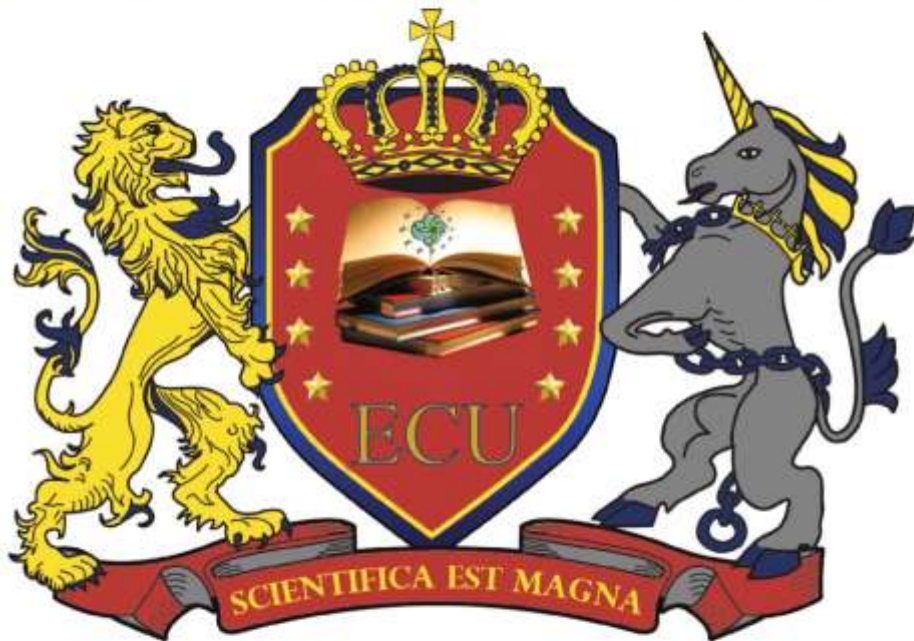


# EUROPEAN CONTINENTAL UNIVERSITY

Work Oriented Professional Knowledge University



Awarding of Knowledge Qualifications & Memberships  
with Quality Seal of Endorsement

A Noteworthy Appreciation of Accomplishment





**Founder & Executive Governor  
General of The European  
Continental University.**

## **Ralph J. Thomas**

Professor Emeritus  
Freeman of London / England & Wales  
Fellow of the Royal Society of Arts  
Colonel of the State of Kentucky (USA)  
Outstanding Persons, Researchers and Professors  
of AEI, Belgium  
Founder: UK Commission for Consistent  
Learning, European Continental University and  
University College of Hospitality and Care,  
Delaware USA.

Many Academic, Knowledge and Vocational Licensed International Universities have conferred upon Ralph J Thomas, the 'Professor Emeritus', 'Grand Doctorate' and 'Doctor of Philosophy' for his vision, mission, concept, support, promotion and elevation of Work Orientated Professional & Vocational Educational Qualifications (WOPVEQ). He may have not published books for public domain, but he has developed, published and implemented worthwhile practical concept programmes such as Admin World, Verification and Examination Structures in Professional Qualifications and Professional Body Memberships for mature working individuals internationally, in enhancing their individual career prospects.

PROF RALPH J THOMAS'S PHILOSOPHY IS THAT THE PRACTICAL ACHIEVEMENTS AND KNOWLEDGE GAINED DOES NOT DEPEND NOR RELY ON THE PURSUIT OF QUALIFICATIONS; RATHER, CREDIT SHOULD GO TO AN INDIVIDUAL'S ACCOMPLISHMENTS. KNOWLEDGE AND HANDS-ON EXPERIENCE ARE VITAL RESOURCES FOR ANY PERSONAL SUCCESS AND PROSPERITY. THE PRIME EXAMPLE FOR THIS STATEMENT ARE UK'S LEADING SUCCESSFUL BUSINESS MAGNATES - SIR RICHARD BRANSON, SIR ALAN SUGAR, AND UK POLITICIAN SIR JOHN MAJOR.

## Professional Endorsements

- Gold Medal of Excellence for the Faculty of Business Administration from CEA (10-02-1996)
- Freeman of the City of London and England & Wales (20-09-2000)
- Companion of the Business Management Association-UK (23-03-2001)
- Member of the Federation of Small Businesses (15-02-2001)
- Full Member - The Association of Freemen of England and Wales (23-03-2002)  
Juror – Manor of Town and Borough of Southwark, the Bursofoot Court Room, Counting House, Court Yard, St. Thomas Street, London (13-11-2002)  
Honorary Professional & Vocational Academic Advisor for the Deputy Minister of Education, Sri Lanka (09-10-2006)
- Conferred with the Highest Award by the Commonwealth of Kentucky-USA that of “KENTUCKY COLONEL” in the year of 2007
- Outstanding Persons, Researchers and Professors and Honorary International Rector of World Information Distributed University of Belgium in the year of 2006
- Member of Presidential Who's Who Among Business & Professional Achievers of USA 2009.

## Distinguished Membership and Academic Tributes

- Member of the Board of Professors of the University of Finance Management, Bialystock(EU)
- Fellow Member of Royal Society of Arts – UK (RSA)
- Fellow Member of Institute of Financial Accountants – UK (IFA)
- Fellow Member of Business Management Association – UK (BMA)
- Fellow of the Institute of Advance Studies of AUOL – USA
- Honorary Academician of International Academy of Russian Academy of Science- Russia
- Member of Royal Commonwealth Society – UK (RCS)
- Silver Fellowship of the Society of Sales & Marketing – UK (SSM)
- Executive Governor General of European Continental University, State of Delaware of USA
- Member of the International American University, State of California of USA

## Academic Qualifications and Professional Membership

- Fellow Member of the International Association of Book-Keepers – UK (IAB)
- Member of Hotel and Catering International Management Association – UK (HCIMA)
- Fellow Member of Institute of Financial Accountants – UK (FFA)
- Fellow Member of Institute of Cost and Executive Accountants – UK (ICEA)
- Fellow Member of British Association of Hotel Accountants – UK (BAHA)
- Bachelor of Business Administration (EU)
- Certificate in Health and Safety from Chartered Institute of Environmental Health – UK
- Certificate in Food Hygiene from Chartered Institute of Environmental Health – UK
- Diploma in Management Studies (EU)
- Doctorate in Business Administration (EU)
- Doctorate of Philosophy in Professional Education (USA)
- Professor Emeritus and Grand Doctorate

# Introduction

ECU's Board of Governors wish to emphasise here that, the Secretary of the State of Delaware Office, USA, do confirm the legitimate incorporation of the non-profit institution The European Continental University (ECU) as the Distance Learning, Non Residential Work Orientated Knowledge Degree Awarding Institution, for Matured Licensed Working Individuals in their respective professions. The qualification is conferred under the scheme of Affirmation for Prior Experience and Learning (APEL). This qualification is examined, assessed, verified and accredited to the comparable quality standard of Qualifications and Credit Framework (QUCF) of United Kingdom by UK-Commission for Consistent Learning (UK-CCL), whose Professional Quality Management Standards (PQMS) are to the highest standards of ISO 9001:2008. As further confirmation of the Legal Incorporation by the State Secretary of Delaware, USA to authenticate the country of license, the University obtained the APOSTILLE Certificate to ascertain the true originality of all certifications.

The ECU originated with the guidelines of UK Professional Body, The Corporation of Executives and Administrators (CEA) which was incorporated in 1981, in Great Britain with articles permitting them to integrate as many faculties it may deem necessary. This vision enabled the Executive Governor General Ralph Thomas (Professor Emeritus) to come up with the concept of the Knowledge University. The State Secretary of the Delaware office has been made aware that, the International Coordinating Centre operating in London will be managed by CEA.

Individuality in professional education is necessary because people are intellectually unique. Some people need formal classroom and scheduled activity. Others function more effectively with hands on work experiences and independent learning, which allows them to pursue their interest at their own pace. Each candidate at European Continental University (ECU) is expected to grow in areas of personal profession. The time needed to complete the requirements for a professional knowledge degree depends upon the candidates' past and present work experiences and learning habits. Remember that ECU learning plans are for the matured and motivated working adult, when utilised properly the successful recipients will have great success in their earning, career or business prospects.

The Executive Governor General Governing Body along with the UK professional Body the Corporation of Executives & Administrators (CEA) incorporated the European Continental University (ECU) as a Non Profit Corporation in the State of Delaware, USA as the combination of the American and European Union's vision with the mission to provide an international option in awarding Professional Knowledge Degree Qualifications.

ECU's Executive Governor General Governing Body wishes to state categorically to everyone concerned that, ECU is not a Federal or State Government owned or regulated University of the United States. ECU makes no representations concerning the acceptance of its degrees in the United States of America. Accreditation in the United States is a voluntary process of external quality review used by higher authorities to scrutinize colleges and universities for quality assurance and quality improvement. The United States has no Federal Ministry of Education or other centralized authority exercising single national control over post-secondary educational institutions in this country. The State of California assume varying degrees of control over education, but, in general, institutions of higher education are permitted to operate with

considerable independence and autonomy. As a consequence, American educational institutions can vary widely in the character and quality of their programmes.

In the same manner ECU is not a United Kingdom University and does not hold a United Kingdom Royal Charter or Act of Parliament. It is a Professional Knowledge Qualification Degree Awarding University conferred under foreign degree-granting authority in the form of its corporate charter from the State of Delaware as a non-domicile Corporation. The Corporation of Executives and Administrators (CEA) is one of the incorporators of ECU and every ECU degree holder is bestowed with CEA's Eminent Certified Membership, this has permitted the International Coordinating Centre and Management Operations to be carried out in Great Britain. ECU does not use the title "University" in respect of its corporate activities within the United Kingdom since this term is restricted by parliament act and law of the land.

Executive Governor General Governing Body has the authority to formalise the rules, regulations, structure of awarding rights and concepts of the Professional Quality Management Standards for their qualifications. Any change in the operation or adoption must have the final approval for the Court of Governors. The main collaborators of ECU are the UK attributed Professional Body, The Corporation of Executives and Administrators (CEA) and UK-Commission for Consistent Learning (UK-CCL). The ECU's Executive Court of Governors wishes to maintain and confirm the European Union infrastructure as per the incorporation of the memorandum of article. A candidate is assessed under the scheme of Accreditation for Career Progress Development (ACPD) or Affirmation for Prior Experience & Learning (APEL) or Academic Route Tutorial (ART).

The University has adopted a range of quality assurance procedures designed to ensure that its practices meet high standards and that the University's distinctive vision is sustained. To this effect ECU's Executive Governor General Governing Body has given the full authority and responsibilities of Assessment, Examination and Verification to UK-Commission for Consistent Learning (UK-CCL). Quality assurance is the fundamental function. ECU itself is charged with the responsibility of its own quality assurance processes. This responsibility is exercised at the University through UK-CCL which is empowered at the highest level to ensure quality delivery to the University's functions and awards. The International Standardization Organization (ISO) is the only quality assurance system recognized by intergovernmental agreement between 148 different countries and is based on the principles of stakeholder satisfaction and continual improvement through quality management systems. Many universities around the world have implemented the internationally recognized ISO 9001:2008 standard and the ISO encourages institutions to adopt the standards in both self-certification and external audit processes. UK-CCL has this approval from the ISO with the Standard and Guideline of BS-EN-9001:2008 with certification number GB-14390. ECU's qualification is examined, assessed, verified and accredited to the comparable quality standard of Qualifications and Credit Framework (QUCF) of the United Kingdom by UK-Commission for Consistent Learning (UK-CCL), whose Professional Quality Management Standards (PQMS) are to the highest standards of ISO 9001:2008.



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## THE CORPORATION OF EXECUTIVES & ADMINISTRATORS

**A Distinguished UK - Professional  
Body Eminent Certified Membership  
for Non UK & European Graduates**



Assessed and verified by  
**UK Commission for  
Consistent Learning**



# A Distinguished UK - Professional Body Eminent Certified Membership for Non-UK and European Graduates



The CEA is a Professional Awarding Body that recognises Work Experience as an Endorsement of Life Long Learning and offers appropriate Professional Knowledge Qualifications and Certified Faculty Memberships under the Schemes of APEL & ACPD.



Visit our Website [www.ceauk.org](http://www.ceauk.org)  
Email: [admissions@ceauk.org](mailto:admissions@ceauk.org)

# A Distinguished UK - Professional Body Eminent Certified Membership for Non-UK and European Graduates



## Eminent Certified Membership

The Governors and Council Members of CEA have unanimously passed the resolution in confirming that the members who are successful in obtaining the Eminent Certified Membership can use appropriate designatory letters after their names.

The Bachelor Degree Holders are eligible to designate  
**Certified Companion of Bachelors (CCB - UK)**

The Master Degree Holders are eligible to designate  
**Honoured Compatriot Masters (HCM - UK)**

The Doctorate Degree Holders are eligible to designate  
**Distinguished Comrade of Doctors (DCD - UK)**

# Synopsis

The Corporation of Executives & Administrators (CEA) is a unique international professional body incorporated and licensed in Great Britain in the year 1981 as a non – profit Professional Body. CEA has been providing UK Professional Memberships by recognising an individual's Hands on Work Experience and Knowledge gained through their working life. The founders of CEA are visionaries and had foreseen the importance of giving valuable recognition for an individual's work experience and life achievement by offering a reputable Professional Membership and elevating the prominence to a satisfactory Professional Rank. The vision for this Professional Endorsement came about by the Founder and First Secretary General Late Prof. Dr. Sushil K Das Gupta in the early eighties and he had made the provision in the Memorandum of Article in 1981. CEA's Founders were the first academic professionals who came to a conclusion to offer different professional memberships under one Professional Association. This helped them to formulate the faculty concept and naming it as a Corporation and modulate provisions in their Memorandum of Article. In the early eighties big organisations were managed by Executive Administrators as the CEO.

The Corporation of Executives & Administrators (CEA) was incorporated as a Licensed QUASI- CHARITY by Limited Guarantee Professional Body under the UK Company's Act 1948 to 1981 section of SIC (92): with not having a share capital with dedicated Company Act code of 9112 to offer legitimate UK Accredited Professional Educational Qualifications with the authority of awarding appropriate Grade of Professional Memberships; from any of the Faculties that may deemed in the year of 1981 September Twenty – First in England and Wales.

Due to the popular request of many existing members, the CEA's Board of Governors by verdure of their Memorandum of Article has unanimously passed a resolution at the Extra Ordinary General to convert the existing Faculty Memberships with the “Affirmation of Certified Status” and members to designate themselves as “Certified Administrators” from September 2006. On the same token, CEA's Board of Council came about in describing the main function of CEA into Two Categories. One division is to cater applicants with CEA Qualifications via Learning Method. The second division is to cater applicants with CEA Professional Memberships via Affirmation for Prior Experience & Learning (APEL) and Accreditation for Career Progress Development (ACPD).

CEA's membership is open to any person employed by small or large firms, local & central governments, national industries and public utilities. Members are also accepted by submitting assignments or dissertations with the prior approval of CEA's Education and Membership Committee (EMC). CEA's founder members are proud to state that, they were the first unique Professional Body in the UK to come about with this notion of visualizing to offer professional qualifications memberships under one umbrella for various categories of professions. Added to this, they were the first to hold a colorful graduation ceremony especially in the year of 1992 in conjunction with Fairfax University of USA. This was master minded by the Seventh Secretary General Ralph J Thomas. Now it is continued in alliance with the Knowledge University, European Continental University of the State of Delaware, USA.

CEA Certified Membership is aUK  
Endorsement For Professional  
Accomplishment.



# The Tangible Benefits in CEA's Memberships

- Providing professional status for men and women of any age who have educational or vocational qualifications and who are desirous to acquire a credible professional image in their respective field of work.
- Disseminating information in journals “Admin World” and newsletter “Admin Times” issued regularly which are free to all members.
- Stimulating discussion and exchange of views by holding conferences and meetings, by issuing professional publications.
- Organizing visits to other countries to make comparative studies in the field of vocational and professional education.
- Communicating member's view in the form of recommendations to government and private sector departments.
- Forming local and overseas branches so that members may have opportunities to discuss mutual interests.
- Providing a bureau for members seeking employment.
- Guidance & protection under the direction of members and to provide direct membership in accordance with membership requirements and grades awarded, at the discretion of the Council.
- Informing the members & public on matters related to any profession through press releases and articles.
- Participation in activities, such as those initiated by the Government to formulate and sustain the policy of vocational and professional education.
- Maintaining a number of sub-committees operated by members such as those regarding Membership, Disciplinary Matters, Industry Arbitration, Standards, Ethics, Code of Conduct, Education, etc.
- Credit Transfer of Learned Diplomas towards selected Professional Knowledge Degrees.
- CEA's Faculty Members can apply for Professional Knowledge Degree Qualifications with the European Continental University of Delaware, USA by full credit transfer.
- Special discounted facilities with Health Clubs, Travel Agents, Hotel & Leisure Organisations
- Degree holders can apply for CEA's Eminent Certified Membership.
- Scholarship offer for CEA Faculty Members to achieve the Professional Knowledge Qualifications with the European Continental University of Delaware, USA.



**Benefits**

# EMINENT CERTIFIED MEMBERSHIP STRUCTURE

The Governors and Council Members of CEA have come to a conclusion, that since 2005 the necessity for a “Eminent Exceptional Membership Certificate of Endorsement” for the graduates outside of United Kingdom; with the exceptional UK/European Professional Certified Membership to enhance the Professional Status, to further their working career is valuable. To this effect, CEA's Membership Council has taken on the task of assessing the suitable graduates from the legitimate universities for this Exceptional Certified Membership. This grade of membership has given many graduates from the developing countries, what they were seeking for the past several years as an unbelievable unique professional endorsement.

This exceptional reputable Eminent Certified Professional Membership is to enhance the individual's professional image the society and the work place. To implement this scheme, the CEA's Membership Council has added a special Membership Grade in recognising the degree qualifications awarded by any legitimate universities as an endorsement to confirm their individual achievement for Professional Status. This endorsement of Membership came to effect from September 2007, which was unanimously approved by the Executive Board of Governors and Membership Council of CEA. This authorization was possible because of the Memorandum of Article which had the option to consider the offering of this unique certified membership.

This Eminent Exceptional Membership is to meet the growth of the Third millennium in enhancing accreditation for degree holders. In another words, CEA's dedicated objective is to encourage the Work Oriented Professional and Vocational Degree Qualifications worldwide. CEA believes that along with the Traditional Degree, the Hands on Degree must be given due place in the market of employment. To this effect, this Exceptional Eminent Certified Membership will be a marketing instrument. As the world's economy is totally relying on modern technology, Professional Qualifications and Memberships are of vital importance for the professionalism. CEA is dedicated to be the beacon for facilitating Quality Professional and Vocational Qualifications and internationally accepted Certified Professional Memberships.



## EMINENT CERTIFIED MEMBERSHIP

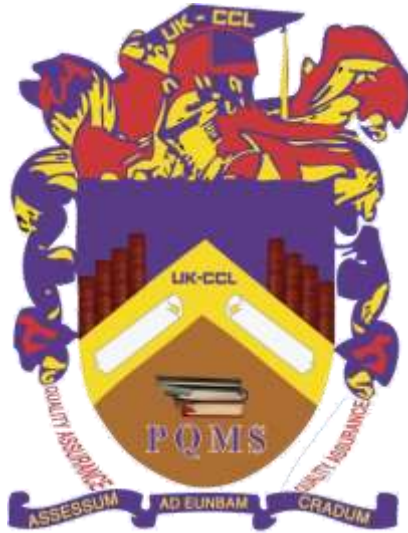
The Governors and Council Members of CEA have unanimously passed the resolution in confirming that the members who are successful in obtaining the Eminent Certified Memberships can use the appropriate

# CEA'S Elevated Moral Values

- To improve qualifications, maintain quality and practices, towards maintaining appropriate methods of learning to enhance individual achievements.
- To facilitate "best practices" and quality assurance on an international basis thus enabling members to enter into a dialogue and to learn from each other.
- CEA believes that international cooperation can help higher learning institutions from different nations to learn from each other without any dwindling of their autonomy.
- CEA will negotiate between professional and vocational institutions / organisations and offer solutions to resolve any problems, when deemed necessary.
- Assurance of professional quality, reliability, administrative responsibility and capability.



- CEA Professional Quality Seal confirms the assurance to any individual, employer and establishment of quality standards according to UK-CCL Standards Compliance.
- CEA believes in improvement through the self-assessment process, providing institutions with considerate analytical assistance to act on their own solutions and strategies for improvement. This will maintain effective checks and control to cultivate public confidence and improvement.
- CEA has a high commitment to professional and vocational qualification values by adopting corporate, strategic or marketing objectives.
- CEA is committed to continuous professional development and adopts widely accepted norms of good business and employment practice.
- The character & enhancement that CEA engages in, for the improvement of professional learning techniques and professionalism will boost the reputation of individuals and institutions.
- CEA believes many nations are becoming more liberal and are adapting professional qualifications via accreditation systems. This is fast becoming a global trend.
- CEA accreditation reflects on the comparative advantages of numerous core values of independence, self-governance, and the assurance of professional quality.



# UK COMMISSION FOR CONSISTENT LEARNING

Innovators of Professional Educational Management & Standards, with ISO Certified Institution to facilitate Assessing, Examining and Verifying Worldwide.

## Certification of Accomplishment & Acknowledgment Recognition – Proficiency - Ability

THIS CERTIFICATION MOTIVATES THE PRODUCTIVITY OF A PERSON !



### UK Commission for Consistent Learning

International Coordinating Centre:  
"Whetstone House", 1-3, Oakleigh Road North,  
Whetstone, London N20 9HE.  
E-mail: [admission@uk-ccl.org](mailto:admission@uk-ccl.org) | Website: [www.uk-ccl.org](http://www.uk-ccl.org)

(UK-CCL is limited by guarantee as a Non-Profit Quasi Charity Company registered in Great Britain to facilitate Professional Quality Management Standards for Independent Professional Qualifications Worldwide)

# *Welcome to the UK Commission for Consistent Learning*

We take this opportunity to welcome you to the **UK-CCL** team of **Intellectual Professionals**. We believe that you would find the new vision of UK-CCL both challenging and demanding. The Intellectual Professionals of UK-CCL have come about to elevate every individual by offering a **Certification of Accomplishment & Achievement (CAA)** in their respective area of work performances, for this, one can be either an employee, employer or a business professional. The **CAA** endorsement consists of **Recognition, Proficiency & Ability (RPA)**.

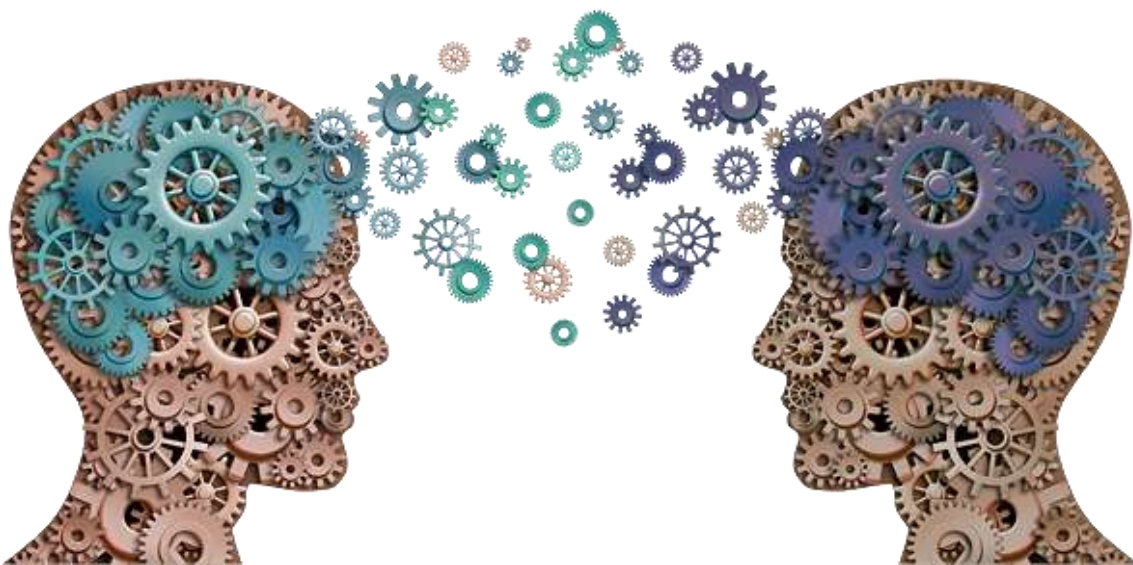
The **UK-CCL's** founder always believes in TRIO concepts and this is another vision in endorsing every individual's work experience into an acceptable recognition level. This certification will definitely motivate the productivity of the person.

The **Executive Board of Commissioners** sincerely encourages every working individual to consider for this endorsement. To gain this certification you have to be recommended and must complete the application form specially designed in giving information about you. We hope that you are availing our service to your own free will and understand that you will give us your full co-operation in spreading our vision, which can elevate you or your colleague or your organisation into becoming one that meets certain criteria for higher standards.

The main aspiration of **UK-CCL** is not only to help candidates to better themselves but also to serve the world. The **UK-CCL** also reminds us with the TRIO concept of **Council of Consistent Learning, Commission for Community Learning and Congress for Commitment in Learning**. The **UK-CCL** is a unique in many ways, but their emphasises in implementation of **Professional Quality Management Quality Standard in all aspects of their certifications**. Its purpose is to innovate and validate **Professional & Vocational Educational Qualifications worldwide** for those who wish to pursue with their aim and objective in life.

**UK-CCL's** concept has been accepted by Small, Medium and Multinational Companies. Some are transforming themselves from their own **Employee of the Month or Year or Letters of Appreciation to UK-CCL's CAA**. However, some have indicated that utilising this concept will give the pathway in obtaining a **Professional Memberships & Qualifications**.

**This awarding will not only benefit employees but it will also help the employer to enhance the total quality of the organisation**. Employees are indeed one of the main resources for the success of any organisation. UK-CCL recommends giving this award, in the presence of other employees which will make the recipient feel even more appreciated. We are there to assist you of your choice.



# UK-CCL Accomplishment and Acknowledgement Certification does Cement and Ensure the Professional Quality Standards for any Individual to become an Acceptable and Worthy Professional.

**UK-CCL** offers Certificate of Accomplishment & Acknowledgement (CAA) for every individual who seeks an endorsement for their working life knowledge and hands on experience into a acceptable award. Many individuals have gone by without any recognition for their tireless contribution. To this effect, UK-CCL's founder has come about with a scheme of CAA in the year of 2008, as he is a motivator of productivity. This certification assists the individual to enhance the image and makes the pathway of career and business enhancement. **UK-CCL is a pioneer institution committed for Professional Educational Management & Quality Standard in recognising and appreciating human's working abilities with the priority to elevate every individual to a professional status since 1996. The UK-CCL's founder has carried out many researches in this regard.**

The founder made it very clear in mid 2008, to his Board of Commissioners of UK-CCL, its importance to focus and promote this unique endorsement concept and vision of CAA internationally. To this effect, they have come about consolidating Certificate of Recognition, Proficiency and Ability Endorsement as one scheme. They have named this scheme as "**UK-CCL's CAA Award**". The applicants have to demonstrate their credit worthiness to achieve this award and confirm their credits to UK Commission for Consistent Learning (UK-CCL) that they truly deserve for this recognition.

**UK-CCL's Certification of Accomplishment & Acknowledgement (CAA)** provides a way for workers to benchmark their knowledge and experience towards a recognised standard and it provides motivation for further uplifting inspiration, for a better productivity. The overall objective of UK-CCL is to ensure that, the candidate who has the endorsement is at the forefront of technology and abilities. Over a time, the UK-CCL's Certified Pool of Professionals felt that, this type of endorsement will generate better credibility upon individuals, who can become a professional, who have not yet been recognised by society and educational institutions. The **CAA Scheme** is a result of the demand by the employers. Employees are now given an independent and out-of-house certification by an international institution based in UK. **This certification will cement and ensure the standards required for any managerial staff of any establishment which requires creditworthy employees.**

**This certification will confirm the Professional Competence of an individual's personal achievement. This reward will be a tremendous boost to increase one's own image. UK-CCL's certification gives the opportunity to improve the career prospects along with the recognition, promotion opportunities and other relevant benefits to all the individuals, who hold the CAA certification.**



## UK-CCL's CAAward

This is an avenue for all employers to motivate and to improve the productivity of their employees and to show the appreciation for the services contributed by their workers. This certification will bring together loyalty of employees and the feeling of belongingness and being recognised and appreciated by their superiors. Studies have shown that the feeling of being appreciated increases the efficiency of people in an organisation. The psychology of being wanted and appreciated is a deep inner feeling within the human nature. Motivation is an important factor in any organisation to achieve their objectives.



Recognition shall only be granted to those individuals who have achieved an acceptable standard of knowledge & hands on experience in their work place. UK-CCL's Verifiers will ensure as to whether a candidate is suitable for this recognition. The human resource manager or the immediate line manager / supervisor in the hierarchy must approve the application. In addition any other matter of achievement considered relevant, will be taken into account. Description of Certification can be in any area of employment or services in an organisation. UK-CCL's Verifiers will determine the area of achievement pertaining to the information provided to them. Each individual will be categorised to three area appreciation such as Recognition, Proficiency & Ability. The decision of UK-CCL's Verifiers cannot be challenged and their conclusion will be the final.



**UK COMMISSION FOR CONSISTENT LEARNING**  
*Innovators of Professional Qualification Management Standards Worldwide*

Evaluation and Attestation  
**Certificate of Equivalency**

This is to ratify that

**SPECIMEN**

has presented us with copies of documents as evidence that, he holds a Professional Knowledge Doctor of Business Administration majoring in Pastoral Administration (DBA) from the Knowledge University of European Continental University, Delaware, USA.

In our conclusion and this qualification is equivalent to a

**European Professional Knowledge Doctorate Award**

The certification is duly signed and sealed by the Board of Commissioners of Professional Evaluation and Verification for Higher Educational Credentials on the 10<sup>th</sup> May 2013.

  
 Board of Assessors

Certificate No: - UK-CCL 25303 ECU-DBA-25303

UK-CCL/PVJT\_2005 Ver.1 To the best of our knowledge, the documents presented are genuine. We request Educational Institutions or Employers or any authority to satisfy these independently to guarantee the legitimacy. This certification is carried out on the documentation furnished to UK-CCL. This document should be treated as a guide and UK-CCL does not accept any liability for any persons totally relying on the said guidance.



# *EUROPEAN CONTINENTAL UNIVERSITY*



*Internationally distinguished and attributed Professional Knowledge University. Ratifying Life Long Learning to enhance the Professional Status along with the Development of Career Recognitions!*



**ECU Qualifications are awarded to individuals who portray their eligibility of Worthiness!...**

# Introduction

The European Continental University (ECU) is an investor who is dedicated in facilitating and promoting the Work Experienced Individuals in gaining an acceptable Professional Knowledge Degree Qualifications. It is not a USA or UK Traditional Red Brick University Qualification, but it is an International Non-Profit Distance Learning Private Knowledge University committed to elevate every working individual who can demonstrate their Knowledge, Experience & Life Learning, to get transformed to an International Professional Knowledge Degree Qualification.

ECU's vision was evolved from the Corporation of Executives and Administrators (CEA), which is a 1981 UK Incorporated Professional Body. Its constitution permits to create as many faculties it may deem necessary. This vision came to reality by the birth of the ECU alongside offering CEA's Eminent Certified Membership as a dual awarding institution.

To enhance this collaboration further and to strengthen quality standard of the qualification, ECU's Board of Governors has given the full authority to the UK-Commission for Consistent Learning(UK-CCL) in taking vital responsibility as the Independent Assessing & Verification Institution for all the ECU awards. UK-CCL has the certification to confirm their Quality Management Standards to ISO 9001:2008. Most International Business Organisations, Professional Institutions and Employers accept ECU's Professional Knowledge Degree Qualifications, as they are based on Hands on Work Based Awards. This has permitted the Governing Board of ECU to come with a firm conclusion to establish its International Administrative Office with Operational Management and Development to be handled and executed by UK-CCL in United Kingdom.

The ECU's Professional Knowledge Degree is uniquely enhanced concept and mission focused on offering practical knowledge qualification towards today's economic development. ECU's Knowledge Award's most valuable part is Oral Examinations, as it determines the candidate's ability and eligibility of the said professional knowledge qualification.

The European Continental University (ECU) offers its own American Knowledge Professional Degree awards in conjunction to the incorporation and licensing stipulation of the State of Delaware of United States of America, under the Convention de La Haye du 5 October 1961 by the Secretary of State of Delaware with the registration number 02254641 and Authentication number 3914155, dated 05-31-05.

ECU's Board of Governors wishes to state here that, ECU's Professional Knowledge Qualifications are awarded with the authorization of the Secretary of State of Delaware, to award its own Professional Knowledge and Work Oriented Professional Degree Qualification pertaining to their Memorandum of Article of incorporation. ECU does not claim their applicants as candidates, rather they are known as "Candidates", it is purely because they admit only working matured individuals.

The Executive Board of Governors wishes to emphasise to every individual that, ECU qualification has to be earned, rather than awarded. Every candidate has to meet the assessment and verification procedures and must attend stipulated number of Viva Examinations to earn the Professional Knowledge Qualifications that they deserve.



# Aims and Objectives

ECU believes in the 'TRICO' and Triangular Concept and has formatted the university's structure in that specific manner. The ECU's Qualifications are considered via three sections, "Learning Academy", "Accreditation Academy" and "Affirmation Academy". The ECU awarding criteria is "Learning", "Professional" and "Vocational" and the assessing methods are "Learning Professional Academy (LPA)", "Accreditation of Prior Learning and Experience (APEL)" and "Affirmation of Career Progress Development (ACPD)". The awards are categorized as Research, Professional and Vocational scheme.

Our Founder and Executive Governor General of ECU and Founder of UK Commission for Consistent Learning (UK-CCL) -Ralph J Thomas (Professor Emeritus) conceived this specific philosophy by his dedicated Two Doctoral Thesis and implemented them in 2005.

## Moral Principles

The ECU's significance is to generate tomorrow's professional leaders within the service orientated professional knowledge professions. The Executive Board of Governors of ECU has the confidence that their graduates will create a beautiful atmosphere within the working individuals and will educate individuals to live responsibly in a diverse and interdependent world of third millennium.

The ECU provides professional ground-breaking to their candidates by way of their dedicated professional methods of assessment and verification schemes, through Oral Examinations, Workshops/Seminars and Collaboration with interdisciplines and community based partnerships with other institutions. ECU enforces their dynamics by UK-CCL's 5001:2005 Professional Quality Management Standards (PQMS 5001:2005) laid down by UK-CCL in preparing the graduates to provide professional services in a diverse manner to the global society in order to enhance human resources and to foster life-long learning and to improve work experiences which is a vital method for today's economic world.

The European Continental University wasn't just formed but has evolved through a natural process as an Institution underpinning best of two distinct worlds – practical and hands on learning. The days of Lecture Theatres, Halls of Residence, binge drinking through the night and the rest of the goodies have been marked for extinction by our political philanthropists ever since education became a burden to the States. Education Ministers throughout the world have dabbled with various alternatives to replace the traditional orthodox methods but none have found a perfect solution. USA, Japan and Germany have been advocating the integration of the vocational concept into theoretical learning from the outset but the rest of the world has been extremely slow to adopt the model, but the third millennium enforces the implementation of this concept in order to resolve the unemployment predicament. Even before the use of Information Technology began to grow exponentially, Professional and Vocational qualifications were recognized and actively encouraged by the United States of America's Educational Scheme. Learning theory alone has become an outdated methodology to acquire qualifications in today's economic world. Practical expertise is the priority of today's learning concept.



# Guidance

The European Continental University (ECU) is a Professional Innovative Knowledge Degree Awarding Institution established and licensed to serve those with 3 A's - Aptitude, Attitude and Aspiration. The three A's provide world-class professional quality education and training programmes to all working professionals. The objective of the ECU is to build and support professional economic development by leveraging the power of modern telecommunications technology with the three A's.

## Strategy

The ECU wishes to be known as the University for Professional Skills Accreditation (UPSA) which is dedicated to evaluate, validate and certify the professional skills of candidates, gained through hands on work experience in any field of employment. The academy consists of several experts and professional academicians with extensive qualifications. The evaluation process entails several methods; oral examination, work demonstration, written submission, testimonies, prior learning, power point presentation, etc. From the evaluation, the candidates may receive the desired Professional Knowledge Certification or may be recommended to follow programmes to fill their inadequate areas. Qualified personnel from the university will testify that the candidates satisfy both learning and practical requirements of today's and tomorrow's industries.

## Progression

The mission of ECU is to motivate success and growth. ECU is a unique professional educational establishment with distinct features of Knowledge-Learning-Experience, as its own. Perhaps the most unique of the University's features is the choice of options available to learners, in its mode of delivery depending on the flexibility they require. During its progress, other application packages would be added to the learning programmes, such as establishments of International and Regional Learning Academies and Open Learning Method, whereby candidates could use their spare time to study and to get their respective qualifications. This has come about in the later part of 2011. In the view of Board of Governors, ECU is in a niche of its own as a University of the third Millennium.

The most important factor for ECU is gaining the support and acceptance from many countries, governments and local authorities. The true value of the award must be appreciated by all authorities before the candidate and employers recognize our professional knowledge awards. Not only this, our awards are fully acknowledged in detail and gives further confidence to all parties along with the legitimacy and professional quality for all the recipients of our Professional Knowledge Awards.

## Accreditation

The value and quality of ECU's qualifications have been recognized on an international scale and as such, various accreditation organisations have come forward to approve and promote ECU's notion. ECU's founders believe that the accreditation of their qualifications have the approval from many Employers and Business Organisations, as they are the people who can witness the strength of ECU graduates.

AAHEA is the individual membership organization that promotes research, collaboration, scholarship, best practices and evidence based research to move together into the era of increasingly digitized professional education. ECU is one of the leaders in the transition from old norms to new professional standards for a new age. ECU's association equips individuals and institutions committed to such changes with the knowledge they need to bring those changes about.

The **American Association for Higher Education and Accreditation (AAHEA)** is the oldest institution in the United States of America that is dedicated to the advancement of higher education. Its roots trace back over 140 years to its formation in 1870 and since then it has been an important feature in the education field.

The ECU has pioneered the move from traditional textbook and classroom education, to basing qualifications on what an individual candidate has achieved and what experience they have gained until the point they approach us for recognition. This is why the AAHEA has accepted the ECU as a degree awarding institution and will continue their support until the ECU can give the worldwide population the awards they truly deserve. The AAHEA have further endorsed the ECU by agreeing to give membership to all ECU degree holders. The AAHEA mission statement goes hand in hand with the beliefs and values of the ECU.



Another important step in accreditation was securing support from the International Accreditation Organization (IAO). The IAO are a global accreditation body based once again in the United States. They too, have a global presence and are present across seven continents. Through this network, they ensure an institution's commitment to delivering quality education, which is on a par with the global standards. It assures the institute's candidates that their degrees and credits will have increased acceptability around the world. After reviewing all of ECU's documentation, The IAO awarded the ECU Candidacy Status. This is one step below Full Accreditation, which is something ECU is striving to achieve.

## ECU's Awards for Personal Development & Leadership

# Courses Offered

At this juncture, the Executive Board of Governors wish to emphasise to every individual that, ECU's Professional Qualification has to be earned, rather than awarded. Secondly, every candidate has to meet the assessment and verification criteria as per the procedures. One must attend a number of Viva Examinations to earn this Professional Knowledge Qualification that they deserve.

All the candidates are assessed and verified under the following scheme.

- ★ **Accreditation for Career Progress Development (ACPD)**
- ★ **Affirmation for Prior Experience & Learning (APEL)**

## **ACPD Scheme**

This scheme is dedicated to the individuals with basic education, but who do not have any formal higher academic or professional qualifications or training since employment, but have sufficient work experience to confirm the area of specialisation. It is compulsory that every candidate has to attend minimum of three oral examinations and submit a detailed profile containing 3,500 words, in an assignment format to complete the assessment process. The candidates who have earned their qualification through this scheme are officially conferred with **Bachelor of Management (BMgt.) or Master of Management (MMgt.) or Doctor of Management (Dmgt.)**

## **APEL Scheme**

This scheme is dedicated to the individuals who have had formal academic & professional qualification, but do not possess higher academic education, but have work training since employment with sufficient work experience to confirm the area of specialisation. It is compulsory that, every candidate has to attend minimum of three oral examinations, Diploma candidates have to attend 3 months of training, Master Candidates have to attend 6 months of training and Doctorate Candidates have to attend 9 months of training along with Professional Workshops and Seminars. Added to this, submission of a detailed profile containing 5,000 words, in an assignment format to complete the assessment process. The candidates who have earned their qualification through this scheme are officially conferred with **Bachelor of Business Administration (BBA) / Master of Business Administration (MBA) / Doctor of Business Administration (DBA)** respectively.

## **Special Scheme**

This scheme is dedicated for the matured individuals, who hold an academic master degree and wish to progress their career advancement by following research academic route along with compulsory attendance of workshops, seminars and submission of power point presentation and oral examinations. This method of learning is for the specific candidate to achieve their respective Doctor of Philosophy qualifications. The candidates who have earned their qualification through this scheme are officially conferred with **Doctor of Professional Studies (D.P.S.) or Doctor of Philosophy (PhD)**.

## **Doctor of Professional Entrepreneurship (DPE)**

ECU's unique vision is to confer every deserving Entrepreneur with a valuable recognition and endorsement of the highest order to be known as **Doctor of Professional Entrepreneurship (DPE)** award. The feasibility study has shown that, Professional Entrepreneurial Doctorate is to be known and accepted internationally as a worthy, valuable, recognizable and profound **DOCTORAL AWARD**: for the individual who has gained the acceptance as an entrepreneur by virtue of his/her contributions and achievements; by way of success in a BUSINESS OR PROFESSION OR EMPLOYMENT. **Doctor of Professional Entrepreneurship DPE (USA)** award ratifies Life Achievements and enriches the Professional Status of an individual by way of recognizing the knowledge gained through the work experience. It should be understood that, it is not merely an endorsement, but an appreciation given to the individual who has contributed his/her talent given by the God Almighty, not for personal achievement, but to enrich the whole society with many opportunities, such as economic growth, jobs openings, better facilities and a good atmosphere for people to live in. This unique award came about after unfathomable evaluation and deliberation by Executive Board of Governors and Trustees along with the University Convocation Council (UCC) and Governor General Lifetime Achievement Award Committee (GGLAAC).

# Admission Process

## ADMISSION PROCEDURES & REQUIREMENTS

Applications may be obtained by contacting International Coordinating Centres or Emissary Offices or any of our National, Regional & District Tutorial Academies or Downloadable application from the website. All applicants are considered on their individual merits and must complete the following steps before the acceptance decision can be made. Only International Coordinating Centres can issue the admission letter on behalf of the ECU. Therefore, all applications must be forwarded to the appropriate office to get processed.

The applicant is solely responsible for the substances of information given in the Application Form. The representative offices will provide services for verifying the originality and assist in completing the forms of the prospective candidates, who need assistance. It is also a mandatory requirement that all photo copies of the documentations must be witnessed by an authorised official as true copies. It is hereby notified to all representative offices and training centres that when they enrol a candidate for ECU awards, they must have the University's confirmation of Acceptance, at the time of enrolment. Failure to meet this request, might result to disqualification of the Candidature. University Administration has the power to turn down the acceptance without further explanation and the decisions cannot be contested.

## PAYMENT METHODS

Since the ECU's admission is on a 12 months' cycle, it is strongly suggested that candidates must submit all parts of the application at one time, on or before 20th of each month. The annual convocation will take place either in the months of October or November each year. Major credit transfers, bankers draft, money orders and personal cheques with undertaking of payments are accepted. Please consult the International Coordinating Centre or refer the website for the fee details. Respective Representative office will give necessary support and guidance to the Candidates, which includes the instructions and all other information needed for the completion of the chosen Professional Knowledge Degree. If a candidate is not accepted for the award by the Academic Panel, Processing Fee will have to be refunded in full, immediately by the representative office.

## APPLICATION PROCESS FOR PROFESSIONAL KNOWLEDGE BACHELOR'S DEGREE

The core curriculum designed for European Continental University candidates provides a solid foundation of professional knowledge for the serious minded mature candidate, he/she must possess as little as three years working experience. The Bachelor Degree learning plan is comprised of a combination of standard traditional learning methods and in conjunction with the non-traditional hands on work experience which will help the individuals in earning university credits. These two methodologies are globally accepted in professional educational practices and are the perfect solutions to young adults and mid-career adults who want to earn their Professional Knowledge Bachelor Degree. All candidates can complete the requirements for a Bachelor Degree at their selected pace.

Anyone who has earned a secondary Diploma or an international equivalent (foreign documents accepted) may apply for admission to the Professional Knowledge Bachelor Degree programme. A completed application form is required before an admission decision can be made. Particular attention should be paid to the Academic, Work and Field Experiences section of the Application, because this information will help the Admissions Office to determine the professional academic credits that can be awarded (Note: Copies of diplomas, transcripts, certificates, etc. would be helpful). In addition, please submit all the other documented experiences, which can be utilised and transferred into University Credits. Please feel comfortable to submit a complete personal portfolio for evaluation. The following are the requirements for all Professional Knowledge Bachelor Degree Qualifications within the European Continental University. It is important to note that entry requirements may vary according to each candidate's professional academic evaluation.

## CREDIT UNITS FOR THE PROGRAMME

- ★ Qualifications : 80 Credits (Certificates, Diploma, etc.,)
- ★ Work Experience :120 Credits
- ★ Dissertation Project :200 Credits
- ★ Total :400 Credits

## BACHELOR DISSERTATION PROJECT

All candidates within the European Continental University must submit a comprehensive personal profile describing their learning and work function in order to earn credit units towards the award. The candidates who wish to earn the ECU qualifications are hereby requested to submit a compulsory Reflective Work Experience Accomplishment Assignment (RWEAA) in order to gain the desired award. This is a research paper, with a minimum of 7,500 words in length. It should be typewritten, double-spaced, bound and should reflect the candidate's own choice of subject matter related to the work experience. The Bachelor Dissertation grade will be included on your final submission for the academic panel to determine your official transcript.

## FINAL ASSESSMENT

After the completion of all requirements, the Graduate Review Committee (GRC) will conduct a final assessment of each candidate's performance, taking all the results of Viva (oral) examinations, into consideration. The Final Assessment Report will then be placed into the candidate's permanent file to document the rationale of awarding the Professional Knowledge Bachelor Degree. This will be carried out by the UK-Commission for Consistent Learning, which performs their assessment and verification procedures to ISO 9001:2008.

## APPLICATION PROCESS FOR PROFESSIONAL KNOWLEDGE MASTER'S DEGREE

The European Continental University's Professional Knowledge Master Degree award is designed to evaluate every Middle Management Executives with their individual merit of prior education and work experiences, provided they hold any Bachelors' degree or completed 7 years of managerial experience. The amount of work needed to obtain this valuable and remarkable Professional Knowledge Master Degree depends largely upon a candidate's previous training, work experience and achievements. In addition, Master Dissertation in an approved area of professional experience should be developed. Candidates can then complete the Master degree's requirements in less than one professional academic year or even earlier. It depends on the candidate's commitment to submit the required documentation and attend the said number of oral examinations. Candidate's information brochure, consisting instructional materials will be provided to them, upon registration. A Professional Knowledge Master degree is an introduction to the professional academic research process. Candidates for a Master degree are expected to adopt a critical and scholarly approach, to use appropriate methods of enquiry and to relate their learning to their work experience within the said discipline. A Master's dissertation typically provides the basis for at least one professional academic article.

All applications for admission to postgraduate courses must be approved by the Admission Office. ECU's admission works on individual merits. You should include the following information in your application and/or attach the relevant documents.



## **CREDIT UNITS FOR THE PROGRAMME**

- ★ Work Experience: 120 Credits
- ★ Dissertation Project: 80 Credits
- ★ Total : 200 Credits

## **MASTER DISSERTATION PROJECT**

All candidates within the European Continental University must submit a comprehensive personal profile describing their learning and work function in order to earn credit units towards the award. The candidates who wish to earn the ECU qualifications are hereby requested to submit a compulsory Reflective Work Experience Accomplishment Assignment (RWEAA) in order to gain the desired award. This is a research paper, with a minimum of 15,000 words in length. It should be typewritten, double-spaced, bound and should reflect the candidate's own choice of subject matter related to the work experience. The Master Dissertation grade will be included on your final submission for the academic panel to determine your official transcript.

## **FINAL ASSESSMENT**

After the completion of all requirements, the Graduate Review Committee (GRC) will conduct a final assessment of each candidate's performance, taking all the results of Viva (oral) examinations, into consideration. The Final Assessment Report will then be placed into the candidate's permanent file to document the rationale of awarding the Professional Knowledge Master Degree. This will be carried out by the UK-Commission for Consistent Learning, which performs their assessment and verification procedures to ISO 9001:2008.

## **APPLICATION PROCESS FOR PROFESSIONAL KNOWLEDGE DOCTORATE DEGREE**

The doctorate being the highest award of the ECU, the normal entry requirement for this specific award is a Master's Degree. European Continental University being Professional Knowledge University is designed to evaluate every Management Executive / Business Owner with his/her individual merit of prior education and work experience. Candidates would be eligible if they hold over fifteen years of managerial experience behind their working life. The amount of work needed to obtain this valuable and remarkable Professional Knowledge Doctor of Business Administration (DBA) depends largely upon a candidate's previous training, work experience and achievements.

If any candidate seeks for a Research Doctorate which is known as Doctor of Philosophy (PhD), it is only considered if the candidate holds an Academic Bachelor's and Master's Degree Qualifications and must hold minimum of 15 years of managerial experience in his/her respective area of research chosen. Added to this, the applicant has to submit a Synopsis of the area chosen for research and must indicate the purpose of the research with a minimum of 25000 words. The synopsis will be reviewed by the Executive Board of Governors, as this award is reserved for highly deserving applicants. Secondly, the applicant has to find his/her own mentor/ supervisor, who is academically qualified to perform the task and should have the final approval of UK-Commission of Consistent Learning. When submitting the application, the candidate should annex the Synopsis and submit the full profile of mentor / supervisor.

All applications to the Professional Knowledge Doctorate Degree must be approved by the Professional Academic Panel and the Board of Governors. Application only will be accepted after the receipt of satisfactory documentation, along with two professional references confirming the suitability for this Doctorate Award.

## CREDIT UNITS FOR THE PROGRAMME

- ★ Work Experience :120 Credits
- ★ Dissertation Project : 80 Credits
- ★ Total 200 credits :200 Credits

## DOCTORATE DISSERTATION PROJECT

All candidates within the European Continental University must submit a comprehensive personal profile describing their learning and work function in order to earn credit units towards the award. The candidates who wish to earn the ECU qualifications are hereby requested to submit a compulsory Reflective Work Experience Accomplishment Assignment (RWEAA) in order to gain the desired award. This is a research paper, with a minimum of 25,000 words in length. It should be typewritten, double-spaced, bound and should reflect the candidate's own choice of subject matter related to the work experience. The Doctorate Dissertation grade will be included on your final submission for the academic panel to determine your official transcript.

## FINAL ASSESSMENT

After the completion of all requirements, the Graduate Review Committee (GRC) will conduct a final assessment of each candidate's performance, taking all the results of Viva (oral) examinations, into consideration. The Final Assessment Report will then be placed into the candidate's permanent file to document the rationale of awarding the Professional Knowledge Doctorate Degree. This will be carried out by the UK-Commission for Consistent Learning, which performs their assessment and verification procedures to ISO 9001:2008.

## WRITING A DOCTORATE RESEARCH

The purpose of a research is to provide the University with a clear indication of the topic in which the candidate is interested and also give an indication on the candidate's ability to identify and develop an interesting research question. Most potential supervisors will consider research as preliminary indicators of the applicant's area of interest and will not necessarily assume that the research defines exactly the candidate's confirmation of undertaking. Thus, the main concern when preparing a research is to indicate the area in which the research will be undertaken and to point out the significant and original issues which arise in that area. However, it should avoid making any substantial changes to the broad direction of the research after acceptance; it will be based on both academic ability and the availability of interested and suitably qualified supervisors. A significant change to the research plans without consultation with the nominated supervisor may not be considered for the said qualification.

## RESEARCH SYNOPSIS

The synopsis will be considered in conjunction with the academic qualifications by the University. The qualifications will provide the University and potential supervisors with evidence of ability confirmation to proceed for the doctoral award. The research synopsis will be used at first, to determine whether there are staffs in the University who are qualified and willing to supervise in the area chosen and secondly, to give an indication on the aptitude for research. The applicant needs to demonstrate to the supervisor the fact of understanding the area which has been chosen for the said research. Must be able to identify an interesting and original research question and have some understanding as to how the research must be conducted. A typical research synopsis will be somewhere between 5,000 and 7,500 words. While there is no definitive format, the following guidelines should help in the preparation of a research synopsis. The synopsis should begin by identifying the subject for research both in terms of theoretical issues and relevant empirical applications. This will serve as an introduction to the research synopsis. The synopsis should then briefly review relevant literature and theories relating to the research area. At this stage, it is important to be able to demonstrate familiarity with the major line of argument which has been developed in your area and to demonstrate an understanding of the ideas and findings of key researchers working on your topic.

## **RESEARCH METHODOLOGY**

Depending on the nature of the subject, it will then usually be desirable to give some indication of the research methods that will be used in the conduct of research. Clearly a variety of different research methods exist and it should seek to identify the approach that is most suited to the area of research – (for example, they are experimentation, participant observation, forms of textual analysis, econometric modeling, ethnography, survey data analysis, the analysis of historical records etc). Subsequently, where the thesis involves empirical work, it should provide some indication of the form and location of that empirical work and where and how it might collect any relevant data. For example, it might like to say something about access to particular sources of information (whether we need on-line access to databases, or whether we can use relevant archives etc). It could also comment on the country or geographical area in which the learning will take place (whether we have made a choice, if so why and the advantages and disadvantages of this choice). It is also worth saying something about the subjects of the research (are you looking at individuals, groups, texts, companies, etc) and provide some justification for the choices. Obviously, the actual experimental work that will be undertaken may well be rather different for that outlined in the research synopsis, depending on the findings of detailed literature reviews. However, the purpose of such a section in a research synopsis is to provide an indication that the applicant has an understanding of the issues, associated with the conduct of research and the ability to design a research learning to address a specific set of issues.

## **RESEARCH FINDINGS**

Finally, although no indication of the research findings can be presented, it is often beneficial to conclude the research synopsis by indicating how to envisage that the research will contribute to debates and discussions in particular subject area. This means providing some indication of how it will help the research and can make an original contribution, how it may fill gaps in existing work and how it may extend understanding of particular topics. Always include a bibliography with the research synopsis, which lists books and articles to make references in the discussion of the proposed research. The applicant must be able to defend on a professional note as to how the thesis will be effective in practice.

## **DOCTOR OF PROFESSIONAL ENTREPRENEURSHIP (DPE)**

In the recent past, ECU came about to confer a very special award; as a token of recognition and realization of the endeavors, of such successful and deserving Entrepreneurs. This valuable award is an endorsement of the highest order to be known as the Doctor of Professional Entrepreneurship (DPE).

A feasibility study has shown that Professional Entrepreneurial Doctorate is to be known and accepted internationally as a worthy, valuable, recognisable, PROFOUND DOCTORAL AWARD for the individual who has gained the acceptance as an Entrepreneur from his/her contributions and achievements by way of success in a BUSINESS / PROFESSION OR EMPLOYMENT.

The Doctor of Professional Entrepreneurship DPE (USA) Award ratifies life achievements and enriches the Professional Status of an individual by way of recognising the knowledge gained through an individual's work experience.

It should be understood that it is not merely an endorsement, but an appreciation for the individual who has contributed his/her talent not just for personal achievement, but to benefit the whole society, giving many opportunities such as economic growth, job openings, better facilities and a good atmosphere for people to live in. This unique award came after inexhaustible evaluation and deliberation by the Executive Board of Governors and Trustees along with the University Convocation Council (UCC) and Governor General Lifetime Achievement Award Committee (GGLAAC) to offer this highest Professional Entrepreneurial Doctorate.

The emphasis placed on work experience during these harsh economic times, has been well documented by the media. People are finding out that simply having a University Degree is not enough to firmly place a foot on the career ladder. Therefore, ECU's unique vision is one not to be ignored. ECU has a proven track record of giving individuals, the opportunity to further prove themselves in their chosen career path by awarding Professional Knowledge Qualifications based on experience, one has gained.

As previously mentioned, the ECU's Professional Knowledge Award, has many opportunities for individuals to get promoted within their field and reach their complete potential. Perhaps, the most notable advantage with an ECU Professional Knowledge Award is the flexibility in which you can gain one. There are no daily lectures, no weekly assignments and most importantly, it will not take you 3 to 4 years to complete. In fact, assessment of an individual candidate can take a minimum of 3 to 6 months in most cases. The reason for this is because, many of the candidates are already licensed working individuals. This is done with minimal disruption to the candidate's current job and family life. Our key assessment policies allow the above-mentioned flexibility.

The structure of assessment is given below:

- Submission of detailed synopsis of personal profile and achievements
- Certified Photocopies of Educational, Professional and Vocational Certifications
- Certified Photocopies of Recommendation, Gratification and Appreciation
- Letters Three personal recommendations for this valuable ECU Award
- Three passport size colour photographs
- Completed Application Form
- Availability for the Verbal Examination.

What sets the ECU apart from the other institutions is that the University has a direct link with a UK Professional Body, namely, The Corporation of Executives & Administrators. This awarding body has been in existence for more than 35 years, offering membership and professional qualifications through their multitude of faculties. The CEA offers a unique Eminent Certified Membership exclusively to all ECU graduates, which is an added strength to the graduate which can be used when either securing employment or gaining promotion in the work place. As the ECU candidates are assessed and verified by the UK Commission for Consistent Learning (UK-CCL), they can be confident that their hard work is evaluated to the highest standards, as the UK-CCL holds the ISO9001:2008 in quality Management for assessing, examining and verifying. By this, the UK-CCL also offers Equivalency Certification to confirm that the standard of assessment is at par while the European Professional Education Standard.

So all in all, if your career matters to you, the ECU should matter to you, as ECU offers a parallel recognition in the form of a Professional Knowledge Degree, Professional Eminent Membership and a UK Equivalency Certification. The main aim and objective of the ECU is to bring out the Entrepreneurial spirit from within each candidate and boost their professional status. William Wordsworth put it best, "the education of circumstances is better to that of tuition". In other words, the experience of life will put you in better position that perhaps being taught about life. ECU's awards can be summarized as an internationally renowned knowledge certification which everyone needs for today's economic growth.



# Assessment Policy

The ECU has adopted a range of professional quality assessment assurance procedures designed to ensure that its practices meet high quality management standards and that ECU's distinctive vision is sustained. To this effect ECU's Founder and Executive Governor General and his Board has given the full authority and responsibilities to UK-Commission for Consistent Learning (UK-CCL), which has dedicated itself, as an institution specialised for Assessment and Verification. ECU as a Professional Knowledge University believes that professional quality assurance is fundamentally important. An external establishment is responsible to maintain and to carry out the quality assurance processes which will give the assurance to the candidates for their value of the qualification. . This responsibility is exercised at the University through UK-CCL, which is empowered at the highest level to ensure professional quality delivery of the University's operational management and awards.




The value and importance of approval from the world renowned International Standardization Organization (ISO) is the only professional quality assurance system recognized by the intergovernmental agreement between 148 different countries. It is based on the principles of stakeholder satisfaction and continual improvement through quality management systems. Many universities around the world have implemented the internationally recognized ISO 9001:2000 standard and the ISO encourages institutions to adopt the standards in both self-certification and external audit processes. ECU is proud to nominate UK –Commission for Consistent Learning (UK-CCL) as their independent assessors, examiners and verifiers for all their awards. Because UK-CCL has this approval from the ISO with the Standard and Guideline of BS-EN-9001:2008 with certification number GB-14390. All the candidates are assessed under the following scheme of Affirmation for Prior Experience & Learning (APEL) which has been developed and implemented by UK-CCL

## APEL Scheme

This unique scheme of Accreditation of Prior Experience and Learning (APEL) came about from one of the Doctoral Thesis from the Founder and Innovator of ECU, which is implemented by the UK-Commission for Consistent Learning (UK-CCL) as their vision, mission and objective. The APEL assessment method is dedicated to the individual who does not have formal academic or professional qualifications, but does possess practical learning along with training experience with ample of hands on work experiences through employment, with sufficient expertise to confirm their area specialisation.

Unlike traditional education systems, our role is not simply that of a classroom oriented training or three hours examinations. We strive to provide quality learning that is related to the cutting edge of practical research, industry and management practice. We translate people's wide range of experience or working with management teams, into a learning experience that matches the expectations of a premier professional training establishment.

Lifelong Learning and Continuing Professional Development are two main phrases that are used to emphasise the changes taking place in the educational and professional training arena. Adults who want a second chance; those who are returning to professional education after a career break or those who want to improve their career prospects can apply through the APEL scheme.



At whatever stage one is in, the APEL path would support every person in achieving their desired goal by offering professional development training.

APEL encourages:

- Learning from experience; growing with one's company/organisation's progress.
- Developing one's profession in learning, while earning.
- Changing directions and having a breakthrough into a new career with the latest technology.

The APEL scheme is designed to encourage candidates to have their skills recognised and reflected on their learning, acquired from paid and voluntary work.

## Examination Policy and Procedures

The European Continental University's Board of Examiners and Assessors have set out their own examination procedures, as they offer Professional Knowledge Degree Qualifications merely to the licensed working individuals and therefore they do not insist on the orthodox methods of a three hour, restricted class room environment examination. But, as an Open Book Professional Knowledge University, the award of European Continental University (ECU) is integrated in the candidate's work speciality as the major to indicate their area of knowledge. This is the uniqueness of ECU's Knowledge Award.

ECU gives prominence to the practical norm of an Open Book Notion of Written Assignment, Workshops & Seminars, Power Point Presentation and One to One Verbal Examinations are held to ascertain the recipient with the award. ECU's vital awarding policy is to gain qualifications rather than to be awarded. ECU awards are conferred upon licensed working individuals who can demonstrate their eligibility by confirming their Prior Learning and Experiences and the Knowledge of their area of working. Those candidates who do not meet the awarding

Professional Quality Management Standards (PQMS) will be encouraged to attend Continuous Professional Development (CPD) workshops and Seminars to earn the necessary credits for the required level of award.

ECU's Executive Board of Governors have joint force with UK-Commission for Consistent Learning (UK-CCL), which has the approval of the ISO Quality Standards. Guideline of BS-EN-9001:2008 with certification number GB-14390 from UK Quality Management Standards (QMS) and British Examination Board (BEB) to assist in facilitating the assessing and verifying the LPA, ACPD and APEL candidates for the respective awards. This particular assistance is selected to maintain the International Professional Quality Management Standards for all ECU awards.

Since 2010, as a mandatory requirement, all the APEL and ACPD applicants must submit a Power Point Presentation on a soft copy format along with Reflective Work Experience Accomplishment Assignment prior to their final oral examination in order to be considered for the appropriate ECU Professional Knowledge Awards. Viva Examination is known as the university examination in which the candidate has to answer the questions in speech rather than a written examination. This examination method is to ascertain and determine the candidate's eligibility for the ECU's highly regarded Professional Knowledge Qualifications.

## ELIGIBILITY AND DOCUMENTATIONS REQUIRED



- The candidate must submit detailed Curriculum Vitae on an assignment format in a soft copy, to confirm their academic and professional qualification and achievements along with a full description of the skills in their previous jobs.
- For the enrolment, the applicant must be a matured candidate over twenty-four years of age, with minimum of two years of work experience in any level.
- Self-Attested copies of all credentials to confirm the past and current achievements.
- Two Passport size colour photographs.
- Photocopies of Passport or Local Identity Card to confirm the personal identification and Date of Birth.
- Fully completed ECU application with the appropriate Non Refundable Initial Administrative Fee to the International Coordinating Centre.
- Two character references from reputable Independent Executive Professionals.
- The candidate must confirm, by a declaration that all the information provided is true to the best of his/her knowledge and it is not false in any way.
- Must be available in person or through video conference for the Preliminary Oral Admission Interview before enrolment.
- APEL and ACPD applicants have to submit a Power Point Presentation on a soft copy format for prior review to consider the applicant for the award of ECU.
- One reference from the current employer to confirm the past achievement and current status of employment.

Brief about Work Experience in about 500 words, for Entrepreneurial Doctorate.

# EXAMINATION PROCEDURES

## **Reflective Work Experience Accomplishment Assignment**

The ECU awards are considered under the criteria of Professional Knowledge Work Oriented Qualification. Therefore, this has made it compulsory to submit a Reflective Work Experience Accomplishment Assignment on their career experiences. This assignment must contain more than ten thousand words. As this statement is very important for the examination of the candidate's suitability and will assist the assessors in verifying their ability and their skills.

This statement must include a full description of the candidate's past and present work responsibilities, full personal information, academic and professional achievements and supporting copies of documents which will give further credits to the said professional knowledge award. The Reflective Work Experience Accomplishment Assignment (RWEAA) must contain more than ten thousand words in explaining in details the knowledge and expertise that he/she has gained during their working life. This information is appreciable by the assessment panel to evaluate the applicant to a professional high quality standard and offer the deserved Professional Knowledge Qualification.

## **Verbal Examination**

It is mandatory for every candidate who is seeking the ECU Professional Knowledge Award, to face, without fail, a minimum of three verbal examinations in order to gain the notable Professional Knowledge Qualifications. The Viva Examination is known as the university examination in which the candidate answers the questions in speech rather than a written examination. The assessment board wishes to verify the ability of the candidate by way of requesting them to participate in a verbal examination (which shall normally be of not less than one hour but can go up to duration of three hours). This will take place usually on a one to one basis or a telephone or video conference. If it takes place in person, the candidate may be required to meet the costs of the examination. The verbal examination is compulsory to verify the professional knowledge and expertise of the person before conferring the Professional Knowledge Qualification. It is made very clear to every individual who are seeking for ECU qualification that they have to undergo an examination procedure in order to get bestowed upon with the qualification by the Executive Board of Governors of ECU. This is why, the ECU considers the Verbal Examination as a very important procedure for all their awards.

## **Power Point Presentation**

Since September 2010, the Assessment Committee has made a Power Point Presentation as a mandatory requirement, due to the fact of an annual review carried out by External Assessors, UK-Commission for Consistent Learning (UK-CCL) which is the Assessor and Verifier for Professional Knowledge Qualification. This was carried out on the request of Executive Board of Governors of ECU to keep up their awards with the International Professional Quality Management Standards.

As UK-CCL has its own criteria for their certification of Professional Quality Management Standards (PQMS 5001:2005), ECU obtains the assistance of UK-CCL. On the recommendation of UK-CCL, the candidate is asked to prepare the Power Point Presentation to explain of his/her expertise in hands on experience and to understand their ability, which will help the assessing panel to come to a conclusion about the candidate. This presentation must comprise of the mission, vision and objective along with their job responsibilities. There must be over twenty slides in the presentation and the minimum presentation time must be not less than forty-five minutes.

## Accountability of Candidate

The candidate must ensure that the documentation submitted must be in accordance with the procedures established by the Executive Board of Governors of ECU's Professional Quality Management Standards (PQMS). Every candidate must communicate through their respective advisors to meet the guidelines of the university in relation to the submission of documentations. The submission of the documentation shall be at the sole discretion of the candidate concerned, as it will reflect on the examination and assessments to gain the appropriate credits units. The candidate must have no formal contact with the Assessors and Verifiers whilst the assessment is in progress.

The Reflective Accomplishment Assignment (RAA) along with other documents must be bounded in a proper manner when submitting to the International Coordinating Centre and no loose documents will be entertained. On the same token, a Professional Academic Panel along with the Assessment Board of the University made it compulsory from September 2010 that all candidates must submit the Reflective Accomplishment Assignment on a soft copy format as well, which could be added to the reference library of the university.

The candidate must ensure that one set of documentations is to be bound and formatted in accordance with university requirements; failure to comply will lead to rejection of the award. The appeals procedure will not consider cases of rejection on the basis of failure to comply with the submission of documentation with the required standards specified by the university.

## Additional Requirements

If a candidate does not meet the Professional Quality Assessment and Verification Standard stipulated by ECU Awarding Panel to earn the required credits for the appropriate Professional Knowledge Award, he/she will be asked to submit a Project Report or attend further Workshops/Seminars on the topics proposed by the University Assessing Board.

All candidates must ensure that proper supporting documentations are submitted along with the appropriate fees payment prior to the final Viva Examination. If a candidate fails to clear any outstanding issues, then he/she will not be permitted for the final oral examination, which is the determination factor for the ECU's Professional Knowledge Award.

In order to gain the ECU qualifications, it is a mandatory requirement for all candidates to attend the Viva Examinations to earn the ECU Knowledge Degree Qualification. The Executive Board of Governors, before sanctioning the ECU Professional Knowledge Degree Qualification Certification, will ensure that all the candidates have met the required level of credits to the Professional Quality Management Standards (PQMS).

It is hereby notified to all ECU candidates that, if any additional accreditation is required, candidate has to pay separately from the published fee, as they are not included. Currently an ECU award comes with CEA's Eminent Certified Membership and UK-CCL's Equivalency Certification. If required, Personal Membership from AAHEA could be awarded for an additional fee.



- ★ **ECU's Qualifications are work based and not Orthodox Academic Awards.**
- ★ **ECU awards have to be gained rather than awarded, due to the fact that it is a Professional Knowledge Qualification.**
- ★ **ECU's mission is to uplift the matured working candidates rather than school leavers.**
- ★ **ECU's Assessment and Verification are to the International Standards of ISO 9001:2008**
- ★ **ECU's awards are accompanied by UK-Professional Body's Eminent Certified Membership & if required USA's AAHEA Personal membership.**
- ★ **ECU Founders emphasise very clearly that their qualifications are Worked Based and a Knowledge Achievement and Non-Orthodox Academic Award.**



## Promotion

ECU has a unique and simple view on promoting the concept and awards. We let the professional quality of our Alumni Members do the talking. We do not rely on big marketing schemes. Our alumni have taken care of this for us and as a result, we have built up a global presence, with candidates graduating from Malaysia, Bangladesh, Thailand, Egypt, Bahrain, Jordan, UAE, Saudi Arabia, Sri Lanka, Ghana, Nepal, India, China and that's just to name a few. Not only has that, our graduates come from all walks of life from being fellow educationalists to Multinational Company CEO's. In fact we can mention one such case, our 2007 MBA graduate after the professional endorsement by ECU arose to the level of CEO within a large American company. We can give example like this all of our Alumni Members. It is because of successes like this, we feel that we do not have the need to heavily promote ourselves. After all, we are here to help all individuals; therefore we do not need to aim to one type of person, but we approach non-orthodox method of gaining recognition for our Professional Knowledge Awards, by personalised word of mouth recommendations.

# Pricing Strategy

The ECU strongly believes that gaining accredited and high quality degree awards should not cost an individual the earth, therefore this is reflected in the price of our awards. The simple fact that we are not a traditional red brick university based in one or several buildings, allows us to approach our pricing in a very flexible manner, which in turn is reflected to the student.

This is directly visible in the ECU's scholarship initiatives. The ECU is on the firm belief that scholarships should be made available to more than just a select few. This is the reason why the ECU works closely with the Chris Thomas Corporate Trust (CTCT), which allows candidates, especially from more economically deprived areas to gain their degree qualifications at a much more affordable price. The simple reason for this is, without our candidates, the University will be unable to flourish, and could potentially deprive others of their rightful awards.

# Executive Court of Governors

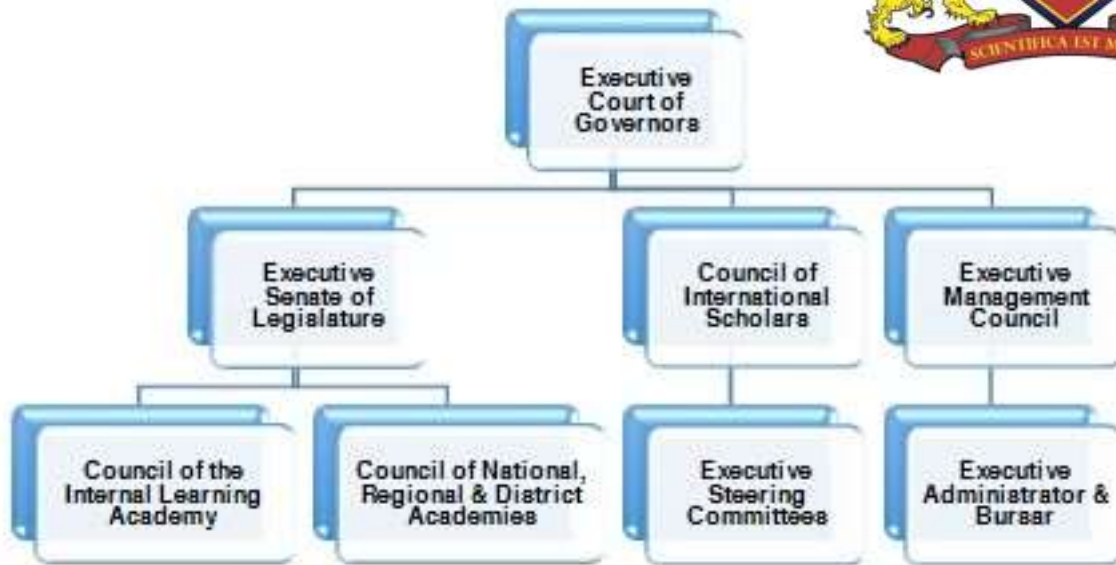
The Executive Court of Governors is the body of professionals which undertakes the responsibilities of the University's entire international operations and formulates all policies. Any changes or amendments of the structure or operations must have the full approval of the Executive Court of Governors. The sole Life Member with Power of Veto will be the Executive Governor General. The Executive Governor General has the right and the power to nominate any individual for any Official Status of the University's operation in consultation with the other officials of the University. The Court of Governors will meet twice in a year to oversee the entire operations of the University.

The Court will comprise of the:

- Executive Governor General
- Deputy Governor General
- Assistant Governor General - Administration
- Assistant Governor General - Bursary
- Chairman – Executive Senate Legislature
- CTC Corporate Secretary General
- Chairman – Corporation of Executives & Administration (CEA)
- Commissioner General – UK Commission for Consistent Learning (UK-CCL)
- Pro- President - ECU

‘ The Founders of ECU believe that it is not morally wrong to place emphasis on Knowledge that is already in existence within a Licensed Work Experienced Individual. Academic achievement also confirms the Individual Knowledge Attainment. ’

# ECU Trustees Hierarchy



## Executive Senate Legislature

The European Continental University is the combination of the American/European vision with the mission of International option in awarding Vocational and Professional Degree Qualifications. The Executive Senate Legislature (ESL) has the authority in formalising the structure of awarding rights and standards. The main collaborators of the ECU are Europe's incorporated educational establishments. The ECU's Executive Court of Governors wishes to maintain and confirm the European Union infra-structure. The Executive Senate Legislature (ESL) is fully answerable to the Court of Governors with regards to the formulation of the rules and regulations in awarding concepts and procedures.' Any change in the operation or adoption must have the final approval of the Court of Governors.

The Vice and Deputy President of the Executive Senate Legislature are responsible for the entire supervision of the day to date operation of the University. The Pro- President is responsible for the Academic Programmes. The Court of Governors has the final authority in determining whether to extend or terminate an individual's position within the Executive Senate Legislature. The officials hold their positions on a honorary basis.

The ESL shall comprise of:

- The Executive Governor General
- Chairman – Executive Senate Legislature
- Pro-President
- Deputy President of Administration
- Deputy President - Legislator
- Deputy President of Business Development
- Deputy President - Bursary
- Deputy President Emissaries
- Deputy President of Academies
- International Executive Registrar
- International Executive Bursar
- CTC Corporate Secretary General

## **Council of International Scholars**

ECU's main objective is to be one of the top, Internationally Attributed Private University. To this concern; ECU has taken the step in forming a Consortium of International Scholars to strengthen and to accomplish the aspirations and goals. The members of the Council of International Scholars are the Ceremonial Official Representatives of the University in the capacity of Honorary Positions. The professionals are selected from various walks of life and masters in their own fields, appointed by the Court of Governors of the University. The minimum term of office can be two years, but with the consent of both parties, it can be extended for any number of years. They are the mentors of the University's aim and objectives and participate in official functions of the University internationally.

The Council will consist of:

- ★ The Patron
- ★ Deputy Patron
- ★ Vice Patron
- ★ General Senate Rector
- ★ Deputy Senate Rector
- ★ Honorary President
- ★ Honorary Vice- Presidents
- ★ Rector of Professional Bodies
- ★ Executive Dean
- ★ University Chaplain
- ★ Director of Media

## **Council of International Academy**

The Council of International Academy comes under direct supervision of the Vice President of the University. Once a year, they will meet with the Governor General of the University at the Corporate Office in Great Britain. But, the International Academic Board will meet at least three times in a year and will make their suggestions to the Executive Senate Legislature.

**The Council International Academy consists of:**

- ★ Senior Executive Dean
- ★ Dean of Professional Bodies
- ★ Dean of Academics
- ★ Dean of Learning Centres
- ★ Senior Registrar
- ★ Senior Bursar
- ★ Dean of Student Welfare
- ★ Dean of Business Developments
- ★ Dean of Legal Affairs
- ★ Dean of Human Resource
- ★ Dean of Technology Management
- ★ Dean of Project & Strategy
- ★ Dean of Examiners & Assessors
- ★ General Clerical Staff

## **Council of Regional Learning Academies**

The Council of Regional Learning Academies will have the following operational structure. They will be directly answerable to the Executive Senate Legislature. The appointment of the Council of Regional Learning academies must have the final consent of the Executive Governor General.

## The Council comprises of:

- ★ Senior Dean
- ★ Director of Professional Bodies
- ★ Director of Academies
- ★ Director of Learning Centres
- ★ Registrar
- ★ Bursar
- ★ Director of Student Welfare
- ★ Director of International Marketing
- ★ Director of Legal Affairs
- ★ Director of Human Resource
- ★ Director of Technology
- ★ Director of Project & Strategy
- ★ Director of Examiners & Assessors
- ★ General Clerical Staff

# ECU's Professional Knowledge Qualification Gives Opportunity to Working Individuals!

## Steering Committees

The Executive Senate Legislature (ESL) is hereby authorised to form necessary Steering Committees on behalf of the Court of Governors as they may deem appropriate for the smooth operation of the University. The committees are formed to execute or to legislate in major academic, professional and vocational matters significantly affecting more than one Academy of the University. The Steering Committees will implement and execute the vision and mission of the University. Committee of Conferment will consult and analyse degree awarding concepts and methods. This Committee's prime concern is to evaluate individual credentials for honorary awards from the university and the affirmation of Professorships.

Committee of Publication and Research will launch into publication of reading and research materials and to advice on all aspects of the University's Business Development and Research Methodology. Committee of Academics will look into all aspects of Professional and Vocational Programmes of the University.

Committee of Awards will focus and develop appropriate schemes for assessing and awarding appropriate Credit allocation for Prior Learning and Experiences and for assessment of the merits of each individual's achievement. Committee of Ceremonies will focus and organize functions including annual graduation and alumni dinner.

ECU is a Non-Conventional Knowledge University of Today.

## Why seek out European Continental University Qualifications?

ECU's core value is to give prominence to their candidates by putting them in the driving seat and the University will be the facilitator, rather than to be a bureaucratic and impeding authority. This vision is to be a part of the next generation of learners, moving beyond artificially-imposed boundaries to a point where learning is recognised wherever and whenever it has taken place. It is above all, a chance to revitalize the concept of Orthodox Universities to meet the challenges to be faced, by our global working society for future years. ECU's Knowledge Oriented Professional Degrees are an evidence of an individual's own achievement confirmation, rather than theory. The importance of ECU's Professional Knowledge Degree is to give the opportunity to experienced executives - not to lose out to the inexperienced younger academic generation but instead to overtake them, not because of their lack of knowledge or competencies, but because of not possessing that crucial piece of paper - the degree - that the current employers are giving priority when giving jobs or promotions. In today's realistic economic condition, although many have been in their respective employment for many years without problems, their progress is stagnated due to the fact of not holding a paper endorsement of degree certification. This not only has given them a deadline for their promotion but has also gone to the extent of losing their career path. Therefore, ECU is the alternative pathway to compensate this potential loss.

## LEARNING NEVER ENDS WITH ECU!



TAKE THE NEXT STEP ON THE CAREER LADDER WITH US!

„ It is beyond a doubt that all our knowledge begins with experience. „

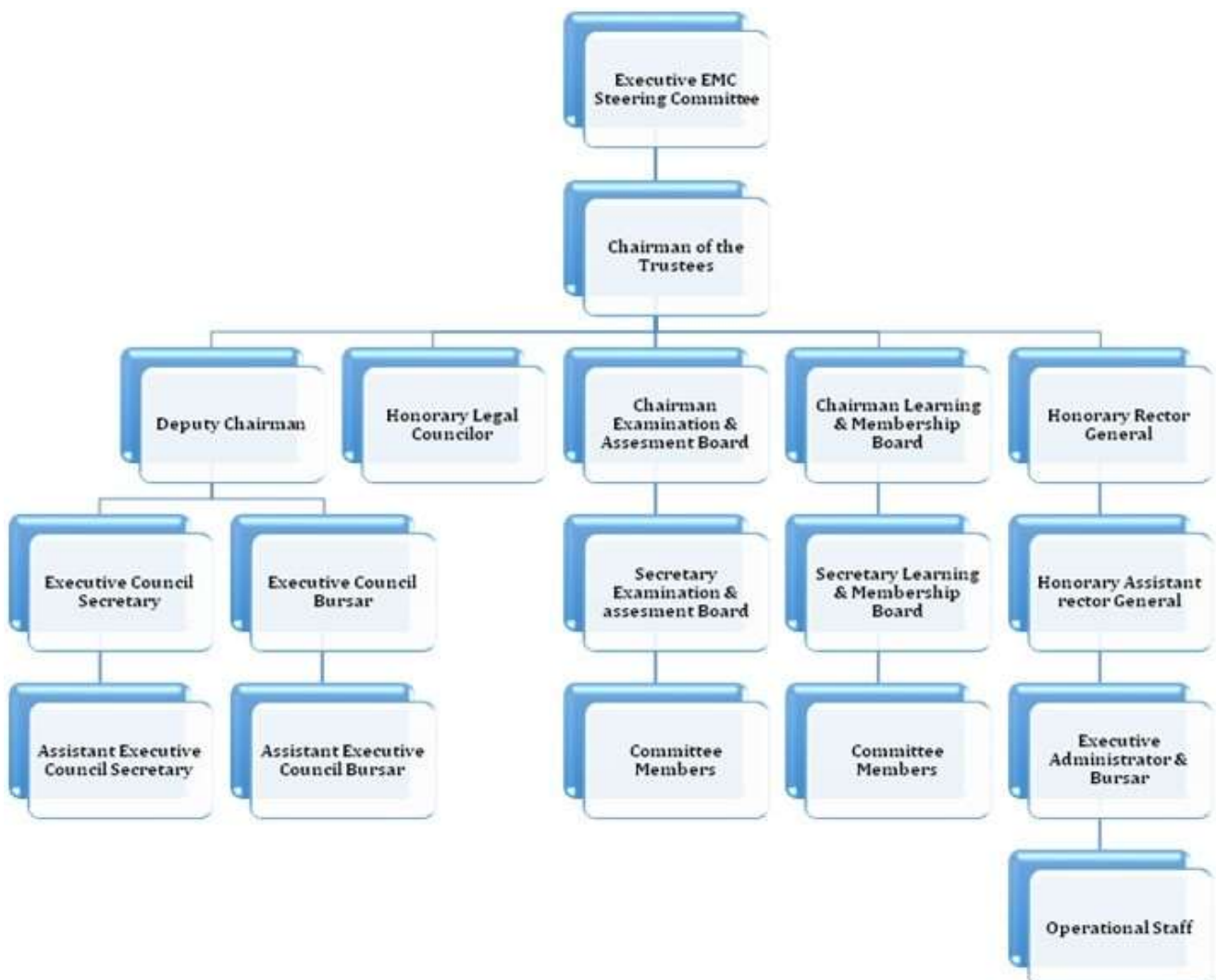
Immanuel Kant

" You can acquire a lot of knowledge without ever going to School . "

**William Glasser**

EUC's Work Based Professional Knowledge Degree Qualifications Motivates Tomorrow's Business Leaders

## Executive Management Council



## Proprietary Rights

The ECU is one of the foremost institutions that strived to promote professional and academic acknowledgement for work experienced individuals. This notion was brought to life by the founder, who put the concept together in his Doctoral thesis. As such, the ECU stake claim to all data and property mentioned within this document, extending to all awarding methodology and policies.

# Conclusion and Final Thoughts

The emphasis placed on experience during this harsh economic times has been well documented by the media. People are finding out that simply having a University degree is not enough to firmly place a foot on the career ladder. This is why ECU's unique vision is one not to be ignored. ECU has a proven track record of giving individuals the opportunity to further themselves in their chosen career path by awarding Professional Knowledge Qualifications based on the experience one has gained up until the point of application.

As previously mentioned, the ECU Professional Knowledge Award, has given many opportunities for individuals to get promoted within their field and reach their full potential. Perhaps the most notable advantage with an ECU Professional Knowledge Award is the flexibility in which you can gain one. There are no daily lectures; no weekly assignments and most importantly, it will not take you 3 to 4 years to complete. In fact assessment of an individual candidate can take a minimum of 3 months in most cases. The reason for this is because many of the candidates are already licensed working individuals. This is done with minimal disruption to the candidate's current job and family life. Our key assessment policies allow for the above-mentioned flexibility.

The Structure of assessment is as follows:

- ★ The Reflective Work Experience Accomplishment Assignment (RWEAA);
- ★ PowerPoint Presentation –based on key achievements and responsibilities held during an individuals working career;
- ★ Verbal Examination

What sets the ECU apart from most other institutions is that the University has a direct link with a UK Professional Body, namely The Corporation of Executives & Administrators. This awarding body has been in existence for more than 31 years as of 2012 offering membership and professional qualifications through their multitude of faculties. The CEA offers a unique Eminent Certified Membership exclusively to all ECU graduates, which is added strength to the graduate which can be used when either securing employment or gaining promotion in the workplace. As the ECU candidates are assessed and verified by the UK Commission for Consistent Learning (UK-CCL), they can be confident that their hard work is evaluated to the highest standards, as the UK-CCL holds the ISO 9001:2008 for Quality Management for assessing, examining and verifying. Due to this, the UK-CCL also offers Equivalency Certification to confirm that the standard of assessment conforms to the European Professional Educational standard.

So all in all, if your career matters to you, the ECU should matter to you, as ECU offers a paralleled recognition in the form of a Professional Knowledge Degree, Professional Eminent Membership with a UK Equivalency Certification. The main aim and objective of the ECU is to bring out the entrepreneurial spirit from each candidate and boost their professional status. William Wordsworth puts it best “the education of circumstance is better to that of tuition”. In other words the experience of life will put you in better position than perhaps being taught about theories. ECU's vision can be summarised by the below internationally renowned intellectuals quotes.

By reading the following selected Professional Quotes you can understand, What ECU means to you !

"Nothing worth knowing can be taught".

**Oscar Wilde**

"The Only source of Knowledge is experience".

**Albert Einstein**

"An investment in Knowledge pays the best interest".

**Benjamin Franklin**

"The only real security that a man can have in this world is a reserve of knowledge, experience and ability".

**Henry Ford**

"Seven Deadly Sins Wealth without work  
Pleasure without conscience Science  
without humanity Knowledge without  
character Politics without principle  
Commerce without morality Worship without  
sacrifice".

**-Mahatma Gandhi**



"It isn't what you know that counts; it's what you think of in time".

**Leo Aikman**

ECU's founder Prof. Ralph Thomas's strength is to make today's generation to understand that, you do not need the traditional academic path or exorbitant riches to earn a reputable Professional Knowledge Qualification. Rather just have sincere desire and commitment to better yourselves with your Hands on Learning and Experience.

Today's Economic climate should believe that, National Curriculum is not the sole path for attainment of academic credentials, but what we need today is an individual curriculum for every matured individual to know his or her career profession. This is the ECU's Founder's vision and mission for their prospective candidates.

"All wish to possess knowledge, but few, comparatively speaking, are willing to pay the price."

**Juvenal Quotes**

"Ask me my three priorities for Government, and I tell you: education, education and education."

**Tony Blair Quotes**

"It is not so very important for a person to learn facts. For that he does not really need a college. He can learn them from books. The value of an education is a liberal arts college and not learning of many facts but the training of the mind to think something that cannot be learned from textbooks."

**John Dryden Quotes**

**If you wish to accomplish professional status, come to ECU now !**

# The European Continental University

(Knowledge – Learning – Experience)

## PROCLAMATION OF AUTHENTICITY



This document of proclamation is given based upon the advice of the Secretary of the State of Delaware Office, USA, to confirm the legitimate incorporation of the non-profit institution European Continental University (ECU) as the Distance Learning, Non Residential Work Orientated Knowledge Degree for Matured Licensed Working Individuals in their respective professions. The qualification is conferred under the scheme of Affirmation for Prior Experience and Learning (APEL). This qualification is examined, assessed, verified and accredited to the comparable quality standard of Qualifications and Credit Framework (QUCF) of United Kingdom by UK-Commission for Consistent Learning (UK-CCL), whose Professional Quality Management Standards (PQMS) are to the highest standards of ISO 9001:2008. As further confirmation of the Legal Incorporation by the State Secretary of Delaware, USA to authenticate the country of license, the University obtained the APOSTILLE Certificate to ascertain the true originality of all certification.

The ECU originated with the guidelines of UK Professional Body, The Corporation of Executives and Administrators (CEA) which was incorporated in 1981 in Great Britain with articles permitting them to integrate as many faculties it may deem necessary. This vision enabled then Executive Governor General Ralph Thomas (Professor Emeritus) to come up with the concept of the Knowledge University. The State Secretary of the Delaware office has been made aware that, the International Coordinating Centre operating in London will be managed by CEA.

To confirm the legal recipient of the ECU certification, the candidate's reference number should correspond with the Certificate of Award to confirm the authenticity. It is also to affirm that the signature, seal or stamp on the document is genuine. This proclamation is signed by the Executive Governor of the University, who is the Head of the University's Governing Board.

### Prof. Ralph Thomas (PhD, DUni-USA)

Fellow Member of Royal Society of Arts (FRSA), ICEA, IFA, ABHA, BMA,  
SSM Freeman of the City of London and England & Wales  
Kentucky Colonel of Commonwealth of Kentucky (USA)  
Hon. Academician of Russian Academy of Science (Russia)

Hon. Consultative Professor for Professional Bodies & Universities

US President's Call to Service Award

Date: - 21st March 2014

# European continental University

Incorporated in State of Delaware, USA To Confer Work  
Oriented Professional Knowledge Awards



## Professional Entrepreneurial Master of Doctorate



Ratifying Life Achievements And Enriching To Professional  
Status By way of Recognizing the Knowledge Gained by  
conferring the award of Professional Entrepreneurship  
Master or Doctorate

ECU QUALIFICATIONS ARE AWARDED TO INDIVIDUALS WHO CAN PORTRAY THEIR  
ELIGIBILITY OF WORTHINESS BY WAY OF THEIR ACHIEVEMENTS IN WORKING LIFE  
OR BUSINESS!

Convocations are held three times in a year!  
February - June - October

Email: [admin@myecu.org](mailto:admin@myecu.org) | Web: [www.myecu.org](http://www.myecu.org)

ECU's Knowledge Qualifications are known and accepted internationally as a worthy, valuable,  
recognizable, **PROFOUND DEGREE AWARDS** for any individual who has gained the  
acceptance as an entrepreneur candidate, by way of the contribution and achievement by way of  
success in a **BUSINESS OR PROFESSION OR EMPLOYMENT.**

# What does ECU Awards Offer!!!

## Leadership Personal Development & Entrepreneurship

### Master of Professional Entrepreneurship (MPE) Doctor of Professional Entrepreneurship (DPE)

The Founder along with his Trustees keeping to their fundamental foundation mission and vision on Innovative Professional Qualifications to the Business Society came about in the year of 2014 to introduce special award to be known as Professional Entrepreneurship Awards for Non Traditional Academics, but for the Hands on Work Experienced Matured individuals. This can be either employed matured personnel or Small & Medium Business Personnel.

Keeping to this vision, the Executive Governing Board and Trustees of ECU have come about to confer the valuable recognition of either Master's or Doctorate of Professional Entrepreneurship in their respective field of achievements, as this is the highest order of award of ECU.

ECU's Professional Knowledge Qualifications are assessed and verified to UK-Commission for Consistent Learning Professional Quality Management Standards 5001:2005, which is to ISO 9001:2008 Quality Standards. ECU is happy to offer this unique and incredible recognition, appreciation and worthy award for individuals, who have made their name and came into the international ranking as treasured Entrepreneurs. At this juncture, the Executive Board of Governors wishes to emphasize to every individual that, ECU's Professional

Knowledge Qualification has to be earned, rather than awarded. Secondly, every candidate has to meet the assessment and verification criteria procedures and must attend number of Viva (Oral) Examinations to confirm the eligibility to earn this unique endorsement of Professional Knowledge Degree Qualifications what they totally deserve.

The market research has lately empowered to promote this unique award of Professional Entrepreneurial Master's or Doctorate as a worthy, valuable, recognizable and Profound Highest Award for every individual who has contributed their highly valuable Hands on Professional Knowledge in their working and business environment.

ECU's Founder wishes to emphasize that, the Professional Knowledge Entrepreneurship award is to ratify the Life Achievements which is to enrich the Professional Status of any individual who has earned the Recognition and Knowledge through their dedicated working life. It is also acknowledged and understood that, it is not merely an endorsement, but appreciating the individuals who have contributed their talent given to them by the Almighty not only for personal achievement, but enriching the whole society with many opportunities, such as economic growth, jobs openings, better environmental facilities and a good atmosphere for people to live in.

This unique award came about after unfathomable evaluation and deliberation by Executive Board of Governors and Trustees along with the University Convocation Council (UCC) and Governor General Lifetime Achievement Award Committee (GGLAAC) to facilitate and stimulate this Unique Highest Professional Knowledge Award of Entrepreneurial Master's or Doctorate with the emphasizes on their specialty of achievement as their major. The Executive Board of Governors and Trustees of ECU were able to enforce this concept in the year 2014 and continuing this in the International Arena three times in year from region to region.

# A Note to be Consider by Everyone!

## Alumni

The Road to Success is not straight, but many curves to achieve the Goal !

A curve called Failure; A loop called Confusion; Speed bumps called Friends; Red lights called Enemies; Caution lights called Family; You will have flats called Jobs.

But if...., You have a spare called Determination; An engine called Perseverance; Insurance called Confidence; A driver called You; You will make it to a place called Success.



## Come and Join Hands with ECU for a Worthwhile Professional Acknowledgement

ECU's Founder believes is that many talented individuals have wonderful ideas, but they fear or fail to execute, but true entrepreneur is a doer and do not wait for others nor a dreamer, but born to be leader. Entrepreneurship is starting a venture from scratch, which includes everything from idea, conception, planning, execution and managing it to a long term with word call success. ECU is taking this accomplishment as a commendable credential in order to confer this remarkable and highest order of Master of Professional Entrepreneurship (MPE) or Doctor of Professional Entrepreneurship (DPE) as the confirmation of their Personal Knowledge Achievement by a unique Knowledge University

## Alumni Members

The ECU Alumni Members are comprised of every graduate who has gained the ECU Professional Knowledge Qualifications. They are spontaneously amalgamated to the Alumni Council

## ECU's Awards Are Accompanied by UK-Professional Body's Eminent Certified Membership

# The Vitality of Professional Knowledge Endorsement

The European Continental University's (ECU) founders wish to further reinforce the value of Professional Knowledge Degree as contingency planning for the Third Millennium. It is vital in today's extremely volatile economic climate especially when more employers are looking for knowledge orientated applicants rather than the conventional theory based academic graduates, as they will not be able to contribute immediately to resolve the market need of today. However, Professional Knowledge Graduates can use their experience as well as theory to make a difference in the world today.

In today's current market place, we have many matured adults with very high experience, but do not hold a valid certificate to assure employers of their potential value. For this purpose, the ECU founders came about with a realistic methodology concept to take up the challenge in offering the Professional Knowledge Qualifications to the matured licensed working individual, whereby they will be recognized by an employer as a qualified professional.

The ECU founders come from the orthodox educational route but truth of the matter is that today's business world, the traditional graduates have seen the added value of ECU's concept. They have come forward to pledge their allegiance to ECU's vision and mission. This further reinforces the notion that the "Professional Knowledge Degree" is a valid and very important award for shaping the future, whilst also rewarding the self-made entrepreneurs of today and tomorrow.

The ECU founders firmly believe that, ECU does not award qualifications; rather ECU encourages the licensed working individuals to earn their Professional Qualification Certification from the Professional Academic Panel of ECU. The Executive Governor General Prof. Ralph Thomas consulted with a number of fresh graduates from Orthodox Universities, who cannot find suitable jobs in the current economic climate.

This confirms to him that their accomplishment of traditional academic degree qualification does not meet the current demand for an employer's requirement. This demonstrates that an ECU qualification can be very valuable for today's economic climate and shows that potential employers give their fullest support for ECU's vision, mission, and quality assessment and verification policy standards. Viva Examination is known as the university examination in which the candidate answers the questions in speech rather than a written examination.

The ECU Founders make a plea to all licensed working individuals who do not have professional endorsement for their lifelong contribution to the economic world, to come and join hands with the ECU in order to get them recognized through gaining credit with a worthy **Professional Knowledge Qualification that Licensed Work Experienced Individual Deserve Today.**

HELP US TO HELP YOU TODAY,  
TO MAKE YOU KNOWN INTERNATIONALLY,  
AS A REPUTABLE, RELIABLE AND TRUSTWORTHY KNOWLEDGE  
PROFESSIONAL, WITH A RENOWNED AWARD OF MASTER OR  
DOCTOR OF PROFESSIONAL ENTREPRENURSHIP!!



# Voluntary General Advisory Message

**U.S. Department of Education  
400 Maryland Avenue, SW Washington, D.C. 20202  
[www.ed.gov](http://www.ed.gov)**

Accreditation in the United States is a voluntary process of external quality review used by higher education to scrutinize colleges, universities and programs for quality assurance and quality improvement. Higher education creates finances and otherwise sustains accreditation as a desired practice of self-regulation of its activities. Accreditation emerges from concerns to protect public health and safety and to serve the public interest. It is carried out by private, non-governmental, non-profit organizations designed for this specific purpose.

The United States has no Federal Ministry of Education or other centralized authority exercising single national control over postsecondary educational institutions in this country. The State of California assume varying degrees of control over education, but, in general, institutions of higher education are permitted to operate with considerable independence and autonomy. As a consequence, American educational institutions can vary widely in the character and quality of their programs.

The U.S. Department of Education states; accreditation does not provide automatic acceptance by an institution of credit earned at another institution, nor does it give assurance of acceptance of graduates by employers. Acceptance of students or graduates is always the prerogative of the receiving institution or employer. For these reasons, besides ascertaining the accredited status of a school or program, students should take additional measures to determine, prior to enrolment, whether or not their educational goals will be met through attendance at a particular institution. It is the responsibility of each student to determine, prior to registration at any university, that their degree program or studies, meet admission, employment, or transfer requirements.

The Executive Board of Governors & Trustees of European Continental University (ECU), who are the University of Knowledge, Learning and Experience, wish to advice every prospective candidate, who wishes to obtain the Professional Knowledge Degree Qualification from ECU must read out and understand the above statement which was published by US Department of Education in their website about the private university concept of USA at the time of ECU's Incorporation. This statement of US Department of Education of Washington DC, gave opportunity of the Corporation of Executives and Administrators (CEA) of Great Britain to articulate and incorporate in legitimately to obtain the license in the State of Delaware, USA, with the assistance of John L Williams, who is the person who incorporated on behalf of Agents and Corporations, Inc., 1201 Orange Street, Suite 600, Wilmington, DE 19801 and The Registered Office in the State of Delaware is located at 1201 Orange Street, Suite 600, in the City of Wilmington, County of New Castle, Delaware.19801.

This license is under the Convention de La Haye du 5 Octobre 1961 by the Secretary of State of Delaware on the 31st day of May 2005 with the registration No. 0254641 with the notion of International Open University vision. The International Coordination Centre will be operated in Great Britain. This may be verified from the Secretary of State of Delaware with the authentication number 3914155



This specific statement of endorsement is furnished by the Executive Board of Governors and Trustees of European Continental University to emphasize the validity of ECU's Professional Knowledge Awards to their prospective candidates. ECU's qualification has to be earned rather than a paper award. It is also made aware to every applicant to understand the private university concept USA. As institution's status, vision; mission and objective differ from each other. This document is for private circulation on voluntary basis to make known of the USA private Universities' polices.

This document is issued by Executive Administrator's office of ECU for information purpose only and not to quote as stipulation of USA authority. This information is taken out from the original website at the time of ECU's incorporation. If any changes occur to current website or updated information, ECU office cannot be hold legally responsible. Please be understood here that it is an advisory note as a guidance only.

# European continental University

Lifting Your Eyes to the Future

Testimonials of Well-Wishers and Alumni Members



The Executive Board of Governors firmly believe that accreditation has to come from the Well-Wishers and the Alumni Members, as they know the concept and the value of the ECU qualifications. Written testimonials influence our actions and choices in innumerable ways, sometimes without our even thinking about them. Even more powerful than these “professional” testimonials, however, are those that come from trusted personal contacts. So it is in business, before people come to your firm for a particular product or service, they often want the comfort of knowing what others have said about you. Those references are expected to respond by written or spoken word about you and your work performance; quite frequently, a testimonial can clinch the new candidates who are looking for similar endorsements for their work experience. Testimonials carry a level of credibility because they come from someone who has direct experience with your concept and worthiness of your unique services. Consumers generally place more trust in a testimonial from another consumer than in a business's own marketing message. They believe that the average person is unbiased and has nothing to gain from providing a testimonial. The business stands to gain—or lose—everything, so its own words are seen as less trustworthy. Although most businesses are truthful with their customers, it's not hard facts but consumers' perceptions that drive their decisions.



**The past pupils of ECU must be proud and delighted to give a testimonial of their “ALMA MATER” BECAUSE OF THEIR ENUMOROUS BENEFITS gained from their Qualifications.**



**One more thing: Remember the law of reciprocity ? It works here too.**



# European continental University

Lifting Your Eyes to the Future

Testimonials of Well-Wishers and Alumni Members

My name is **M.K. Stalin** who is the Deputy Leader of the oldest party of Tamil Nadu known as DMK. It is my great pleasure to give testimonial of my Alma Mater who conferred me with the highest award of the university the **Honourary Doctorate in Political Management**. The conferring ceremony took place in Great Britain at one of the oldest and prestigious venue of “Imperial College of University of London” in the presence many high distinguish guest and professional academicians. This highest award was affirmed to me by the highest official of the university Professor Ralph J Thomas. This is award was showered on me due to my personal wealth of knowledge in the Political Management which is over thirty five years of experience. Attending this graduation ceremony in London was one of my remarkable and unforgettable moments of my personal life. As my Party leader and my family was very proud of this affirmation to me. Therefore I am indebted to my Alma Mater and without any reservation I recommend anyone to join my Alma Mater in enhancing their career by gaining appropriate qualifications

Dr. M.K. Stalin (Doctorate in Political Management)  
Deputy Chief Minister  
State of Tamil Nadu  
India



It is a great pleasure and privilege to pen it down my personal appreciation to my Alma Mater European Continental University (ECU) of Delaware, USA. In my personal opinion, ECU is a unique university focusing on working professional like us to enhance our professional image at work place and public arena. To earn a degree qualification, you do not need the classroom environment, but you must have experience and knowledge to confirm your ability. This is the aim and objective of ECU. This is the main reason for me choose ECU for my highest award of Doctor Philosophy from other state and traditional universities. The vision of ECU is to earn the qualification rather than awarding in a platter. My 24 years Senior Management Position will confirm my eligibility of my achievement.

Dr. Sh. Bin Mohammad Al Khalifa  
Commander of Royal Military Police,  
Kingdom of Bahrain



“I chose to study at ECU because it offered a doctorate degree specifically within my area of interest and had a good reputation for offering quality education.

These attributes allowed me to complete my PhD and full fill my aspiration.”

**Dr. Muhammod Pallikkandy of Kingdom of Bahrain**  
**Doctor of Business Administration (DBA)**  
**Graduate**  
**Managing Director, Al Noor International School.**

# European continental University

**Lifting Your Eyes to the Future**

**Testimonials of Well-Wishers and Alumni Members**

"I chose to study the Bachelor of Business at ECU because of the wide variety of study options available and the reputation the University had in the community.

The program provided me with a solid foundation of core business skills and gave me an opportunity show my employer what I am capable of.

**Ms Zouhair Farhat of Kingdom of Bahrain**  
**MBA in Hotel Management**  
**General Manager – Al Dana Hotel Management**

I am very happy about the degree that I received. Since I do have a lot of experience but not enough time to attend university the traditional method, the ECU program gave me the opportunity to upgrade myself, my business and gave my clients more confidence in my abilities.

**Dr. Tamer Victor of Republic of Egypt**  
**Doctor of Philosophy (PhD)**  
**Director Alex Book Centre**

My goal of attaining a MBA was realized through ECU by my prior experience and learning. When you think about it, this combination of education and real life workforce experience is an awesome combination. Taking the knowledge from education and combining it with the sweat of the brow. It is best of both worlds in my personal opinion.

**Mr Rajakaruna Wanigasekara of Sri Lanka**  
**Master of Business Administration**  
**Manager Network Operations – Etisalat Sri Lanka**

The top reason why I chose ECU was that it was helping me to earn my credentials from a reputed university. Everything went well from beginning to the end. The support from the academic advisors was tremendous and I am happy that I chose ECU degrees to accomplish my career goals.

**Nawaf Al Jishi of Bahrain**  
**Master of Business Administration**  
**Chairman & Managing Director, Business Excellence Group, Bahrain**

ECU qualification has the edge over other private universities of USA, because it evolved from a UK Non Chartered Professional Body and it endorses the award by facilitating with their Exceptional Eminent Certified Membership, which others do not offer at this moment of time. It is another uniqueness of ECU qualification, where working individual are seeking.



# European continental University

**Lifting Your Eyes to the Future**

**Testimonials of Well-Wishers and Alumni Members**

Many institutions utilize accelerated learning, cohort, cluster and other innovated programs to reach and meet individual student needs. ECU's degree program assessment and verification process utilized my educational and professional achievements, which included courses, seminars, workshops, work-study, and on-the-job training programs. My MBA's conferment and award was based upon evaluations of my accomplishments, many of which have exceeded the content, format and substance of many traditional degree programs' criteria.

**Mr. Upali Rupasinghe of Sri Lanka**  
**Master of Business Administration**  
**Project Manager – Etisalat Sri Lanka**

"Definitely consider ECU's Professional Doctor of Knowledge Programme. It was a great journey for me. It allowed flexibility for me to continue working, continue my career, continue the family life that I had in place, and not jeopardize any of those entities while I continued my education. It was a real win-win for me in the Professional Doctor of Knowledge Programme. I would recommend it to anyone as the ECU program surpassed my all expectations

**Dr. Ali Kunhalil of Kingdom of Bahrain**  
**Doctor of Philosophy (PhD)**  
**Chairman Al Noor International School**

ECU degree programs are not only „top notch“ academically but they are highly relevant in today's business world. The University's values of excellence, hard work, quality, and compassion provide the right combination for producing tomorrow's skilled business leaders

**Mr Bobby Sivapatham of United Kingdom**  
**Master of Business Administration**  
**Managing Director Rhino Group UK**

One of the main reasons why I wanted to pursue my MBA degree was to make others including my employer believes that I do have the necessary business education. I was lacking proper credentials and ECU helped me to achieve my goals.

**Mr Athula Madabawita of Sri Lanka**  
**Master of Business Administration**  
**Regional Manager – Etisalat Sri Lanka**

# European continental University

**Lifting Your Eyes to the Future**

Testimonials of Well-Wishers and Alumni Members

"My employer definitely noticed an improvement in me since I have been in the program. I've been more organized and had more creative ideas. I've used our branch team a lot more in decision making and we've done different things with our employees. I think they've noticed that we've just done a lot of different things since I started the program.

**Mr Reza Rafeek of Sri Lanka**  
**Master of Business Administration**  
**Manager Altayyar Group Saudi Arabia**

I am Jordanian and working in Dubai proud to give my personal approval to the ECU qualification without any doubt to anyone who is seeking like me to endorse their work experience into a Professional Knowledge Qualification. Because I gaining this qualification my employer not only gave me rise in my pay they also promoted to me to a managerial level. Even my family is happy of me now as I have got a degree qualification to boost my personal image. What more than this you expect from ECU. Come join and motivate yourself.

**Mr. Wessam F Al Dweik (Bachelor of Marketing Management)**  
**AW Rostamani Holding Group, Arabian Automobile & Co, Dubai.**

I Khairul Alam Bhuiyan, a Bangladeshi who has successfully completed my Bachelor (BSc) and Masters (MSc) in Bangladesh with the work experience in the field of Information Communication Technology over 7 years of practical professional experience in the field of Information Technology where in the early years of my career, I have significantly contributed to the Ministry of Information of the Republic of Bangladesh in the capacity of Computer Engineer and Network Engineer. Notably I was made in charge of the head of the Technology Department. I have contributed my personal knowledge and expertise to the D8 Summit that was held at the Hotel Sheraton in Dhaka, Bangladesh. Amongst my other significant works are setting up of Local Area Networks, web designing, software development and providing IT courses working professionals. I wanted to further my career in London and through my friends I came to know one of the popular practical oriented academician Professor Ralph Thomas, with his help and assistance I was able to achieve my dream of gaining my doctorate qualification with European Continual University of Delaware, USA. I submitted my thesis in the area of New Tools in Cryptography. I am very much proud of my university and the qualification what I have achieved in my life, that money cannot replace it. I am very proud it and I want other to join our university gain qualification which will definitely will boost your life. Please do visit [youtube.com](https://www.youtube.com) under the name of Khairul Alam Bhuiyan, you can witness my awarding ceremony and you too will be wanted to be one like me soon. I wish you all well. Currently I am a Director of UNITED SOLUTIONS (UK) LIMITED in London.

**Dr. Khairul Alam Bhuiyan**  
**London**

# European Continental University

## Frequently Asked Questions

[www.myecu.org](http://www.myecu.org) [admission@myecu.org](mailto:admission@myecu.org)

The Executive Board of Governors have decided to pen down some of the questions that may come up from prospective candidates before committing themselves in gaining qualifications from ECU. The ECU concept is something different, exceptional and distinctive from the Traditional Red Brick Degree Awarding Institutions. To clarify any doubts, the following questions and answers will hopefully assist any one query to a satisfactory level to make up their mind to understand the vision and mission of ECU.

### **What is European Continental University and what is their aim?**

European Continental University is a non profit quasi charity corporation incorporated in the State of Delaware with the approval of State Secretary as a non-domicile institution to facilitate as a Work Based Professional Knowledge University. The aim is to confer Non-Orthodox Work Based

Professional Knowledge Degree Qualifications to matured working or business individuals worldwide under their incorporation constitution. Every university has its own Assessment Methodology and Awarding Policies.

### **How did European Continental University evolve?**

The European Continental University (ECU) was conceived from a UK Professional Body, namely the Corporation of Executives and Administrators (CEA), which was incorporated in Great Britain in the year of 1981 under the 1948/1981 with the facilities to incorporate as many faculties as it may seem necessary. It is one of a unique UK Professional Body. But ECU is an independent professional higher educational institution of State of Delaware, USA.

### **Who is managing the European Continental University?**

The Trustees of the UK- Commission for Consistent Learning (UK-CCL) along with professional support of Corporation of Executives and Administrators (CEA) are operating the ECU. But UK-CCL has undertaken in declaring and taking care of the revenue and operation along with the entire management and administration of ECU in their office in Great Britain in the capacity as the International Coordinating Centre since 2013.

### **Who are the Trustees of ECU?**

Currently the Trustees of the Corporation of Executives and Administrators (CEA) and UK-Commission for Consistent Learning (UK-CCL) of Great Britain are the Trustees of the ECU.

### **How does the ECU Operation work?**

The Executive Councils have decided to setup their operation in the following manner. Registered Office to handle all governmental enquiries.

- ★ International Coordination Office handles all enquiries and back office administrative operations. Consults all official matters in relation to the ECU Operation and executives official congregate for seminars, conferences or meetings.
- ★ Business Development & Publication Office meets the request of marketing, promotions, publication and advertising matters.
- ★ Governor General Office, is where the official meetings of dignitaries are held.

# European continental University

## Frequently Asked Questions

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### **Any benefit from CEA to prospective ECU Graduates?**

Yes, CEA offers every ECU graduate with Eminent Certified Membership, which is specially, sanctioned by the CEA Trustees to strengthen the ECU's Professional Knowledge Qualification. This CEA membership is awarded to ECU's Graduates to confirm the European affiliation. Added to this, CEA's publication such as "ADMIN TIMES and ADMIN WORLD" is circulated with the ECU information to all the Alumni Members of ECU free of charge. The CEA's Eminent Certified Membership can also be considered as a dual qualification.

### **How is the Examination, Assessment and Verification of ECU applicants?**

ECU's Trustees have given this vital task to UK-Commission for Consistent Learning (UK-CCL) who is a UK incorporated non profit quasi charity institution whose sole purpose is to maintain Professional Quality Management Standards (PQMS) in assessing, examining and verifying the individuals, institutions and organisations.

### **Why assessment, examination and verification were given to UK-CCL?**

Although quality assurance is a fundamental responsibility of ECU, it has empowered UK-CCL to conduct, as they have the approval the ISO Standards and Guidelines as the assessors, examiners and verifiers under reference of BS-EN-9001:2008 with certification number GB-14390. The International Standardization Organization (ISO) is the only quality assurance system recognized by intergovernmental agreement between 148 different countries. The ISO encourages institutions to adopt the standards in both self-certification and external audit processes.

### **Does the UK-CCL ISO endorsement give any benefit to the ECU?**

Yes, because all the candidates are assessed, examined and verified by UK-CCL. This function is carried out as per the methods and quality assurance of ISO Standards and Professional Quality Management Standards of UK-CCL PQMS 5001:2005. Added to this, UK-CCL offers the ECU candidates with the Equivalency Certification as the confirmation of Professional Knowledge Qualification of ECU which is taken into European Qualification Standards.

### **What is unique about UK-CCL's assessment?**

All the candidates' documents are examined and verified individually by UK-CCL approved professionals in their respective countries. UK-CCL nominates professionally qualified and experienced academics and professionals to execute their tasks in many countries as their External Assessors and Verifiers. This facilitation is offered to ensure that every applicant could be able to appear in person to confirm their eligibility for the award. UK-CCL has Regional Operational Director as many countries as possible to maintain and execute the PQMS 5001:2005 to the highest level.

### **Why do you say ECU's awarding certificate is unique?**

ECU's awarding certificate is unique because it has the approval of both the CEA and UK-CCL, which jointly gives further endorsement and enriches the professional quality standards that is maintained to the European level award. ECU's Work Based Professional Knowledge Qualification cannot be bought, rather every applicant has to make every effort to be earned rather than awarded.

ECU's assessments are practical oriented rather than rigid academic method. ECU professional knowledge qualifications are for matured hands on work experienced individuals, who can demonstrate their knowledge in their respective profession. Every ECU professional knowledge qualifications are categorised to the individual's work specialisation to demonstrate the worthiness and acceptance internationally.

# European continental University

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Does ECU have any special scheme for candidates to enrol?

Yes, ECU has three methods when accepting their applicants.

- ★ Accreditation for Career Progress Development (ACPD)
- ★ Affirmation for Prior Experience & Learning (APEL)

Most of the candidates are considered under the two schemes of ACPD and APEL, as the applicants are busy working or business individuals. The ECU awards are conferred to Work Based and Matured Applicants. CU's awards are assignments and oral examinations and ACPD and APEL schemes are more popular within the prospective applicants.

### **Can any training or education provider offer ECU qualifications?**

Yes, why not. ECU welcomes any one to join in offering their Professional Knowledge Qualifications, as a potential new facilitator of Learning Academy. Please contact us via email by giving full details and the area of your interest, the scheme that you wish to offer etc. The UK-CCL Office will coordinate via their respective representatives as soon as possible.

### **Is ECU interested in a strategic partnership and can this be discussed?**

ECU is very selective in entering into such relationships and will only do so when certain criteria is clearly met. A full detailed business proposal with clear intention with available financial capacity and the background of individuals would be assessed for such partnership. The International Affairs Administrator will respond to this query initially.

### **What types of degrees does ECU offer?**

The Executive Board of Governors of ECU have made very clear in their website and well in all their promotional materials that they only facilitate and award Work Based Professional Knowledge Degree Qualifications and not an academic qualification. The degrees are of Bachelor, Master and, Doctorate in all areas of Management.

### **How long will it take?**

ECU's incorporation is confirmed that it is a Work Based Knowledge University, therefore their mission is to offer an individualized, mentored professional qualification at a fraction of the cost of many other state or private universities. The standard duration may be reduced considerably if the candidate is considered under the scheme of Accreditation for Career Progress Development (ACPD) or Affirmation for Prior Experience & Learning (APEL). Equally, if the candidate wishes to pursue their qualification through Academic Route Learning (ARL) the amount of time and effort will be a major factor in determining how long the individual is prepared to put in, to accumulate the necessary credits for the appropriate award. These factors will often mean that you can complete your professional degree in significantly less time than in a traditional learning route. This does not mean that the level of award quality standard is less than any other degrees.

### **How do I apply? When can I start?**

ECU is proud to say to their prospective candidates that, being a Work Based Knowledge University, no time bar is attached for enrolment. Anyone can enrol any time of the year either directly with International Coordinating Centre or Local Representative Offices in respective countries. The candidates who wish to use the ARL scheme must come through their respective approved Learning Academy Centres.

# European continental University

## Frequently Asked Questions

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### **Is ECU accredited by a government-recognized organization?**

The European Continental University's (ECU) vision evolved from the UK Incorporated Non-Chartered Professional Body the Corporation of Executives and Administrators (CEA), whose constitution permits the ability to create as many faculties it may deem necessary since the year of 1981 in Great Britain. Taking this into consideration, the Executive Governor General Prof. Ralph Thomas came up with the remarkable solution of constituting a Work Based Knowledge University by implementing his Doctorate Thesis theory and came about incorporating lawfully in State of Delaware, USA in the year 2005. This was made possible by submitting the appropriate application pertaining to the Incorporation Constitution on the February 14, 2005 by Mr. John L Williams, the Incorporator and nominated 1201 Orange Street, Suite 600, Wilmington, Delaware 19801 as registered office and approval of State Secretary of Government of Delaware was given on the 31st of May 2005 with the official registration number of 02254641 along with the Authentication number 3914155 as a Virtual Distance Learning Knowledge University. ECU DEGREES ARE EARNED NOT AWARDED.

Added to this, an additional Professional Eminent Certified Membership of CEA is offered to further enhance by affirming their invaluable work experience and making it as a dual Professional Qualification.

Most importantly, the ECU Board of Governors always look for accreditation and endorsement to every working individual, entrepreneur, business organization, private and government employer and professional bodies. ECU's qualifications are made known as the Worked Based Knowledge Degree Awards. The ECU Board of Governors firmly believe that Professional

Knowledge Degree Educational Qualifications have neither age limit nor boundaries, because it is conferred upon licensed working individual professionals.

### **Are the standards of ECU comparable to those traditional on-campus degree qualifications?**

The traditional on-campus degree qualifications are 100% academic oriented, but ECU qualifications are based on hands on work experience and prior learning. ECU strongly believes that, the

Professional Quality Management Standards have been imposed in their assessment and verification, in relation to all their awards. They meet the required stipulation of a traditional university. ECU's purpose is to offer a different international professional knowledge educational experienced degree award, with the learner in full control of the process. To this effect, ECU candidates are assessed, examined and verified to an ISO 9000:2008 by UK-Commission for Consistent Learning (UK-CCL).

ECU's learning route is much more flexible than that of any traditional institution – it gives the flexibility of being self-planned and self-paced. Therefore, in terms of personal attention to detail and attentiveness of the particular needs of the candidates, it far exceeds to what is better accessible elsewhere. ECU believes that with this significant historical model in support, this flexibility is achieved without compromising professional academic standards. It should be duly noted that being distinct from traditional institutions. It does not make us substandard to any conventional Universities.

### **Does ECU give any credit for life experience?**

Yes, under the scheme of ACPD and APEL. ECU's vision, mission and objective is to elevate every working licensed individual to gain a reputable and acceptable professional knowledge degree qualification to bring them to the level of an academic professional.

# European continental University

## Frequently Asked Questions

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### **Are ECU degrees accepted in employment?**

Yes, because ECU confers their Professional Knowledge Degree Awards on the basis of Work experience of the candidates, who are legitimately licensed work experienced individuals. Therefore, this decision is down to the individual discretion of the employer. It is with great pleasure, we can confirm that, many of our candidates have benefited with our awards by career enhancement. To this effect, we have received positive feedback from employers from whom we have consulted, indicating that the personalized nature of our awards has high appreciation from private business community. With all issues of acceptance, however, every individual should make their own exploration to ensure that the professional knowledge degree will meet their current and upcoming needs.

### **Do you accept transfer credit from other institutions?**

ECU accepts transfer of credits from other institutions and partly qualified matured students on a case-by-case basis within available limits. On the other hand, ECU generally has an open-minded approach in allowing the candidate with an opportunity to prove their eligibility for ECU awards.

### **Are credits from ECU accepted by other learning institutions?**

It is of course a vital question. But, ECU cannot give any under-taking this regard, as relevant decisions concerning to the acceptance of ECU professional awards strictly depends on the receiving institution's admission policies and are made at the sole discretion of the individual institution. ECU has no power over their decisions. ECU's Board of Governors wish to state that, they do not make any representation whatsoever with reference to the transferability option to other awarding institutions. ECU qualifications are explicit and unique as they are based on work experience and prior learning. ECU's Executive Board of Governors would like to advise in advance to every applicant who is willing to obtain a degree qualification or intending to transfer credits to any other awarding body, that they must not take for granted that the credits earned at ECU will be accepted by any other awarding bodies. Please be advised that, an institution's legal or accreditation status does not guarantee that credits earned at their institution would be accepted for transfer by another institution. No institution, however distinguished they are and whatever its accreditation status, can state truthfully that its credits are collectively accepted in all situations.

### **Are scholarships available?**

ECU being an independent international non-governmental non-profit quasi charity private corporation incorporated in State of Delaware, USA, it does not participate in government-funded aid programmes and it cannot offer a general scholarship scheme. However, ECU being an affiliate of Chris Thomas Corporate Trust (CTCT) of Great Britain, it can consider some scholarships on individual basis with the approval of CTCT for candidates from the developing counties. On the same token ECU is actively seeking any donors to come forward in sponsoring any candidates via the CTCT scheme. Candidates may seek assistance from their current employers or private financial commercial loan companies. If any documents are required regarding confirmation acceptance of any award, ECU's admission department will assist the candidates, as long as the prospective candidate makes a written request.

### **Do you accept applications via the telephone consultation?**

ECU does not believe in a telemarketing concept, but does depend and support personal and individual references. Telephone consultations are offered to clarify any doubts and assist the prospective candidates with any additional information that they make require. All applicants must complete ECU's official application along with a detailed CV. These must be enclosed for the initial assessment to be carried out. The use of telephonic process in admissions is usually a cover for high-pressure sales and marketing counselors paid on commission. ECU always wants the applicant to think carefully and independently before making any decision and to be absolutely sure before

enrolling. There is no high-pressure sales talk because ECU's emphasis is purely on achieving high quality and satisfaction. Every application is considered on an individual merit only.

**How do past graduates communicate with each other?**

The ECU Alumni Association managed by Consortium of Professional Bodies known as CPBU handles this affair for the ECU. The CPBU is an independent business organisation and handles this professional service to other institutions and this will give better benefits to the ECU graduate network.

**Do past graduates of ECU give any testimonials to confirm the benefit of ECU qualifications?**

ECU Board of Governors are very proud to say that their past graduates do give positive testimonials and recommend the candidates to gain the ECU qualifications. Currently ECU does not take part in any large-scale advertisements, but keep their presence by word of mouth and personal referrals only. This method is currently followed to give strength to prospective candidates.

**Can I ask a question that isn't answered here?**

Please feel free to ask us any questions and we will be ready to assist you in whatever way possible via our nominated representatives globally.

ECU is a Non-Conventional Global Work Based Knowledge University for the Third Millennium!!!

ECU is not a virtual but a personalised interactive Work orientated Knowledge University.

ECU endorses licensed Working Professionals with Knowledge Degrees.

**THE ONLY WAY TO BE READY  
FOR TOMORROW  
IS TO JOIN US TODAY  
To acquire the deserved  
Recognition  
And  
Professional Qualification**

**ECU Offers An Amazing Professional  
Knowledge Certification  
of  
Golden Entrepreneurial Excellence**

**As We Continue Our Quest In**

**LIFTING YOUR EYES TO THE FUTURE**



**The European Continental University**

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Wilmington, DE 19898-0511, USA

**"THERE IS NOTHING NOBLE IN BEING SUPERIOR  
TO YOUR FELLOW MAN; TRUE NOBILITY IS BEING  
SUPERIOR TO YOUR FORMER SELF."  
- EARNEST HEMMINGWAY**