

ICE Academy

Prospectus

for

2011/2012



DR.INT



Welcome to ICE Academy working internationally with our partners including EAVA FM and St. Matthews Solution Centre in Leicester. UK.. ICE Academy is an accredited British institution offering Education, Training & Professional development with range of courses in Business, Management, Marketing and Media.

ICE Academy for Education & Professional Development is an accredited British institution offering a range of courses in Business, Management, Marketing and Media. The Academy delivers a range of programmes by qualified and experienced British teaching professionals in the UK, also in United Arab Emirates & India. We specialise in delivering level 3, level 4, level 5 and level 6 professional British qualifications both in UK with overseas centres often supported by local Institutions, Academies and Universities.

We recognise the growing demand for qualifications especially in business, management, media and marketing qualifications which lead to a British accredited degree and post graduate qualifications. Our programmes provide a route to educational & professional development for all students and learners.

ICE Academy is providing a small number of high quality courses. The accreditation is certified by Edexcel, CMI, NCFE others who are some of the largest Examination Organisations in the UK, that provides qualifications to registered Institutions/Universities around the world.

We are specialising in Higher National Diplomas, in Film/TV/Radio and Business, with state of the art facilities that contain modern up to date film/TV/Radio and editing facilities. We have one of the largest production studios in the East Midlands and only use fully qualified teaching staff and professionals to deliver all our course programmes. Many of our staff are still active in commercial business/creative media industries and bring their professional skills and expertise into the delivery of the courses.

How to apply: You should visit our website www.iceacademy.org and find out your course details, download course application and send it to our designated offices. You will then be contacted by us and interviewed. A conditional offer may follow and once confirmed and fees are paid, you will receive letter of confirmation and sent a pre-arrival package from the UK & your CAS Number. You will then apply for your Student Visa Application & arrive to the UK airport where we will arrange to pick you up and bring you to Leicester and to Your pre-arranged accommodation.

Qualifications Warning for Overseas Learners: How can you be sure that the Level 7 qualification or Level 6 qualification you are studying has a real value?

IN England it is possible for a private College or private



About ICE Academy



ICE Academy for Education & Professional Development is an accredited British institution offering a range of courses in Business Management, Marketing and Media. The Academy delivers a range of programmes by qualified and experienced British professionals in the UK, also in United Arab Emirates, India, Asia Pacific and Africa. We specialise in delivering level 3, level 4, level 5 and level 6 courses professional British qualifications at the Academy and with overseas centres often supported by local Institutions, Academies and Universities. We recognise the growing demand for qualifications especially in business management, media and marketing qualifications

which lead to a British accredited degree and post graduate qualifications. Our programmes provide a truly professional route to educational & professional development for all students and learners.



Walter Terry Parrish Cert Ed, MCMI,

Walter has had 25 years experience within the Further Education sector, where he has managed a wide range of programme areas from Professional courses such as Chartered Institute of Marketing, Chartered Management Institute, Chartered Institute of Personnel and Development, thorough to managing 14-19 provision across the college. He was a Director for 14-19 provision until his early retirement in Dec 2009. As a member of the senior management team Walter had an active role in securing the Outstanding OFSTED inspection grade and achieving Beacon Status for the College. In addition Walter was the college lead in forming the Learning South Leicestershire Partnership that successfully introduced Diploma lines across the partnership. Walter has worked as an associate for Edexcel for 15 years, delivering bespoke education and training as well as being part of the External Moderation team for BTEC Business. Walter is currently a Director at the Ice Academy, leading and developing Management training and education with a variety of organisations in India and the Middle East.



Satish Visavadia M.Ed. MCIM. AFAIM. FCFM

Satish is a successful educator with over 20 years of experience in teaching, training and leading educational programmes. He is a member of the Chartered Institute of Marketing, Australian Marketing Institute and an Associate Fellow with the Australian Management Institute and the Fellow of the Chartered Management Institute. Satish qualified as an engineer and later achieved a master's degree in education from the University of Warwick, also a Post Graduate Certificate in Education from the University of Northampton. He has travelled and extensively worked in India and Middle East. Currently a Director at the Ice Academy and also teaches and leads numerous academic programmes.



Neeta Rajput is successful leader in business with a degree in Politics, also teaching qualification in the lifelong Learning Sector. She has many years experience in industry, managing and successfully delivering media courses and projects. She has been involved in directing and producing many television programmes and worked extensively in international markets. She has travelled and extensively worked in India and Middle East. She is currently a Director at the Ice Academy and a

lecturer on numerous academic programmes.



September 2011/ January 2012 Syllabus for UK based students.

An introduction to the qualifications offered by ICE Academy:

HND in Creative Media Production

HND in Business

HND in Travel and Tourism Management

HND in Hospitality Management

These qualifications are accredited by Edexcel, the leading awards body in the UK.

The Higher National Diploma's are a modular Level 5 programmes equivalent to the first two years of an Honours Degree. The HND has 16 Units and takes two years to complete. With one year extra study at a UK University it can become a BA Honours Degree. We expect Edexcel to offer their own Degree topup in the near future.

Each programme has eight mandatory units and eight specialist units. We have designed the programmes to ensure that you have a range of skills to enable you to progress into a wide range of employment areas within your chosen field.

Edexcel BTEC Higher Nationals are designed to provide a specialist vocational programme, linked to professional body requirements and National Occupational Standards where appropriate.

They offer a strong, sector-related emphasis on practical skills development alongside the development of requisite knowledge and understanding. The qualifications provide a thorough grounding in the key concepts and practical skills required in their sector and their national recognition by employers allows direct progression to employment.

A key progression path for Edexcel BTEC HND learners is to the third year of a Degree or Honours Degree programme.

The Edexcel BTEC HND in Business offer a progression route to the professional qualifications offered by various professional bodies in the business sector.



Courses available from September 2011 and January 2012 are:

HND in Business

HND in creative Media Production

The Course dates for the first year are on the website.

Course Fees are:

HND in Business

Subject to markets

HND in Creative Media Production

Subject to markets

HND in Hospitality Management

Subject to markets

HND in Travel and Tourism Management

Subject to markets

The course fees are normally paid for by applying for a Student loan, from the Student Loan Company.

All students must be funded either self or grants



Edexcel BTEC L5 HND in Business

Mandatory Units

- 1 Business Environment
- 2 Managing Financial Resources and Decisions
- 3 Organisations and Behavior
- 4 Marketing Principles
- 5 Aspects of Contract and Negligence for Business
- 6 Business Decision Making
- 7 Business Strategy
- 8 Research Project

Specialist Units

- 13 Personal and Professional Development
- 14 Working with and Leading People 5
- 15 Managing Business Activities to Achieve Results
- 16 Managing Communications, Knowledge and Information
- 18 Advertising and Promotion in Business
- 19 Marketing Planning
- 26 Business Law
- 45 Business Ethics



Edexcel BTEC L5 HND in Creative Media

Mandatory Units

- 1 Contextual Studies for Creative Media Production
- 2 Research Techniques for Creative Media Production
- 3 Project Design, Implementation and Evaluation
- 4 Special Subject Investigation for Creative Media Production

Specialist Units

Practical skills for moving Image

Television Studio Production

Camera lighting techniques

Radio Commercial Production

Interview & Presentation Techniques

Advertisement Production

Development and Techniques of Film and Video Editing

Sound Design for Moving Image Production

Moving Image Documentary Production

Television News

Work Experience in the Creative Media Sector

Career Development for the Moving Image Industries



Edexcel BTEC L5 HND Hospitality Management

- Unit 1: The Contemporary Hospitality Industry
- Unit 2 : Finance in the Hospitality Industry7
- Unit 3: Customer Service
- Unit 4: Research Project
- Unit 5: Food and Beverage Operations Management
- Unit 6: Rooms Division Operations Management
- Unit 7: The Developing Manager
- Unit 8: Marketing in Hospitality

Specialist Units

- Unit 10: Work-based Experience
- Unit 12: Hospitality Operations Management
- Unit 19: External Business Environment
- Unit 34: Heritage and Cultural Tourism Management
- Unit 36: Sport and Leisure Tourism in the UK
- Unit 38: Sustainable Tourism Development
- Unit 39: Tourist Destinations
- Unit 40: Tour Operations Management



Edexcel BTEC L5 HND Travel and Tourism Management

CORE UNITS

- Unit 1: The Travel and Tourism Sector
- Unit 2: Finance and Funding in the Travel and Tourism Sector
- Unit 3: The Developing Manager
- Unit 4: Research Project
- Unit 5: Marketing in Travel and Tourism
- Unit 6: Contemporary Issues in Travel and Tourism
- Unit 7: Sustainable Tourism Development
- Unit 8: Legislation and Ethics in the Travel and Tourism Sector

SPECIALIST UNITS

- Unit 9: Tourist Destinations
- Unit 13: Special Interest Tourism 61
- Unit 14: Tour Operations Management
- Unit 15: Resort Management
- Unit 17: Work-based Experience
- Unit 20: Visitor Attraction Management
- Unit 21: Incoming and Domestic Tourism
- Unit 19: Heritage and Cultural Tourism Management



Media Centre 111 Ross Walk
Leicester. (UK) LE4 5HH.
Tel: 00 44 116 2680798
Fax : 00 44 116 2681578
Email: info@iceacademy.org

