



# Professional Diploma in Business Finance



# 82%

of businesses that fail  
do so because of  
cash flow problems.

## Find the facts behind the figures

To effectively lead your organisation in shaping long-term strategy, delivering projects in line with market realities, you need to possess strong levels of understanding, skill and confidence in business finance.

You will emerge with the knowledge to understand, interpret and contribute to your organisation's financial planning and analysis processes, along with an increased ability to work effectively with your colleagues in finance.

**This Programme is for you if:**

- › You're a senior specialist manager who needs to broaden their skill set as they move or look to move into more general management.
- › You are an SME owner, general manager, divisional manager or chief executive.
- › You want to equip yourself with the tools and terms needed to contribute fully to financial discussions with your professional colleagues.



**A Graduate's View:**

// The Professional Diploma in Business Finance was extremely comprehensive and has greatly increased my knowledge of finance. I would highly recommend it to any business people from a non-finance background. //

Peter Lagan, Director,  
Lagan Investments Ltd



## Programme Themes:

- 1 Financial Analysis & Evaluating Corporate Performance**
  - › Understand your organisation's key financial statements: income statements, balance sheets, and statements of cash flow.
  - › Critically examine financial statements and learn how to assess company performance analysis.
- 2 Accounts management**
  - › Learn what drives costs and about the different costing systems that are appropriate to organisations of varying operational complexity.
  - › Enhance your ability to make costing and management decisions, including recommendations for restructuring.
  - › Use costing to decide to whether your organisation should produce a product or service internally, or buy it in from an external source.
- 3 Budgeting & Business Planning**
  - › Understand the key strategic and financial elements of a good business plan and deploy them in practice.
  - › Appreciate the similarities and differences of budgets and business plans.
- 4 Investment Appraisal**
  - › Explore how to assess investment proposals.
  - › Enhance your ability to deliver greater shareholder value and divisional financial performance through investment decisions that boost shareholder value.
  - › Learn how to optimise the management of working capital.
- 5 Capital Markets & Valuation**
  - › Learn how to apply financial practices such as discounted cash flow and the capital asset pricing model to value any company.
  - › Apply the factors that drive corporate valuation to better boost the value of your own organisation.
- 6 Business Finance Capstone**
  - › Be able to communicate your financial knowledge and acumen through enhanced report writing and verbal skills.
  - › Explore research methodologies to best assess financial performance in a variety of contexts.

## Professional Diploma in Business Finance

## This programme will equip you to:



Develop a financial vocabulary and deal comfortably with finance questions as they arise on the job.



Understand all major financial topics as they relate to the practical day-to-day activity of your business.



Analyse, understand and leverage value out of financial accounts.



Project budgets, analyse capital expenditure decisions and critically examine corporate finance transactions.



Complete a company project that will comprehensively analyse a financial issue.

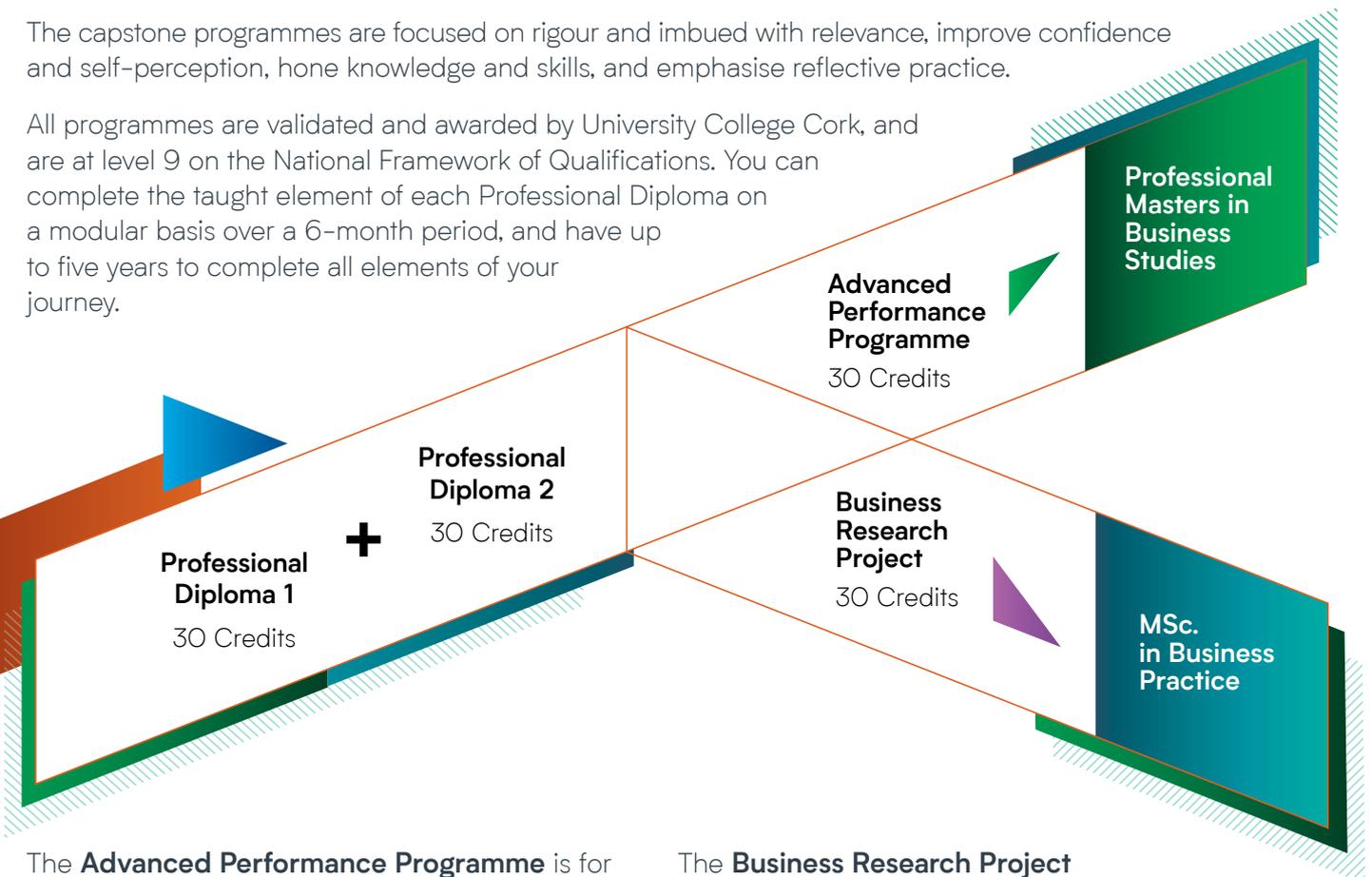
# Master of Business Framework

The Master of Business gives you the flexibility to choose the subjects that are right for your needs, while building up to a Masters Degree qualification. Each element of your journey promises to be an energising learning experience leading to a world class qualification.

There are two pathways you can take to achieve your Masters qualification with IMI. Both pathways require you to complete two Professional Diplomas before choosing a final capstone programme to bring your learning together in an integrative experience, that will positively impact your professional career and your organisation.

The capstone programmes are focused on rigour and imbued with relevance, improve confidence and self-perception, hone knowledge and skills, and emphasise reflective practice.

All programmes are validated and awarded by University College Cork, and are at level 9 on the National Framework of Qualifications. You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and have up to five years to complete all elements of your journey.



The **Advanced Performance Programme** is for professionals who want to bring their leadership capabilities to a new level. Through a blended focus on the environment, the organisation, and the individual, the APP serves to synthesise the learning outcomes of your IMI journey.

Designed and delivered in partnership with Cork University Business School, this pathway will lead to a Professional Masters in Business Studies, Ireland's first Professional Masters of its kind.

The **Business Research Project**

is for those professionals who want to address a complex business challenge and execute a strategy or develop a strategic response that could change the future of their organisation.

This pathway will lead to a MSc. in Business Practice award.

# Programme Delivery

IMI programmes are delivered through a blend of live face-to-face and virtual sessions via the IMI Virtual Learning Environment. Our High Impact Transformation learning approach lies at the core of all IMI programmes, meaning these sessions are always interactive, engaging and experiential.

Action and experiential learning — doing and reflecting — is a highly effective leadership and team development technique, which you will find enjoyable, challenging and in many cases transformational.

## Dates:

Facilitated Workshops: Virtual & On-Site | Dublin

1) 30 November, 01 & 02 December 2020

2) 04, 05 & 06 January 2021

3) 25, 26 & 27 January 2021

4) 22, 23 & 24 February 2021

5) 22, 23 & 24 March 2021

6) 26, 27 & 28 April 2021

Assignment Days: 24 & 25 May 2021

The programme is run over 6 x 3-day facilitated workshops, plus assignment day (1 hour long).

## Facilitated Workshop 1



Day 1 of the Facilitated Workshop 1 will be delivered at the IMI campus in Sandyford, Dublin. Day 2 & 3 of the Facilitated Workshop 1 will be delivered via the IMI Virtual Learning Environment (VLE) to your desktop.

## Facilitated Workshops 2-6



Day 1 & 2 of the Facilitated Workshops 2-6 will be delivered via the IMI Virtual Learning Environment (VLE) to your desktop. Day 3 of Facilitated Workshops 2-6 will be delivered at the IMI campus in Sandyford, Dublin.



**Cormac Lucey**  
Programme Director

Cormac is a chartered accountant with experience in industry, banking and corporate finance in both Ireland and continental Europe who has previously worked with PricewaterhouseCoopers, Rabobank Frankfurt and the Department of Justice. He is the author of Plan B – How Leaving the Euro Can Save Ireland and a co-author of The Business Compass – Perspectives on Business Ethics, and writes weekly columns on economics in the Irish edition of the Sunday Times. Cormac has also worked in Irish government for several years as special advisor to the deputy prime minister (Tánaiste).



### Online Delivery

Combination of:

- Live Zoom faculty-led sessions
- Supporting online content & activities accessed via the Moodle learning platform
- Live or online (Moodle forum) group work & discussion



### In-IMI Delivery

Combination of:

- Live faculty-led sessions
- Experiential activities
- Fusion of learning
- Live group work & discussion
- Learning material (slides) available on Moodle

### Price:

Corporate Member: €8,390

SME: €9,190

Non-Member: €9,990

For more information, including a full listing of facilitated workshop dates, please contact our programme advisors at [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie).

# Participant information

## Entry Requirements

A candidate's eligibility for each programme will be determined by a combination of their academic qualifications and/or relevant professional experience. Each applicant will be required to complete the IMI "Portfolio of Learning" application form. A primary degree from a recognised third-level institution (NFQ level 8), with a minimum classification of Second Class Honours, will typically be required with five years relevant work experience, at least 3 of which must be at managerial level, however, prior workplace learning will be recognised where applicants do not meet the academic requirement.

This experience may come from a general business or organisational background, or experience working at a management level or in the area specifically related to the Diploma.

Each candidate will meet with the Programme Directors, who will interview applicants in person virtually or physically. The IMI Office of the Registrar will oversee all applications, and the final decision on any application shall remain with the Registrar.

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 with a minimum of 6.0 in each individual section or equivalent.

\*Programmes scheduled subject to cohort size.



## Validation

Each Professional Diploma is validated by University College Cork and is at level 9 on the National Framework of Qualifications.

## Assignments and Workload

To earn a Masters Degree or Professional Diploma, participants will be assessed through a variety of practical assignments. Programmes will have no examinations; instead, the emphasis throughout is on the practical application of knowledge to benefit you and your organisation. Assessment workload extends across the programme to allow you to combine your learning with your work and life demands.



**Executive Education**  
Ranking 2020