programmes, course structures, fee schedules, admissions policies, and other important aspects, through one or more media including its website, so as to assist in the proper counselling of prospective students. At its own expense MCMSc shall provide AGENT with samples of its prospectus, information leaflets, application forms, and other useful promotional materials. In addition, AGENT is given permission for unlimited reproduction and distribution of its publicity materials at its own initiative and expenses, so long as that has no negative impact on the image of MCMSc.

3. MCMSc shall endeavour to answer all enquiries and send all correspondences and related documents to AGENT promptly via the most suitable and cost effective means.

4. MCMSc shall send all the necessary documents to AGENT for student visa application, as per its policies in force at the time of application. AGENT agrees that such policies are amendable unilaterally by MCMSc.

5. AGENT has read and understood the "Criteria for the appointment of Agents", which provided separately.

The AGENT/Representative:

1. The AGENT shall advise, evaluate and screen all prospective students and shall collect from the students on behalf of MCMSc the necessary application forms, reports, testimonials, financial guarantee letters, and any other documents as and when requested by MCMSc. These will then be transmitted to MCMSc.

2. The services and responsibilities of the AGENT to MCMSc shall include promotion of MCMSc, its programmes, and other services. The AGENT shall also give advice to prospective students and parents to ensure they have a full understanding before committing to enrolment.

3. When advising individuals and spreading information, the AGENT shall take all reasonable measure to ensure that only factual and up-to-date information is given.

4. The AGENT shall endeavour to introduce and recommend individuals who are academically and financially qualified for admission to MCMSc.

5. The AGENT shall submit complete documentation of the student's application to MCMSc promptly by airmail, or by any other efficient method as required.

6. The AGENT shall ensure that MCMSc receives the tuition fee and any other fees from the students directly (without intermediary) and remitted into its bank account by Telegraphic Transfer (TT) or International Bank Draft (in GBP) before student can be issued with an 'Admission to Manchester College of Management Sciences' letter, the formal proof of admission to MCMSc. The AGENT agrees not to hold such funds unless otherwise instructed by MCMSc in writing.

7. The AGENT will not engage in any false, misleading or deceptive conduct or otherwise breach any of MCMSc's obligations towards the government, the public and students as a whole. The AGENT will also ensure that every effort is made to clamp down on such activities carried out by third parties with intent to profit from, defame, or falsely represent MCMSc, while remaining aware that there might be another AGENT acting on behalf of MCMSc in a different scope of operations within the same country.

8. The AGENT shall ensure, for the refund of student fees that all original documents sent by MCMSc, the original visa refusal letter from the British Embassy or the High Commission or the Consulate and the signed declaration form from MCMSc, shall reach MCMSc before the expiry of 60 days after the date of visa refusal. The AGENT also agrees that MCMSc shall make a refund only to the source it received the money from, unless the student or original payer confirms otherwise. All refund cases are subject to routine investigations by MCMSc for their authenticity.

9. The AGENT confirms that he/she has read and understood the relevant United Kingdom Department for Education and Skills guidelines and has kept conversant with the developments as relevant to such representation.

Admission, Charges to Students and Refunds Procedure:

1. A prospective student makes online/paper application free of charge.

A student whose application is reviewed favourably by MCMSc's Application and Admission Department should receive an '*Offer of a Place*' letter from MCMSc without any cost to them, which would detail what steps the student must take next and what is the minimum necessary payment. Upon satisfactory receipt of the requested minimum fee and of copies of the documents, MCMSc will send an '*Enrolment to Manchester College of Management Sciences*' letter / CAS letter to the applicant (via AGENT if so requested or agreed), which is the required document for applying for a student visa. If the student fails to obtain a visa, but then returns all original documents sent by MCMSc plus the original visa refusal letter from the British immigration office, the minimum payment made will be refunded less the Administrative Fee of £250/-.

The level of administrative fees is subject to periodic review by MCMSc and needs no revision of this agreement.

2. MCMSc agrees with the AGENT that it will refund the tuition fee, and any other fee received from the student into the bank account of a student who is refused an Entry Clearance by the British Consulate or Embassy on their final visa application, less the administrative fees in force at the time as governed by the Tuition Fee Refund Policy of MCMSc, which can be found on Fee and Refund Policy. The refunds are subject to meticulous check by MCMSc including the request of confirmation of student visa refusal from the British immigration office enacting the judgement. MCMSc reserves the right to carry out such investigation, therefore no refunds will be given until a satisfactory confirmation is obtained or the investigation is completed regarding the particular student visa application.

3. When MCMSc refunds an amount of money back to the students or the AGENT, it will normally provide them with a copy of the receipt or the transaction note from the bank via email or fax. A minimum of three weeks should be allowed

for such payments to reach the AGENT or the student once MCMSc despatches such refund before any query is initiated about the refund.

4. MCMSc will not be responsible for the AGENT having its own reasonable administrative charges to students for their services although it will monitor and review whether such charges have an adverse impact on its reputation as a responsible institution.

5. MCMSc will not be responsible for any refund to third party without the refund declaration form signed by MCMSc. (Declaration form is available on request or website)

Commission Payments:

1. For each individual student 'admitted' to MCMSc who has secured a visa and has been sent by AGENT for further registration procedures at MCMSc, it shall pay to AGENT a professional fee (commission) amounting to the percentage of the Minimum Tuition Fees paid by or on behalf of the student for his/her academic courses, but NOT on any moneys paid after their arrival at MCMSc, at the following rates;

- a) If student paid the Minimum Tuition Fees (i.e. 50% of Total Tuition Fee or Less) MCMSc will pay 15% of that amount to AGENT.
- b) If student paid Total Tuition Fee, MCMSc will pay 20% of Total Amount to the AGENT.

2. Payments shall be made only on receipt of invoice, which must include the student's name, student ID number (or date of birth), the courses of study and commencement date.

3. All prospective MCMSc students and the AGENT are encouraged to use only online application, less exceptional cases. In the case of both an online or paper application, the student must enter the Agent ID for the recommending agent or representative in the Student Application/Enrolment Form. If the AGENT fails to ensure that this entry is made the application will be considered to have been made without the recommendation of the AGENT and it will not warrant any commission to the AGENT. MCMSc shall not pay a commission if the student had already submitted an application form to MCMSc without the AGENT's involvement or AGENT ID.

Performance of Duties:

1. MCMSc will review the AGENT's performance annually. This may be by way of student satisfaction surveys, interviews, etc.

2. MCMSc will advise the AGENT that ethical performance by the AGENT is of paramount importance.

Termination:

This Agreement is subject to cancellation by either party on notice of two (2) weeks given via post, email or in person. The Agreement shall be valid for ONE (1) year from the date of signature. Any renewal of the Agreement will have to be negotiated prior to the expiry of current agreement.

If MCMSc becomes aware that the AGENT is engaging in false, misleading or deceptive conduct or otherwise contravening MCMSc's norms, ethics and obligations, MCMSc will immediately advise the AGENT in writing to cease that activity. Following its investigation of the activities of the AGENT, MCMSc may immediately terminate this Agreement and stop accepting students from the AGENT. MCMSc reserves the rights to seek all moral, legal and financial routes in both the UK and the country of the AGENT in order to secure its reputation and interests should such unfortunate situations arise.

THE TERMS OF THIS AGREEMENT ARE HERETO AGREED BY:

Signed for and on behalf of MCMSc:	Signed for and on behalf of AGENT:
Signature: _____	Agent's Signature: _____
Full Name: _____	Full Name: _____
Date: _____	Date: _____
MCMSc's Stamp:	Organisation's Stamp: