



# Message from the President



Many of you will have noticed that our website was unavailable for about 4 months and we do apologise for the inconvenience this has caused both Colleges and students.

We commenced in January 2010 to build a new site with a company who said they were able to do what our Executives required – i.e., our two organisations – MAMSA and SBP on one website and for it to be hosted on our own servers.

This took about 6 weeks but, problems were discovered with the syllabuses for all our examinations on the “download” sections of our site. This took another 5 to 6 weeks to sort out and put right.

All fees were duly paid to this designer and now came the time to upload everything to our site. We then found out that this could not be done. The website had been designed in such a way that our two organisations had been built separately and then linked together and all efforts to load to our site failed. During this “process” the designer was hosting from their own site for about a month, until we were informed by outside sources that our website had suddenly become unavailable.

It then transpired that additional fees were required for hosting despite the fact this had never been mentioned before. We considered this to be very bad business practice and asked for the site(s)! to be burned to disc and given to another designer we had found.

The situation got worse! Two attempts were made to burn CDs and neither of them contained the complete information of the original site(s)! There was no alternative but to start again and we give all credit to our current designer who managed to untangle much of the mess and so avoided a complete re-build.

How important it is to actually **listen** to customers and not give them what you think they should have!

Now let us get down to some current news topics.....

## **UK Government Policies in Action!**

Late last year in the new UK government was asked by NIACE (*National Institute of Adult Continuing Education*) “What rationale is

continued.....2

### **Inside this issue:**

|                               |   |
|-------------------------------|---|
| SBP Revised Membership Scheme | 2 |
| SBP New Programmes            | 4 |
| Ashford College, Singapore    | 5 |
| YMCA College, Zambia          | 6 |
| Ghana Colleges                | 7 |
| Communication                 | 8 |
| Practical Skills              | 9 |

April 2011

## Message from the President.. continued

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there for treating further and higher education differently in policy debates about fees and maintenance?" The reply was "It's about time we treated those involved in further education as grown-ups. For years FE colleges were subjected to the bureaucratic nightmare of the Learning and Skills Council – and the bodies that succeeded it aren't likely to make things much better ..... We are going to streamline FE funding to bring it much closer to the HEFCE (*Higher Education Funding Council for England*) model, pulling down the barriers between higher and further education so that more people get more choice about what they study and where."

There then arose a number of newspaper reports of many Quangos, including those involved in education, were to be cut down. Then, later still, it transpired many were to be merged. We are waiting, with great interest, for things to settle down and will be working with these "newly merged, "condensed" or otherwise "transformed" organisations in the near future.

The UK government is in rather a mess when it comes to deciding who is to be accepted by Universities. At the moment there is a question about the present qualifications for entries as to their standing in the low income and high income classes of society. Apart from this the Universities are to be subsidized by the government and the question is .....who does this help? Whereas some of the senior tutors in Universities are paid very high fees for what they do the whole scene is a complete mixture between who can enter and what does the University get for those that are entering from the lower income section of our society. The question is, how do overseas students gain UK university entrance and at what cost?

## SBP Revised Membership Scheme

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After much effort put into this project, the SBP's membership scheme had been revised to align with the changing needs of industry based training and education and to cater for the needs of working professionals who need a tangible recognition for their work based achievements.

This recognition will be in the form of the newly introduced Senior Professional Qualifications (Snr.Prof.Q) pegged at the National Qualifications Framework (NQF), UK levels 4 through 7. The membership assessment structure is comprehensive, progressive and examinable via competence-based assignments, projects and examinations.

The Professional Qualifications are internationally recognised senior awards for business practitioners and executives that will provide an educational pathway for further studies as well as recognition for their work-based achievements.

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## SBP Revised Membership Scheme continued

### Professional Membership (Senior Professional Qualifications— Snr.Prof.Q.

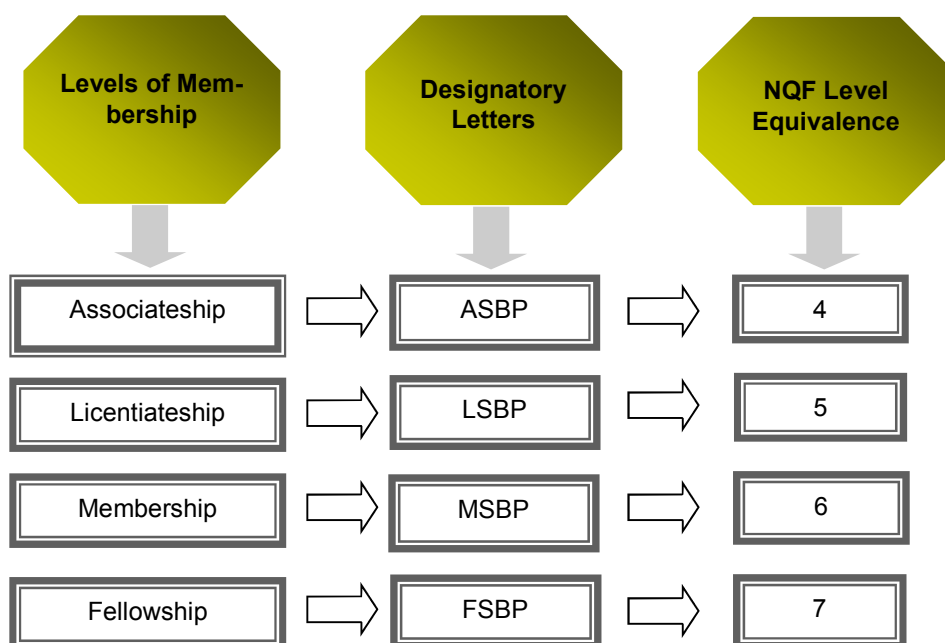
Associateship—ASBP—Taught, Assessed & Validated at NQF level 4

Licentiate'ship—LSBP—Taught, Assessed & Validated at NQF level 5

Graduateship—GSBP—Taught, Assessed & Validated at NQF level 6

Fellowship—FSBP—Taught, Assessed & Validated & NQF level 7

#### Senior Professional Qualifications



These are certified competency-based Membership Awards and open to persons occupied in business practice, who are considered suitable by the Membership Committee and in accordance with the conditions described under "Registration/Entry Requirements".

The Senior Professional Qualifications start from entry level right up to Honours degree level as aligned to the National Qualifications Framework (NQF), UK.

This most significant development in relationship to membership since the establishment of the SBP in 1956 will enable SBP also to provide opportunities to mid career professionals who are now growing in numbers and increasingly need to align themselves to internationally accepted standards.

Further details on the Senior Professional Qualifications are available on the SBP website.

# SBP New Programmes

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These courses have been launched within the last year:

## Graduate Diploma in Entrepreneurial Management (GDEM)

The SBP Entrepreneurship course provides candidates with a highly flexible course that is delivered via full-time, part-time and distance learning. This advanced level programme has a continuous assessment method for candidates who are keen on developing and earning the recognition for this specialist field of study.

## Advanced Diploma in Accounting (ADA)

This accounting course is designed to suit students and business practitioners alike, who wish to embark on a programme to have an in-depth practical knowledge in accounting and finance. The course covers all the essential needs of an NVQ Level 4 qualification, focusing on business finance, book-keeping, financial accounting, audit & basic taxation.

Graduates of the SBP Advanced Diploma in Accounting can apply for continued study with the **Pine Academy Group** to earn advanced credit standing and achieve a pathway to the Association of International Accountants (AIA) final stage examinations.

**Interested?**: The SBP Academia address details are shown on our "**contacts page**"...

## Revised Private Education Act, Singapore

In line with the revised Private Education Act in Singapore, AMGT Management School is now known as Ashford College of Management & Technology. Ashford is now in the process of re-registration with the Council for Private Education (CPE) under the Enhanced Registration Framework that is mandatory for all private education institutions. The Society is assisting Ashford College with the necessary submission to the CPE for successful completion of the process.

For more information on Ashford College ..... see next page

## Entry into Masters Programme for SBP Qualifications

The SBP PGDBA and GDBAM gains direct entry into the Masters Programme of Sunderland University, United Kingdom that is conducted by RDI Hong Kong. For further details visit:

<http://www.rdihongkong.com/vmchk/Business-Management-Pathway/47-MBA/Detailed-product-flyer.html>

# Ashford College of Management & Technology (ACMT) Singapore

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Ashford College of Management & Technology (ACMT), a member of Ashford Management, was established and registered with the Ministry of Education, Singapore in 2002 as Amgt Management School, to provide quality educational and training services for individuals and organisations.



*The reception of ACMT, Singapore*

Ashford is an SBP Approved Study Centre and has obtained the CASE TRUST for Educational accreditation in 2005 and ISO 9001 certification in 2008. The vision is to provide a lifelong learning centre for students to learn and share a commonwealth of knowledge with other members of the school.

Since its inception, Ashford has tied up with various prestigious universities and professional institutions to offer a wide range of distance learning programmes and short courses in business administration and English language courses. The curricula addresses the needs of students, preparing them for future academic studies and career development.

ACMT offers SBP Diploma courses right up to the Graduate Diploma level through part-time studies for Singaporeans and full-time studies for foreign students from Asia.

Ashford College has been complying with new educational quality requirements under the purview of the Council for Private Education (CPE) and is pursuing registration under the Enhanced Registration Framework and EduTrust Certification Scheme. We are pleased to announce this has now been accomplished and we offer our congratulations to all concerned.

April 2011

# YMCA Youth Development Training Centre, Zambia



Only a few years ago Mr Arthur Muleya, the Principal of YMCA, saw a need in Zambia for students qualified in all aspects of Social Work.

After a considerable amount of research and time, programmes were established and reached an acceptable standard by SBP. Both YMCA and SBP went through the due process for recognition by TEVITA and we are pleased to announce this was successful.

Since that time student numbers have increased and now a number of Colleges operate in Zambia under the auspices of YMCA.

A number of Colleges outside Zambia have become interested in these particular programmes and we are pleased to announce the appointment of Bytesize Training Centre in Botswana, who have also received their Government's approval to run courses under the jurisdiction of YMCA.

Congratulations to the Principal, Tutors and staff for making this such a successful operation and, of course, the students who have worked hard to gain the SBP Technical Diplomas.



# MAMSA In Ghana



We are pleased to have the continuing support of two excellent Colleges in Ghana—"College of Selling Management" and "Haavads' (GH) School of Marketing & Language Studies".

These Colleges have a long-standing relationship with MAMSA and have continued to produce high and consistent standards of tuition for our Examinations.

Some of their students have gone on to take our most senior Diploma in Marketing Strategy & Management.



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MAMSA Awards have always emphasised the practical aspects under Examination.

This is especially important when selling .... It is the difference between being a successful sales person or just an order-taker—knowing how to treat each "customer" because everyone is different, an individual whose wants or needs are very personal. This is called "Human Relationships".

A buyer might listen to all the benefits of a product or service but research shows they only actually hear one third of what is said during any presentation". But he or she is only human and, after all, they are a potential customer.

Human relationships are about having patience—and the customer is always right!!!

April 2011

# Communication!

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What is happening to the English language?

Are we altering it or losing it or just wasting time?

Today, there are a number of problems when people make or send **telephone** and/or **email** communications.

## Telephone conversations

Those from overseas and the UK will not wait for the recipient to tune into who is actually on the phone. They start by presuming that whoever answers the phone will immediately, somehow, know who they are and what they want. People from overseas tend to talk very quickly and those in the UK are often reading from a script and hope you catch their name or business details immediately on answering the call.

## Email

People will not think what they are writing. Once again, they presume he/or she is the only person who ever writes in for information and treat their request as though in daily contact.

Communication is a vital part business and always has been, so why are we getting so careless about it? We are not talking to machines which use codes to communicate with each other?

IT is a part of the world today but unless people think before they pick up the telephone or send an email they can waste so much of everybody's time.

So, ask yourself what the recipient needs to know about you before phoning or writing:

- ⇒ Who are you and where are you from?
- ⇒ What is the question you wish an answer to?
- ⇒ Think or read over what you want to say and how you are going to say it.
- ⇒ What sort of impression do you wish to make on the recipient?

IT has been the term for NOT communicating by speech face-to-face so whoever is on the receiving end may not understand or know the reason for it being sent in the first place.

It is time we thought how we communicate, not only with the spoken word or in writing...we have forgotten that people are human beings and not just machines which recognize technical terms or a shortened form of writing or speaking words.

It is time to re-think ... are we making "sense" in what we are saying.

What is IT? The answer is "Information Technology" and, sadly, it is used as an excuse for bad communication.

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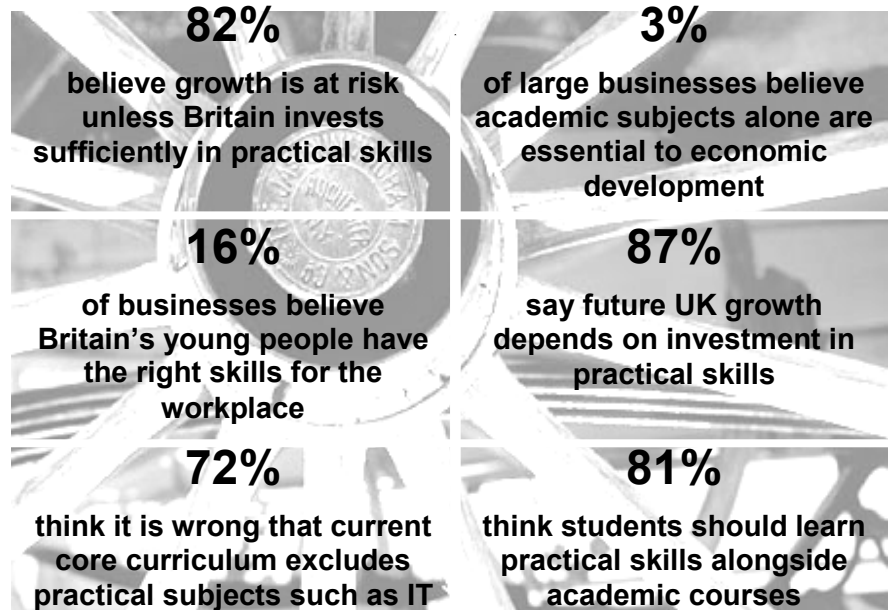


# Practical Skills

## **Learning Curve** Business says practical skills in decline

*"For too long there's been a snobbery around the learning of practical skills in the UK. It's a world away from what Britain's employers believe"*

Rod Bristow President, Pearson UK



*Britain's working age population has lower skills than the populations of America, Germany and France. That's probably the biggest problem facing our economy in the future."*

George Osborne, Budget 2011

Pearson UK has surveyed key industries to discover what schools are failing to teach

Taken from the Daily Telegraph—March 2011

Are University qualifications of limited value?

Not unless you are given the **skills** to use them to your own and your employers advantage! Having practical skills means using what you have learned in theory.

There is a great difference between someone telling you how to do something and you having to think for yourself on how to adapt the information to your particular needs.

MAMSA has always used this principle with Examinations and with the senior Diploma in Marketing Strategy & Management (as far back as 1984!), using a hypothesis to test the theory against the practical operation.

Now, we think SBP should be using the same principle.

**Watch this space!!!!**