

CENTRE FOR GENERAL MANAGEMENT DEVELOPMENT

Cranfield
UNIVERSITY
School of Management

APPLICATION FORM

NAME OF APPLICANT

COMPANY NAME

Please use this application form for any of the following programmes:

Please tick the programme you are applying for:

Cranfield Directors Programme

☐

Cranfield Advanced Development Programme

☐

Cranfield General Management Programme

☐

Cranfield Talent Development Programme

☐

PROGRAMME DATE

FEE

IMPORTANT INFORMATION

- **Participant Details** must be completed by the applicant, and the **Sponsor's Section** should be completed by a third party, preferably the person to whom the applicant reports.
- Please note that careful consideration is given to each application to ensure that participants and their organisations will get the maximum benefit from the programme. **Therefore please ensure that each section, including the Sponsor's Section, is completed with all relevant details.** We will not be able to proceed with the application unless ***all sections of both forms are completed.***
- **Please also note our Booking Conditions on the reverse of this form, in particular our policy concerning cancellations and transfers.**
- Applicants with less than one year's experience operating in an English-speaking environment should include a statement documenting evidence of English language skills.

Please return the completed application form to:

Sara Shakespeare
Business Development Executive
General Management Portfolio
Cranfield School of Management
Cranfield, Bedfordshire, MK43 0AL
Tel: + 44 (0) 1234 754569
sara.shakespeare@cranfield.ac.uk

FOR PROGRAMME DIRECTOR'S USE.

.....

Date:.....

I accept this participant for the
programme.

PARTICIPANT DETAILS

Please complete in **BLOCK CAPITALS**

Family Name.....

First Name.....

Preferred Name.....

Other Initials..... Dr/Mr/Mrs/Ms Male ☐ Female ☐

Job Title.....

Department.....

Company Name.....

Your Business Address

.....

.....

Postcode/Zipcode Country

Direct Tel No (including area and country code).....

Switchboard Tel No (including area and country code).....

Mobile Tel No Fax No.....

Email.....

Company website

Company Field of Activity or Industry

Your business unit only

No. of employees..... Annual Turnover (in £ or \$).....

Parent Company

No. of employees Annual Turnover (in £ or \$).....

Personal Details

Home Address.....

.....

Postcode/Zipcode Country.....

Tel No (including area and country code).....

Home Email.....

Date of Birth Nationality.....

Emergency Contact Name.....

Tel No Relationship.....

Which address would you prefer correspondence be sent to?

☐ Business ☐ Home

Which address would you prefer to be published on programme participant lists etc?

☐ Business ☐ Home

Joining information will be sent by email. Please select your preferred email address.

☐ Business Email ☐ Home Email

Education

Please list any academic or professional qualifications obtained, giving institution and dates attended.

.....

.....

.....

Employment History

Please list your last three positions (beginning with most recent position) and attach a current CV.

Company	Job Title	Date
.....
.....
.....

Your Present Level of Responsibility

- | | |
|--|---|
| <input type="checkbox"/> Chief executive/president/chairman | <input type="checkbox"/> Managing director/director of board/senior partner |
| <input type="checkbox"/> General, divisional, senior manager/partner | <input type="checkbox"/> Function manager/middle manager/associate |

In your present job a) what is your main function (tick ONE box only) and b) what describes your other responsibilities (tick boxes relevant to you).

- | a b | a b | a b |
|---|---|--|
| <input type="checkbox"/> Academic | <input type="checkbox"/> E-Commerce | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Business Operations/Admin Services | <input type="checkbox"/> Finance | <input type="checkbox"/> Media |
| <input type="checkbox"/> Business Process Engineering | <input type="checkbox"/> General Management | <input type="checkbox"/> Performance Measurement |
| <input type="checkbox"/> Change Management | <input type="checkbox"/> HR/Personnel | <input type="checkbox"/> Production/Engineering |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Information Systems | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Corporate Strategy | <input type="checkbox"/> International HRM | <input type="checkbox"/> Purchasing |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Key Account Management | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Distribution/Logistics | <input type="checkbox"/> Management Training | <input type="checkbox"/> Student |

How did you first hear about this programme? (Please tick one option)

- | | |
|--|--|
| <input type="checkbox"/> Advertisement | <input type="checkbox"/> Recommendation by previous attendee of the programme (please give their name)
Name..... |
| <input type="checkbox"/> Article in a publication | <input type="checkbox"/> Recommendation by someone else in your organisation (please give their name and job title)
Name.....
Job Title..... |
| <input type="checkbox"/> Email Marketing | |
| <input type="checkbox"/> Insert in a magazine | |
| <input type="checkbox"/> Mailing | |
| <input type="checkbox"/> Training Directory - please specify | |
| <input type="checkbox"/> Website - please specify..... | |
| <input type="checkbox"/> Other - please give details..... | |

What business reason prompted you to choose this programme?

- | | |
|---|--|
| <input type="checkbox"/> New appointment or job | <input type="checkbox"/> Change in responsibilities |
| <input type="checkbox"/> Promotion within same function | <input type="checkbox"/> Promotion within different function |
| <input type="checkbox"/> Appraisal system training plan | <input type="checkbox"/> Updating functional knowledge |

Who was involved in the decision-making process? (Please tick one option)

- | | |
|--|---|
| <input type="checkbox"/> The participant | <input type="checkbox"/> Participant's line manager |
| <input type="checkbox"/> Participant and the line manager together | <input type="checkbox"/> Person responsible for development decisions |
| <input type="checkbox"/> Participant and the development decision-maker together | |

Present Position and Development Objectives

Please provide a full description of your current duties and attach relevant organisation charts clearly indicating your reporting relationship with your main board, business unit executive or functional management team.

.....

.....

.....

.....

.....

.....

.....

Number of people who report to you: directly..... indirectly.....

Name of person to whom you report:

Name..... Tel No.....

Job Title..... Email.....

Please give your reasons for wanting to attend this programme, commenting specifically on the following:

The challenges you face in your current role?

.....

.....

.....

.....

The challenges you are likely to face in future roles?

.....

.....

.....

.....

What would you like to gain from attending this programme to help you meet these challenges?

.....

.....

.....

.....

How do you see your future career?

.....

.....

.....

.....

To ensure that you obtain the maximum benefit from this programme, we may need to discuss your application. Please indicate who we should contact in this instance if it is not the person named on the previous page as the person to whom you report:

Name..... Job Title.....

Tel No..... Fax No.....

Email.....

I understand that to fully benefit from this programme I should be free from all professional duties for the duration of the programme. I further understand and accept that my confirmed booking is subject to the cancellation and transfer policy as detailed in the Booking Conditions overleaf.

Participant Signature..... Date.....

DATA PROTECTION ACT 1998

By returning this form you consent to Cranfield Management Development Limited processing your data. We will store the information for the provision of services, administration, and analysis of sales data. We may also share this information with other **Cranfield University** departments for the above purposes. In the future we may write or email you with information about our products and services. **We do not pass your details to third parties to use.** If you **do not** wish to receive further communications from us please tick the box. ☐

If you would not like to receive GMP alumni communications from us please tick this box. ☐

Please complete the payment information section on the following page.

Payment is required no later than eight weeks before the course starts, or immediately for bookings made within eight weeks of the beginning of the course. A VAT invoice will be sent on receipt of payment shortly before the programme.

Authorisation of Payment and Invoice Details

(This section should only be completed by a person with appropriate purchasing authority).

I have read and I accept the Booking Conditions and understand that upon confirmation of this booking I/the organisation will become liable for all the charges including cancellation and transfer charges where appropriate. I also confirm that I am authorised by my organisation to form a contractual relationship with Cranfield School of Management in connection with this booking.

Signature..... Date.....
Title..... Initial(s)..... First Name..... Surname.....
Job Title..... Organisation.....
Address.....
County..... Country..... Postcode/Zipcode.....
Telephone No. Email Address.....
Company registered VAT number.....

Payment Method (tick as appropriate)

☐ Please invoice my organisation. Is a Purchase Order number required on the invoice? ☐ No ☐ Yes

If yes, PO No.

Name and address to which the invoice should be sent if different from participant:

☐ Send to participant ☐ Send to different address, details given below:

Title..... Initial(s) First Name..... Surname.....
Job Title..... Organisation.....
Address.....
County..... Country..... Postcode/Zipcode.....

☐ Cheque. Enclosed is our cheque for £..... (including VAT).

Please make cheques payable to Cranfield Management Development Ltd.

☐ Credit Card. Please note that we only accept Visa, Mastercard and American Express and credit cards will be debited within 7 days of your acceptance on the course.

Please debit my: Visa ☐ Mastercard ☐ American Express ☐ Amount £.....

Card Number

3 Digit Security Code (can be found on the back of the card)

Valid from __/__/____ Expiry Date __/__/____ Cardholder's Name.....

Cardholder's Signature.....

BOOKING INFORMATION

Fees

Fees quoted include tuition, course materials, formal course dinner and accommodation where appropriate, and all meals for the published duration of the course. Fees are subject to Value Added Tax and will have VAT at the current rate added to the fee quoted in the brochure. Organisations established outside the UK are required to pay VAT but, if registered under the VAT regime of their own country, may apply separately for a refund of the VAT paid. We will accept payment in EURO at the rate of exchange against Sterling prevailing at the date of payment.

Shortly after confirmation of the booking a proforma invoice will be sent to you. **Payment is required no later than eight weeks before the course starts, or immediately for bookings made within eight weeks of the beginning of the course.** A VAT invoice will be sent on receipt of payment or shortly before the programme.

Cranfield School of Management provides executive development short courses through **Cranfield Management Development Limited**, to whom cheques should be made payable. Bank details are as follows:

**Cranfield Management Development Limited,
National Westminster Bank plc, 49 High St,
Woburn Sands, Milton Keynes, England
MK17 8YX**

Sort Code: 60-06-56

Account Number: 00218081

VAT Registration Number: 168 4854 63

Please send a remittance advice.

Payment may also be made by Visa or Mastercard.

Cancellation Charges. Our contract with you commences when we write to confirm that we have accepted the participant onto the appropriate programme. If you find that you are unable to attend for any reason then you may cancel, transfer to another programme or transfer your booking to an alternative suitable participant, subject to the following conditions:

All cancellations must be notified in writing to the Client Coordinator. Cancellations will only be effective from the day of receipt. You may cancel at any time up to the first day of the programme subject to the following scale of charges:

Notice Period %	Booking Fee Charged
43 days or more	0%
42 - 29 days	25%
28 - 15 days	50%
14 days or less	100%

For cancellations received after the first module of a modular programme, the entire fee will be retained.

Transfer booking to an alternative suitable participant. You may transfer your booking to an alternative participant who meets the criteria for the programme, up to the first day of the programme, at no extra charge.

Transfer booking to another programme. You may transfer your booking up to 43 days before the start of the programme at no extra charge. If you wish to transfer after this, and at any time up to the first day of the programme, the following scale of charges will apply:

Notice Period %	Booking Fee Charged
42 - 29 days	20%
28 - 15 days	35%
14 days or less	50%

Transfers to a course with a higher fee than the original (either a different course, or a future date where the course fee has been increased), the higher fee will apply.

English Language. The primary language of the programmes is English, and may include a considerable amount of 'business language'. The programmes are intended to be as interactive as possible and they therefore include much group discussion and syndicate work. All participants are expected to participate fully in this process, and are therefore required to have sufficient knowledge of both written and spoken English if they are to benefit from the programmes.

Disability Statement. The University has published a Disability Statement under the terms of the Disability Discrimination Act 1995, which will be of interest to all prospective students who have disabilities. Copies of the statement are available on request.

Accommodation. Participants are usually accommodated in the Cranfield Management Development Centre. Most programme fees include full-board accommodation for the duration of the programme. However, any extras such as telephone charges, newspapers, extra meals etc. should be paid for by the participant on departure. Accommodation can usually be arranged for the night preceding the start date of the programme, at the participant's request (subject to bedroom availability).

The address is: Cranfield Management Development Centre, Wharley End, Cranfield, Bedford, MK43 0HG Tel: +44 (0)1234 751122

Occasionally, other accommodation is used as an alternative to Cranfield Management Development Centre, in which case this is made clear in the joining information.

For full terms and conditions, visit <http://www.cmdl.info/tc.asp>

Cranfield School of Management reserves the right to amend the published programme.