IRISH MANAGEMENT INSTITUTE

Professional Diploma in

Strategy and Innovation

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

80%

of top executives think innovation is key to their growth strategy, but only

6%

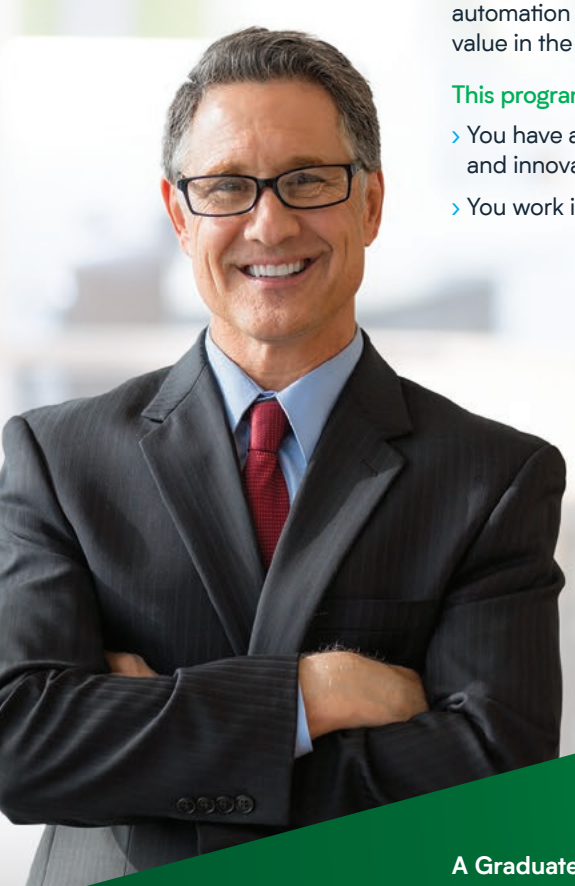
are satisfied with their innovation performance.

Develop and lead innovation in your organisation

The next generation of leaders will be the innovators.

For the successful leader, a capacity to understand and influence the strategy process is an essential requirement for career development. By completing the Professional Diploma in Strategy and Innovation you will learn the skills to lead, influence, and participate in the strategic success of your organisation.

With almost every aspect of our professional lives being affected by the digital and automation revolution, it's organisations that can strategically innovate to deliver value in the future marketplaces that will flourish.



This programme is for you if:

- You have an ambition to play a leading role in developing and implementing strategy and innovation in your organisation.
- You work in the private or public sector and for all sizes of organisations.

A Graduate's View:

// The learning journey was further enriched by the quality of classroom discussions across a diverse group of students. An enjoyable and challenging experience to develop innovation or strategy capabilities and experience. //

Colin McEvoy, Head of Service Transition, Technology Services
Bank of Ireland

Programme Themes:

1 Assessing the External Environment

› Assess the external macro environment in the context of your organisation, identifying potential game changing events and possibilities.

› Define your competitors' position, map internal and external stakeholders and begin scenario planning.

2 Innovation Management & Business Model Innovation

› Explore innovation management and start to define an innovation strategy.

› Learn about innovation adoption and diffusion process and how to both assess and improve your innovation performance.

› Discover how to create an innovation policy for your organisation.

3 Strategic Capabilities

› Learn how to maintain a sustainable competitive advantage.

› Map your own resources and capabilities, while assessing the differences between resource acquisition versus development.

4 Commercialisation of Innovation

› Gain the insights to how you can build an innovative organisation.

› Go from ideation to idea prioritisation through to the commercial realisation of a new innovative product or service.

5 Strategic Choices

› Read a balance sheet from a strategy perspective and understand different funding options.

› Discover how to build the human capability of an organisation, and how to expand into global markets.

6 Strategic Change and Implementation

› Go from strategic planning to implementation.

› Create defined key performance indicators and capture the big data that will help drive successful innovation initiatives.

Professional Diploma in Strategy and Innovation

This programme will equip you to:

Undertake a key role in the strategy and innovation process.

Evaluate and address the strategic challenges facing your organisation.

Make strategic sense of the global and domestic business environment.

Develop a practical, well-informed strategy audit for your business or organisation.

IMI Master of Business Framework

The flexible developmental journey demanded by professionals today so that they can become the future-fit leaders of tomorrow.

You determine the pathway that best suits your development needs. Once you have completed your chosen journey, you will receive either an MBS or an MSc, depending on your chosen path.

You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and you have up to five years to complete all elements of the Framework.

+	Professional Diploma 1 of your choosing	30 CREDITS
+	Professional Diploma 2 of your choosing	30 CREDITS
+	Professional Diploma 3 of your choosing	30 CREDITS
	Reflective Integrative Assignment	5 CREDITS

= **MBS** in Business Practice

+	Professional Diploma 1 of your choosing	30 CREDITS
+	Professional Diploma 2 of your choosing	30 CREDITS
+	Business Research Project	35 CREDITS

= **MSc** in Business Practice

Dr Jonathan Westrup

Programme Director

Jonathan Westrup is an expert in the areas of business, organisational and regulatory strategy and corporate governance. An expert facilitator and executive educator, Jonathan specialises in working with senior teams in designing and implementing their organisational strategies. He was formerly a director of NCB Stockbrokers and a non-executive director of BNY Mellon Global Clearing Services.

Programme | Dublin

Next Start Date **6 April 2020**

The programme is run over 6 x 3-day facilitated workshops.

For more information, including a full listing of module dates, please contact our programme advisors at programmeadvisors@imi.ie.'

Price:

Corporate Member:	€8,390
SME:	€9,190
Non-Member:	€9,990

FT FINANCIAL TIMES **European Business Schools** Ranking 2018

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