



Professional Diploma in Management



87%

of global leaders think new managers are unprepared for their roles

47%

of managers do not receive any training when taking up a new leadership role

Build managerial skills for your organisation

The Professional Diploma in Management will provide you with a comprehensive and critical overview of best practice management in a broad range of areas.

Using a creative mix of classroom teaching, action learning, class discussion, case study analysis and individual and group activities, participants will apply management concepts and frameworks within their organisation to build practical managerial skills and deliver genuine bottom-line value for their organisation.

This programme is for you if:

- > You are an experienced manager who wants to update and formalise your management knowledge.
- > You are an experienced functional specialist who wishes to broaden your management knowledge.
- > You are an executive who intends to develop significant professional careers in general management.
- > You are an Owner/Manager of an SME.

A Graduate's View:

// The support from the programme director was invaluable. The friendships and networking that developed with fellow students cannot be underestimated. I am now heading into my second Professional Diploma, with the plan to complete the Masters. //

JJ McGee Training Officer
Sulzer Pumps Wexford



Programme Themes:

1 Business Strategy

- › Enhance your strategic and leadership abilities and learn how to drive change in a team and an organisation.
- › Conduct strategic analysis and apply your knowledge to create a sustainable competitive advantage – even in challenging environments.

2 Marketing

- › Create an effective market analysis and learn segmentation, targeting and positioning techniques.
- › Learn how to build a brand strategy.
- › Explore the digital ecosystem of your organisation and the external environment.

3 Financial Management

- › Get practical insights into finance, understanding balance sheets and profit and loss.
- › Learn about financial strategy and how to do a breakeven analysis.
- › Use ratio analysis and other techniques to measure organisational performance.

4 HR Management

- › Discover how to develop and implement a HR strategy.
- › Evaluate your organisation's HR processes and how to align it to the leadership strategy.

5 Organisational Behaviour

- › Explore the impact of effective leadership on organisation culture, and how you can shape it.
- › Improve your ability to motivate individuals and groups.
- › Learn how to build effective teams and drive individual and organisational change.

6 Organisational Communications

- › Master the art of professional presentations and how to influence through them.
- › Enhance your ability to use body language to influence those around you.
- › Develop excellent listening skills and learn how to handle critical conversations.

→ **Professional Diploma in Management**

This programme will equip you to:



Acquire the skills and knowledge required of a professional manager.



Develop your understanding of the major management functions and best management practice.



Deliver significant return on investment for your organisation, by applying best practice tools and techniques in your day-to-day work.



Be able to analyse and understand the fundamental driving forces of business and the determinants of success, and utilise the current language and thinking behind contemporary best practice management.

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.



Olive Fives

Programme Director
Dublin

Olive Fives is an experienced, innovative and successful organisational development consultant with experience in a wide variety of public, private and third sector organisations in Ireland, Europe, India and Africa.

Her areas of expertise include; Strategic planning and organisational capacity & capability assessment, communication skills: influencing & persuading, coaching & mentoring executives and managers, teaching & facilitation skills, innovative organisational development and strategic change.

Programme | Dublin

Next Start Date **5 May 2020**

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

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

Price:

Corporate Member: €8,390

SME: €9,190

Non-Member: €9,990



European Business Schools
Ranking 2019

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