

IMI Diploma in Management Available in Dublin commencing 8th Nov 2017

ManagementWorks

We are a Skillnet-funded initiative under the Government's Action Plan for Jobs. ManagementWorks provides a small suite of subsidised management development programmes for business owners and managers in Ireland. Our goal is to help managers drive improvements in business performance by improving their management capability.

We have teamed up with the Irish Management Institute (IMI) to make a selection of their Postgraduate IMI Diploma programmes available at a greatly reduced rate to business owners and managers. We are offering these programmes in three locations; Dublin, Cork and Galway.

What is the IMI Diploma in Management?

The IMI Diploma in Management is a nationally accredited and internationally recognised postgraduate programme with a simple goal, to engage the managing directors and senior managers in a company with the latest management thinking and practice.

This is an accredited postgraduate programme at Level 9 of the National Framework of Qualifications. It will provide you with a comprehensive, intensely practical and critical overview of best-practice management in a broad range of areas.

At a Glance

Programme Title: Postgraduate IMI Diploma in Management

Target audience: Managing Directors and other members of the Senior Management Team in SMEs

Format: 6 x three-day group workshops plus assignments and study work over 6 months

Certification: Postgraduate IMI Diploma in Management (awarded by UCC at NFQ Level 9)

Subsidised Cost: €3,000 per person (this includes all workshops, course materials, study support, certification, lunches and refreshments for the duration of the programme)

Programme Dates:

IMI Campus Dublin

8/9/10 November 2017

6/7/8 December

10/11/12 January 2018

7/8/9 February

7/8/9 March

11/12/13 April

Who should attend?

- Experienced SME owners and managers who wish to update and formalise their management knowledge.
- Experienced functional specialists within SMEs who wish to broaden their management knowledge.
- SME Executives who intend to develop significant professional careers in general management.

What does the Programme consist of?

- An eighteen day taught programme
- Delivered on a monthly basis, in chunks of three days per month
- Six core subjects: Business Strategy, Financial Management, Sales & Marketing, Advanced Communication Skills, Human Resource Management & Organisational Behaviour
- Opportunity for progression to a Masters of Business

Accreditation

Successful participants will be awarded both the IMI Diploma in Management and the UCC Postgraduate Certificate in Management. The Postgraduate Certificate qualification is accredited and awarded by University College Cork – National University of Ireland, Cork and is a Level 9, Minor Award on National Framework of Qualifications. By completing this programme you will also earn one-third of the credits required to be awarded the Master of Business qualification. Further details on progression routes available to you are given on page 9 of this document.

How will your business benefit?

The IMI Diploma in Management provides a comprehensive, intensively practical and critical overview of best practice management in a broad range of areas. Throughout the programme concepts and frameworks are applied to the participants' firms to build practical managerial skills and deliver genuine bottom-line value for their firms. The purpose is to engage owners and senior managers with the latest management thinking and practise.

By completing the IMI Diploma in Management you will:

- Develop your understanding of the major management functions & best management practice
- Enhance your capability & confidence as a contributor to your organisation's management team
- Acquire the skills and knowledge required of a modern professional manager
- Be able to analyse and understand the fundamental driving forces of business and the determinants of success

Testimonials

The following are testimonials from owner /manager and senior managers in SMEs who successfully completed the Diploma in Management.

“As a small company owner I was apprehensive about taking on the Diploma in Management. Right from the start the programme team made me feel involved and helped me adapt. I have gained more than I ever imagined from the programme and would highly recommend it to all SME owners. The faculty were extremely helpful and the programme is really practical.”

Stephen Finlan, Managing Director, Hyspec Limited (10 employees)

“The Diploma in Management is a fantastic programme which covers all the important facets of management. It is fast-paced, comprehensive, rooted in practicality and results-focused.”

Sean Douglas, Optometrist, Specsavers Limited (25 employees)

For further written and video testimonials, please see the IMI website at <http://bit.ly/MgtWks1>

Programme Structure

In order to maintain consistency within the IMI's Master of Business framework of programmes the structure of the Diploma in Management has a similar structure to the seven other IMI Diplomas accredited by UCC as part of the MoB suite:

- This is an eighteen-day taught programme.
- The programme is delivered on a monthly basis, in chunks of three days per month.
- Participant attendance will be required at all eighteen teaching days.
- The programme will begin at 9:00am each day and finish at 5:00pm. A typical month will consist of three days at the IMI organised in six separate half-day classes; one each morning and one each afternoon. Each class will last approximately three and a half hours in duration, including at least one 15 minute tea/coffee break.

Programme Features

Practical Assessment: A key part of your assessment is a comprehensive audit of your organisation's business functions and management processes. You will evaluate current activities against international best practice, and make prioritised recommendations for change - delivering significant return on investment for your organisation.

Action Learning: IMI's teaching methods feature intensively practical classroom exercises and accelerate the transfer of learning back to the workplace.

Visiting Speakers: We regularly invite guest speakers to visit the programme to share their knowledge and expertise. This will give you the opportunity to analyse and discuss issues of contemporary concern with seasoned business experts.

Personal Development: IMI executive education is about more than developing hard business skills and substantive knowledge. A crucial aspect of developing your ability as a manager is learning about yourself. During the programme you will undertake a psychometric self-assessment instrument to help you understand more about yourself and empower you to increase your effectiveness at work.

Class Diversity & Networking: The IMI Diploma in Management attracts a uniquely diverse cohort of experienced managers from a wide range of industries and backgrounds who are intently focused on broadening their knowledge and developing their skills. Throughout the year you will work closely with your fellow participants. You will leave the programme with a valuable network of business contacts and friends.

Unique Faculty: IMI faculty have a unique blend of academic qualifications and real world business acumen. This combines with their unrivalled business experience working with practicing managers to create a truly dynamic classroom experience.

Programme Content

The IMI's Diploma in Management comprises six core subjects, covering the essential areas of contemporary management. Each core subject will typically be assessed by means of a case study or assignment such as an own-organisation analysis. The six core subjects that comprise the programme are:

Business Strategy

Creating sustainable competitive advantage in challenging environments
Conducting strategic analysis
Integrating strategy, leadership and change

Financial Management

Practical finance, understanding balance sheets, profit and loss
Financial strategy and breakeven analysis
Using ratio analysis for measuring organisational performance

Organisational Behaviour

Effective leadership and organisational culture
Motivating individuals and groups
Organisational and individual change
Building effective teams

Sales & Marketing

Understanding Marketing Management
Capturing Marketing Insights
Connecting with Customers & Building Brands
Sales Strategy and Key Account Management
Sales Management & Process
Effective Sales Skills

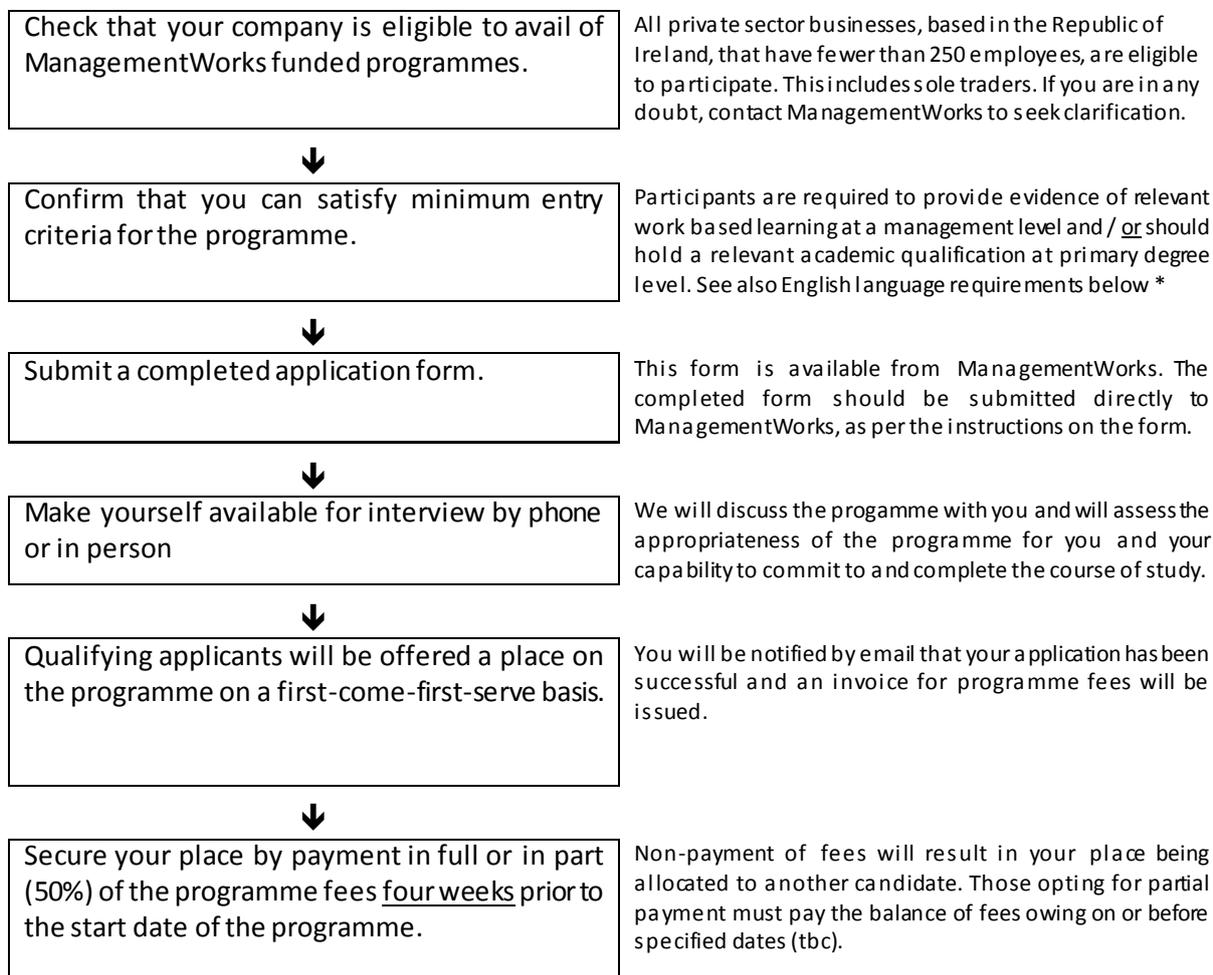
HR Management

Developing and implementing HR strategy
Evaluating your organisation's HR processes
Integrating leadership and HR

Advanced Communication Skills

Influencing through professional presentations
Mastering the art of body language
Developing excellent listening skills
The science of neuro-linguistic programming

Entry Process and Requirements



*All applicants whose first language is not English will be required to show evidence of the successful completion of an IELTS or TOEFL test. The English language requirement for this programme is an IELTS score of 6.5.

Teaching Methods and Learning Support

The teaching methods that will be employed on the IMI Diploma in Management will mirror the intensely interactive, action-learning focus that is consistent across the Master of Business suite. Rather than an exclusively lecture-style approach, the emphasis in class will be on faculty-led group discussion and class debate, which will draw upon the managerial experiences of participants to illustrate key learning points and to bring concepts, theories and frameworks to life.

The case study method will be a consistent feature throughout the programme. Cases that are most relevant to SMEs will be used. Experiential classroom group exercises will also be a consistent feature, notably in the Strategy and Advanced Communication Skills modules.

The programme will have a dedicated Programme Director and Programme Coordinator who will both serve as essential supports for participants. The Programme Director has ultimate academic responsibility and oversight of the programme; the Programme Coordinator manages all logistical matters. Both these individuals are present throughout class days at the IMI and are available by phone and email for participants between classroom dates.

One of the benefits of undertaking an IMI Diploma is that participants receive complementary IMI Personal Membership for the duration of their programme. As a personal member, they will receive unlimited access to the IMI Knowledge Centre's physical and online resources, including online access to thousands of academic and trade journals. An overview will be provided on how to access these databases on the opening day of the programme. Participants will also be encouraged to schedule a free one-to-one tutorial with an IMI librarian to explore the online databases.

As well as academic resources to support your academic studies, the Knowledge Centre provides a range of practical management tools to help your continued professional development and provide practical on-the-job assistance when you need it. The IMI also offers access to a wealth of business information - industry and market reports, company profiles, business news and so forth. All this is available online 24/7 using your unique Knowledge Centre login.

As an additional learning support, the IMI Diploma in Management will have its own online learning management system called "Moodle". Participants will receive an "Introduction to Moodle" session on the first day of the programme. Moodle will be useful for participants in several ways:

- To access course documentation such as course outlines, handouts and slide packs.
- Faculty post links to helpful information websites on Moodle.
- Moodle can be used to set up online workgroups with other course participants.
- Assignments are submitted and feedback is delivered via Moodle.

As a final learning support, participants will be assigned to study groups from the start of the programme to support their learning. These groups will be designed to contain a mix of organisational and professional backgrounds. Some time will be dedicated each month adjacent to class time at IMI for study group discussion and planning. In the weeks between classes at IMI, study groups can also book free meeting rooms for study group purposes.

Marks, Standards and Successful Completion

This programme will be conducted under the regulations of Irish Management Institute and University College Cork. To successfully complete the programme, participants must:

- Maintain a satisfactory attendance record¹
- Complete prescribed readings and show evidence of same through active participation in class discussion;
- Complete and submit all assignments by the date specified by the tutor;
- Achieve a pass mark (40%) in each core subject.
- Achieve an overall pass mark (40%) for the overall programme.

The classification of the award, as per the following table, based on the overall percentage:

Percentage Band	Award classification
70 – 100	First Class Honours
60 – 69	Second Class Honours, Grade 1 (“2:1”)
50 – 59	Second Class Honours, Grade 2 (“2:2”)
40 – 49	Pass
39 or below	Fail

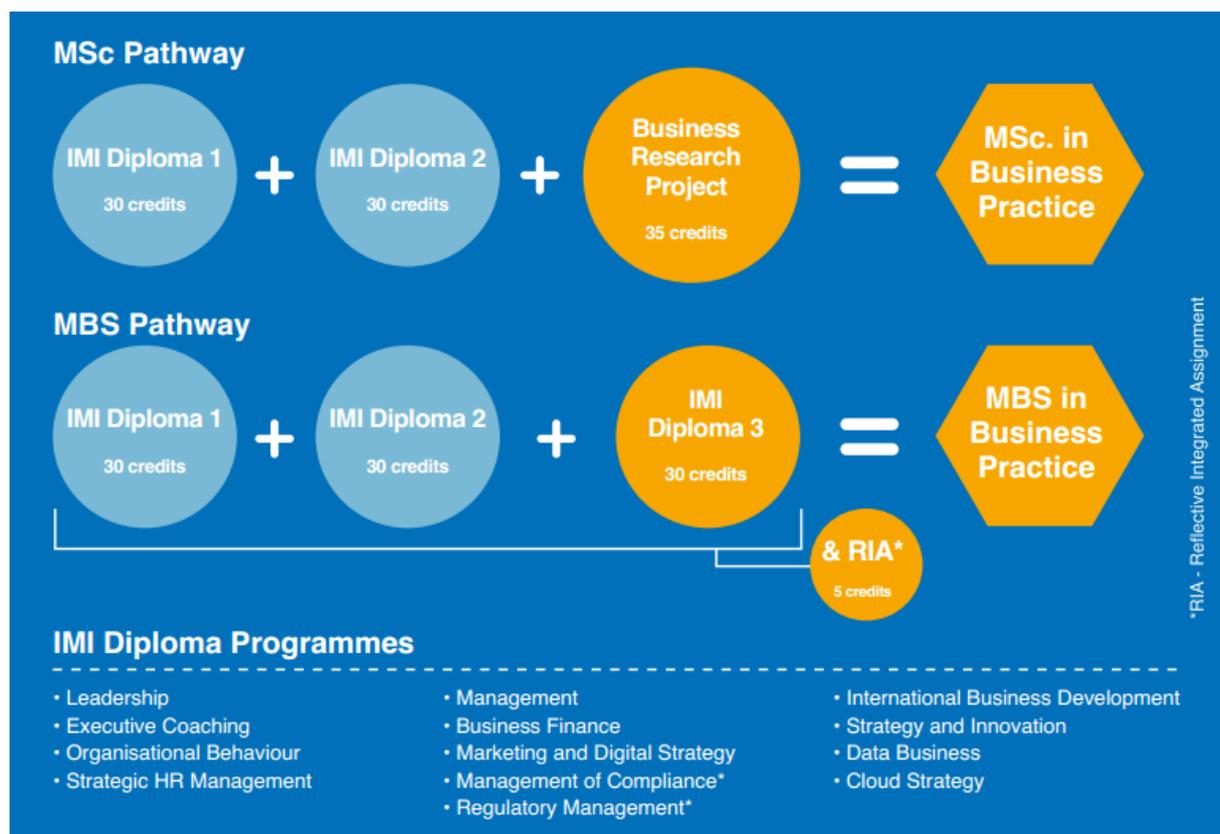
¹ The IMI Diploma in Management is a taught programme. Therefore as per IMI regulations, full attendance is required to maximise participant learning. The IMI recognises however that although full attendance is preferred, the professional profile of the participants means that this may not always be entirely possible as exceptional, unexpected workplace situations can occasionally arise which demand the attention of senior managers. The programme regulations therefore require that participants attend a minimum of fourteen days of the eighteen day programme. Participants who are absent for more than four programme days (or eight half-day sessions) will not be eligible to pass the programme. Participants are expected to notify the Programme Director in advance of any absence in writing. In cases where a participant is absent for more than six programme days (or twelve half day sessions) the Programme Director may choose to terminate their registration. No refunds will be made in such cases.

Progression - The IMI Master of Business Framework

Some graduates of the IMI Diploma in Management may be content to finish their learning journey following their successful completion of the programme. However, as a constituent award within the IMI Master of Business Framework, the IMI Diploma in Management is also a stepping stone towards a full Masters qualification accredited and awarded by UCC.

By completing any two IMI Diplomas and a Business Research Project or three IMI Diplomas and a Reflective Integrated Assignment within a five year timeframe, you will earn 90 credits (the national standard for a Masters Qualification) and will be conferred the title 'Master of Business'. The Master of Business and its constituent IMI Diplomas are accredited and awarded by University College Cork – National University of Ireland, Cork.

The following diagram illustrates the current suite of IMI programmes which link to the Master of Business framework and the process whereby one can achieve this qualification.



Step 1: Successfully complete any one of the IMI's suite of thirteen IMI Diploma programmes*.

Step 2: Successfully complete a second IMI Diploma of your choosing.

Step 3: Successfully complete the IMI Business Research Project or a third IMI Diploma of your choosing and a Reflective Integrated Assignment.

*Due to similarities in certain subject themes it is not possible to combine the IMI Diploma in Regulatory Management with the IMI Diploma in Management of Compliance as a pathway towards earning the Master of Business. All other programme combinations can act as a pathway towards the MoB.

Applications

Before you submit an application, please review the Entry Process and Requirements on Page 6 of this document.

To apply for a place on the programme, send a completed application form by email to Brian Colleran Programme Development Manager, ManagementWorks:

b.colleran@skillnets.com

The application form is available for download from the ManagementWorks website. Alternatively, email a member of the ManagementWorks team and we will send you a copy.

Questions

If you have any questions, please contact:

Brian Colleran
Programme Development Manager
ManagementWorks
Skillnets

b.colleran@skillnets.com
087 2928900

To find out more about ManagementWorks see www.managementworks.ie