



IMI

Irish Management Institute

Master of Business

Transforming the way **you** work



www.imi.ie



UCC

Coláiste na hOllscoile Corcaigh, Éire
University College Cork, Ireland

The IMI **Master of Business** is a fresh and completely different kind of Masters, designed for real world managers. The **flexible and supported structure** of delivery allows you to choose and tailor your participation around your work/life demands. Our lecturers have a **unique blend of academic expertise and real world business acumen**, resulting in a truly dynamic classroom atmosphere. What may initially appear a daunting challenge, can become a manageable, practical and rewarding experience.

**raise your game... don't leave
your career to chance.**

So, you are considering a postgraduate business qualification?

Good idea. Between the demands of the business environment and the ultra-competitive contemporary jobs market, there may never be a better time to develop your skills, improve your business acumen and add greater credibility to your CV. But given the hectic reality of modern business, traditional approaches to professional development often lack the flexibility and focus required to meet the practical needs of modern managers.

The IMI's Master of Business (MoB) is a completely different kind of Masters, designed for real world managers.

- You choose the subject areas.
- You choose the time frame.
- You pay as you go.
- You earn nationally accredited, internationally recognised qualifications every step of the way.
- You will accelerate your career and enhance your qualifications in a way you may never have thought possible.
- Every day you spend at the IMI, you will pick up real-world skills and best-practice tools that will transform how you do business.





Key features of the IMI Master of Business

World class

The Master of Business is delivered by the only Irish business school to be ranked globally for the provision of customised executive education by the Financial Times. Furthermore the “credits” you earn at each step in your Master of Business journey are recognised across forty six countries, ensuring international recognition of your qualification.

Flexible

You can complete the Master of Business within two years, or in up to five years. The monthly, modular structure of delivery also allows you to tailor your participation around work/life demands.

Practical

Our action learning approach is intensely practical – which means that you will constantly apply your learning to real life organisational challenges via exercises, case studies, group work and projects. After every day spent at the IMI, you’ll have new tools to change the way you work.

Affordable

Earning a Master of Business has never been more affordable -thanks to new monthly payment options, staged payment options, and “easy fee” short term loans. And unlike many other Masters programmes, you only pay for each stage of the Master of Business as you do it – spreading the cost over up to five years.

Unique faculty

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

Tailored to you

No two MoB journeys are ever the same. YOU choose the broad subjects in which you specialise, and the sequence in which to study them from an ever-growing range of Diploma options – there is no mandatory foundation year. The final year Business Research Project is specifically dedicated to addressing a real life challenge facing you and your organisation.

Nationally accredited

The Master of Business and its associated Diplomas are nationally recognised qualifications, fully accredited and awarded by University College Cork - National University of Ireland, Cork.

Cutting edge

The IMI has been the leader in Irish executive education for over fifty years. At every stage of the Master of Business you will be equipped with cutting-edge, best practice business tools and techniques that will allow you bring innovative new ideas back to your organisation.

Professional network

IMI programmes are exclusively aimed at practicing business professionals. At each step in the MoB process you’ll build an extensive network of experienced contacts. As a member of the IMI Alumni, you will also be invited to regular business briefings and networking events.

Just 3 steps to a Master of Business...

The Master of Business is based around a framework of seven twenty-one day IMI Diploma programmes. By completing any two IMI Diplomas and a Business Research Project 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'.

Step 1 - Successfully complete any one of the IMI's suite of Diploma programmes.

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

Step 3 - Successfully complete an IMI Business Research Project.

...And you're there!

These steps can be completed in as quickly as two years, or in up to five years - whichever suits your personal, work and learning needs best.





A unique business masters made affordable for you

A simple pricing scheme covers all Master of Business Diplomas.

In recognition of the economic crisis, for 2011, price cuts for every Diploma course associated with the Master of Business have been maintained.

For 2011, unique promotional rates are available for IMI members and Irish SMEs.

“In 2011 financing your Master of Business is simpler, more flexible and more affordable.”

2011 Price Reductions

For 2011 the price of every Diploma programme associated with the MoB have been maintained. Our 2011 prices are outlined in the table below. These prices include textbooks, teaching materials, meals throughout the programme, and parking at the National Management Centre. Contact our team to confirm your eligibility for the special SME fee, or to learn more about how IMI membership can benefit your organisation.

Easy Fees Payment Options

In 2011 it is possible to spread payment for your MoB programme over the duration of your studies. Three options are available:

Monthly Payments

New for 2011 - pay for your Diploma by monthly payments spread over the duration of the programme. Terms and conditions apply.

Loan Packages

Short term loan packages are now available to facilitate payment for MoB programmes. Eligibility for these loans will be determined by our financial partner.

IMI Staged Payments

Pay for **60%** of your course in advance of its commencement, and pay the **40%** balance by January 9th 2012. This option does not carry interest. Terms and conditions apply.

Tax Relief For Tuition Fees

Tax relief of up to 21% has always been available to employers for expenditure on training. Now individuals paying for tuition fees can also apply for this tax relief upon completion of all three steps of the MoB process. The maximum limit on qualifying fees for the academic year 2010/11 is €5,000.

2011 Pricing

	2011 Pricing	2011 Promotional Rate for IMI member companies and Irish SMEs
All IMI Diplomas linked to the MoB	€11,990	€7,750
Business Research Project	€6,990	€6,750

These prices are only guaranteed for the 2011 intake of programmes linked to the Master of Business.

We offer all our programme participants a **10% discount on double rooms** at the IMI Residence on campus.

Organisations that purchase several Diploma places in any calendar year may be eligible for **MoB Corporate Partnership**. By becoming an MoB Corporate Partner, your organisation can avail of considerable additional price discounts and other benefits. For more information on IMI pricing, financing options and MoB Corporate Partnership, contact the team at **1800 22 33 88** or email programmeadvisors@imi.ie

Diploma Programmes

IMI Diplomas are at the heart of the MoB framework. These are 21 day programmes which commence each autumn and run on a modular monthly basis (usually three classroom days per month) for approximately 7 to 8 months. Certain IMI Diplomas also accept a second intake of students each spring - see www.imi.ie for programme dates.

Each IMI Diploma is a nationally recognised qualification, accredited and awarded by University College Cork - National University of Ireland, Cork. IMI Diplomas are academically equivalent to a Postgraduate Certificate (Level 9) Minor Award on the National Framework of Qualifications.

Over many years IMI Diplomas have built a **nationwide reputation for excellence**, based on a combination of academic best practice, an intensely practical focus, and an exceptional degree of participant interaction.

By completing an IMI Diploma you not only gain a valuable business qualification; you enhance your practical ability to make a bottom line, day-to-day impact in your organisation. The range of IMI Diplomas linked to the MoB framework is increasing all the time. The following pages provide a taste of each Diploma programme.

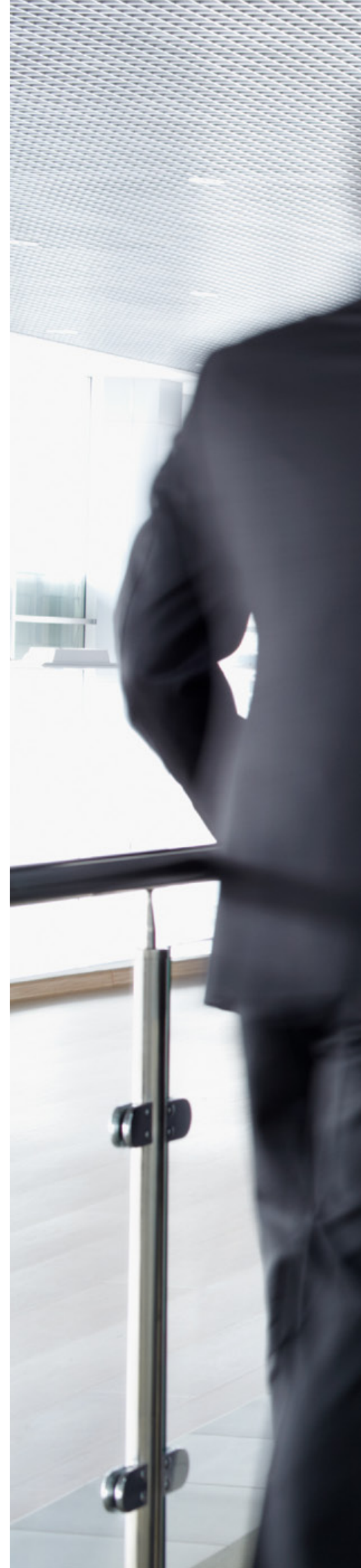
Entry Requirements

All IMI Diploma participants are automatically eligible to undertake the MoB. Participants typically have workbased experience relevant to their Diploma and/or a relevant academic qualification at primary degree level. A 2.1 grade average is required from your two Diplomas in order to be eligible for the Business Research Project.

Please consult the various Diploma brochures or contact programmeadvisors@imi.ie for more details.

If you have earned level-9 credits from another academic institution, or if you completed an IMI Diploma prior to October 2008, you may be eligible to proceed directly to the second stage of the MoB.

Contact us at programmeadvisors@imi.ie to clarify your status. At a minimum, you must successfully complete all three MoB steps within five years to receive the MoB qualification.







IMI Alumni Network Stay Connected

Our Alumni Network provides continued support to graduates after they have completed their programme with us. It aims to help them transfer their learning back into the workplace and to offer career guidance and personal development opportunities. It's also a great way to stay in touch with classmates, make new contacts and keep up to date with activities at the IMI.

To find out more visit www.imi.ie





Meet the Programme Director and learn more at www.imi.ie

The IMI Diploma in Management

For Whom?

Executives seeking to develop significant professional careers in general management, who are looking to sharpen their analytical skills and broaden their functional business knowledge.

The Experience

Intensely practical. You will build a comprehensive and practical overview of all the major areas of general management – from strategy and finance, to human resources and marketing – and everything in between. You will develop a range of best practice general management skills that will accelerate your career progression and increase your value in your organisation, including an extensive array of analytical, conceptual and interpersonal tools.

Programme Impact

You will directly apply your learning to your organisation as part of the programme, enhancing your contribution to the management team. Your approach to managing people and processes will change as you broaden your business horizons - enabling you to deliver genuine bottom-line value for you and your organisation.

What People Say

"A challenging and really enjoyable learning experience. The course is broad and was very relevant to me and my organisation in practical terms. It is well structured and tailored for professionals with busy work and home lives. The time went by in a flash!"

Niall Cotton

Area Transport Manager
BOC Gases Ireland



Meet the Programme Director and learn more at www.imi.ie

The IMI Diploma in Business Finance

For Whom?

Professionals who require expertise in business finance in order to excel in key decision making and analysis.

The Experience

You will master every aspect of business finance, including management accounts, budgeting, business planning and financial restructuring. You will build the skills and tools to fully understand and analyse published financial accounts, fully participate in financial planning and control within your organisation, and understand business valuation and its implications for your business.

Programme Impact

You will be able to use your financial knowledge to drive improved business performance and to participate in any business discussion with a financial dimension. You will be equipped with the skills and confidence required to take part in high level decision-making, and to work effectively with your colleagues in finance.

What People Say

"I would be happy to recommend the programme to anyone seeking a broad financial grounding in their relevant field. I found the modules interesting, relevant and beneficial to my role and have been seeing practical uses for lots of the programme material on a daily basis in my job"

Martin Daly

Senior Manager
Tedcastles Oil Products



Meet the Programme Director and learn more at www.imi.ie

The IMI Diploma in Strategy and Innovation

For Whom?

Managers seeking to master and apply the concepts of strategy and innovation to drive organisational performance to new levels.

The Experience

Developing effective strategy and stimulating innovation are essential skills for managers aspiring to positions of senior responsibility. This programme will equip you to play a key role in fostering innovation and in developing and executing strategies that will change how your organisation does business. The programme maintains a consistent focus on the practical application of strategy and innovation in real life settings, and provides the opportunity to meet with senior executives deeply involved in strategic decision-making.

Programme Impact

You will learn to analyse the strategic challenges of any organisation and the industry in which it operates. You will master the process of strategy formulation and the challenges involved in implementation. You will develop a toolkit to allow you to stimulate innovation in a practical manner that builds competitive advantage.

What People Say

"The Diploma in Strategy and Innovation has provided me with a different lens through which to examine my organisation, and very practical frameworks and tools to apply in practice. It gives you the perfect mix of theory, concepts and tools you can apply"

Teresa Maguire

Head of Population Health Sciences
Health Research Board



Meet the Programme Directors and learn more at www.imi.ie

The IMI Diploma in Leadership

For Whom?

Professionals at all levels seeking to maximise their personal impact, build exceptional influencing skills and master the psychology of leadership.

The Experience

The Diploma in Leadership will dramatically enhance your practical leadership skills, awareness, insights, and judgement. Comprising psychometric analysis, personal coaching, visits from top level leaders and real-life case analysis, the programme will allow you master the art of leadership at the one-to-one, team and organisational level.

Programme Impact

By completing the Diploma in Leadership you will become a more confident, well-rounded and stronger leader. You will develop and apply a comprehensive toolkit of best-practice leadership techniques and will undertake a personal journey - building a detailed understanding of your own leadership style, capabilities and development areas. You will leave the programme a more effective leader within any organisational setting.

What People Say

"What this programme is really all about is your personal exploration of leadership and the "putting into practice" of what you find there. All of the varied and rich learning experiences provided are geared to supporting your progress towards this simple but invaluable goal. Anyone with a real inner hunger for practical leadership improvement should therefore consider this programme"

Paul Smith

Continuous Improvement Manager
Diageo



Meet the Programme Director and learn more at www.imi.ie

The IMI Diploma in Marketing Strategy, with Digital Marketing

For Whom?

Marketing professionals seeking to develop their strategic abilities with contemporary insights and perspectives and move to the next level of their career.

The Experience

This programme offers a uniquely pragmatic approach to contemporary marketing strategy development and implementation. You will progress from the latest marketing concepts to the key tools and proven techniques of strategic marketing management. Your learning experience will be significantly enhanced through peer group work with your counterparts from diverse industries.

Programme Impact

You will learn how to make your organisation more market-driven and to leverage marketing to create profitable customer value. You will build a practical toolkit of strategic marketing tools and skills for developing and implementing a responsive marketing strategy via a mix of contemporary channels.

What People Say

"There is a great mix of subjects with a focus on the current challenges around measurement and digital marketing. Also the quality of the lectures is great with resident IMI lecturers, Trinity and master classes from international contributors."

Nuala Culhane

Insights Partner
Eircom / Meteor



Meet the Programme Director and learn more at www.imi.ie

The IMI Diploma in Executive Coaching

For Whom?

Any business professional who wishes to bring their coaching skills to the next level – including HR professionals, organisational consultants, mentors, psychologists and leaders with a commitment to developing their people.

The Experience

Coaching is one of the most effective ways to get the best from your people. This innovative programme combines cutting edge coaching techniques with a thorough grounding in organisational realities to deliver a high return on investment. Key programme features include a strong emphasis on supervised coaching sessions with intensive feedback; each participant will carry out in excess of one hundred hours of practice coaching sessions.

Programme Impact

You will build extensive practical skills across a range of coaching techniques and models. You will develop deep confidence based on extended practical application. You will achieve a level of profound personal insight and a capacity to build strong developmental relationships. You will become adept in the use of a range of psychometric instruments and tools such as the Myers Briggs Type Indicator, Emotional Intelligence (EQi), the Enneagram and Neuro-Linguistic Programming.

What People Say

“The world of elite sport can learn a significant amount from executive coaching in a high performance context. The Diploma in Executive Coaching was an extraordinary learning journey. I look forward to applying this rich learning as my organisation aspires to put champions on the podium for Ireland”

Daragh Sheridan
Manager
Irish Institute of Sport



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The IMI Diploma in Strategic Human Resource Management

For Whom?

Senior managers from all industry sectors responsible for the development and implementation of human resource strategy, policies and procedures.

The Experience

The IMI Diploma in Strategic HR will enable you to improve organisational performance and build on-going sustainable competitive advantage through more effective human resource strategies. The programme will provide frameworks and practical advice on how to lead change, develop high performance culture, stimulate workforce engagement and build effective top teams. Particular emphasis will be paid to key HR skills such as negotiation and mediation.

Programme Impact

You will attain the ability to create a high performance culture and structure within your organisation via proven HR strategies and frameworks. You will learn to benchmark your organisation's key HR processes and procedures against industry best practice, and you will increase your influence at top-team level.

What People Say

“This programme will equip any HR practitioner with the key skills and competencies needed to effectively operate as a strategic partner in their organisation. The quality and calibre of the faculty is first rate. A hugely rewarding and highly enjoyable experience”

Siobhan Ryan
HR Manager
Ergo Systems Limited



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The IMI Business Research Project

For Whom?

Individuals who have successfully completed two IMI Diplomas and wish to take the final step on the pathway to earning an internationally recognised Master of Business qualification.

The Experience

The BRP is a nine month programme which gives you the opportunity to analyse and solve a major business issue facing you and your organisation. The BRP process combines classroom workshops in the IMI, with one-to-one support from a dedicated IMI tutor, and detailed investigation conducted by you. The output of the process is a 15,000 word report which presents the challenge that you face, a summary of the most contemporary best-practice management ideas that relate to your challenge, and a description of the research you undertook in order to develop an innovative set of recommendations to address the issue. By the end of the process not only will you have earned your Masters, but you'll have developed an innovative and practical solution to your business challenge. You will also have enhanced your general problem solving and decision making skills.

Programme Impact

In contrast to traditional university research, the BRP is oriented entirely towards real life managers with real life challenges. The project you undertake will result in practical recommendations that will help you and your organisation improve how you do business.

What People Say

“The BRP has equipped me to ask questions of the business that I would not have known to ask a year ago! The programme is well structured to help non-academics succeed in the research process and courageously use the tools to work through some complex business issues at a level that yields greater business & personal benefits.”

Bruce Harley
Learning and Development Manager
MSD Swords

A world class qualification, uniquely tailored to your needs

The Master of Business is tailored to your needs to a greater extent than any other business qualification. No two MoB's are ever the same.

YOU DECIDE

...which IMI Diplomas to specialise in.

YOU PLAN

...the sequence of programmes.

YOU CHOOSE

...the subject of your Business Research Project.

The different paths taken by the following people illustrate the flexibility of the Master of Business Experience.



Dave Rainsford, Owner of Mindset Coaching

Example

- Step 1 2007/2008 IMI Diploma in Management
- Step 2 2008/2009 IMI Diploma in Executive Coaching
- Step 3 2009/2010 Business Research Project

"The Master of Business was the perfect path for me. It effectively linked my study over several years and allowed me earn a highly recognised, robust qualification".



Sarah Reveillard, Online Manager, Zamano Solutions Ltd

Example

- Step 1 2008/2009 IMI Diploma in Strategic Marketing Management
- Step 2 2009/2010 IMI Diploma in Business Finance
- Step 3 TBC Business Research Project

"My MoB programmes to date have been outstanding- the tools we were provided, the variety of speakers, the individual and team work. They have been real eye openers for me and helped me develop essential skills".



JP McIvor, Managing Director, Swagelok Ireland

Example

- Step 1 2009/2010 IMI Diploma in Executive Coaching
- Step 2 2009/2010 IMI Diploma in Leadership
- Step 3 2010/2011 Business Research Project

"My time at the IMI has been a wonderful, challenging experience. The lecturers are of the highest calibre and their focus is on real world learning. They have given me tools and techniques that can be applied in my business on a daily basis".



Simon McKeever, Director of Trade Investment, British Embassy

Example

- Step 1 2005/2006 IMI Diploma in Executive Coaching
- Step 2 2009/2010 IMI Diploma in Strategic Human Resource Management
- Step 3 2010/2011 Business Research Project

"The modular nature of the Master of Business programme and its relevance to the real business world really attracted me. The diverse range of Diplomas on offer opens up the opportunity to achieve a Masters in a wide range of real business disciplines and the quality of the faculty and contributors with their mix of academic and real business experience is second to none".



Lynn Guiney, Managing Director, EMEA Sales, AWAS

Example

- Step 1 2008/2009 IMI Diploma in Management
- Step 2 2009/2010 IMI Diploma in Leadership
- Step 3 2010/2011 Business Research Project

"From a learning perspective, the MoB is a great qualification. From a personal perspective, it is a journey of self-learning which will teach you how to recognise and capitalise on your strengths, pushing you out of the comfort zone that unconsciously inhibits your development, allowing you to feel in control of your career and life goals".



Business School Rankings 2011

IMI is the only Irish business school to be ranked globally for the provision of customised executive education by the Financial Times.



Join IMI

IMI is Ireland's only professional body dedicated to promoting the highest standards of management and leadership excellence. Our network is for corporate and individual members who want to improve their own and their organisations' performance through excellence in management and offers a wide range of business and learning services to members.



IMI Alumni Network Stay Connected

Our Alumni Network provides continued support to graduates after they have completed their programme with us. It aims to help them transfer their learning back into the workplace and to offer career guidance and personal development opportunities. It's also a great way to stay in touch with classmates, make new contacts and keep up to date with activities at the IMI.



expertise you can put into practice

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email: programmeadvisors@imi.ie