



# 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 taking on 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.

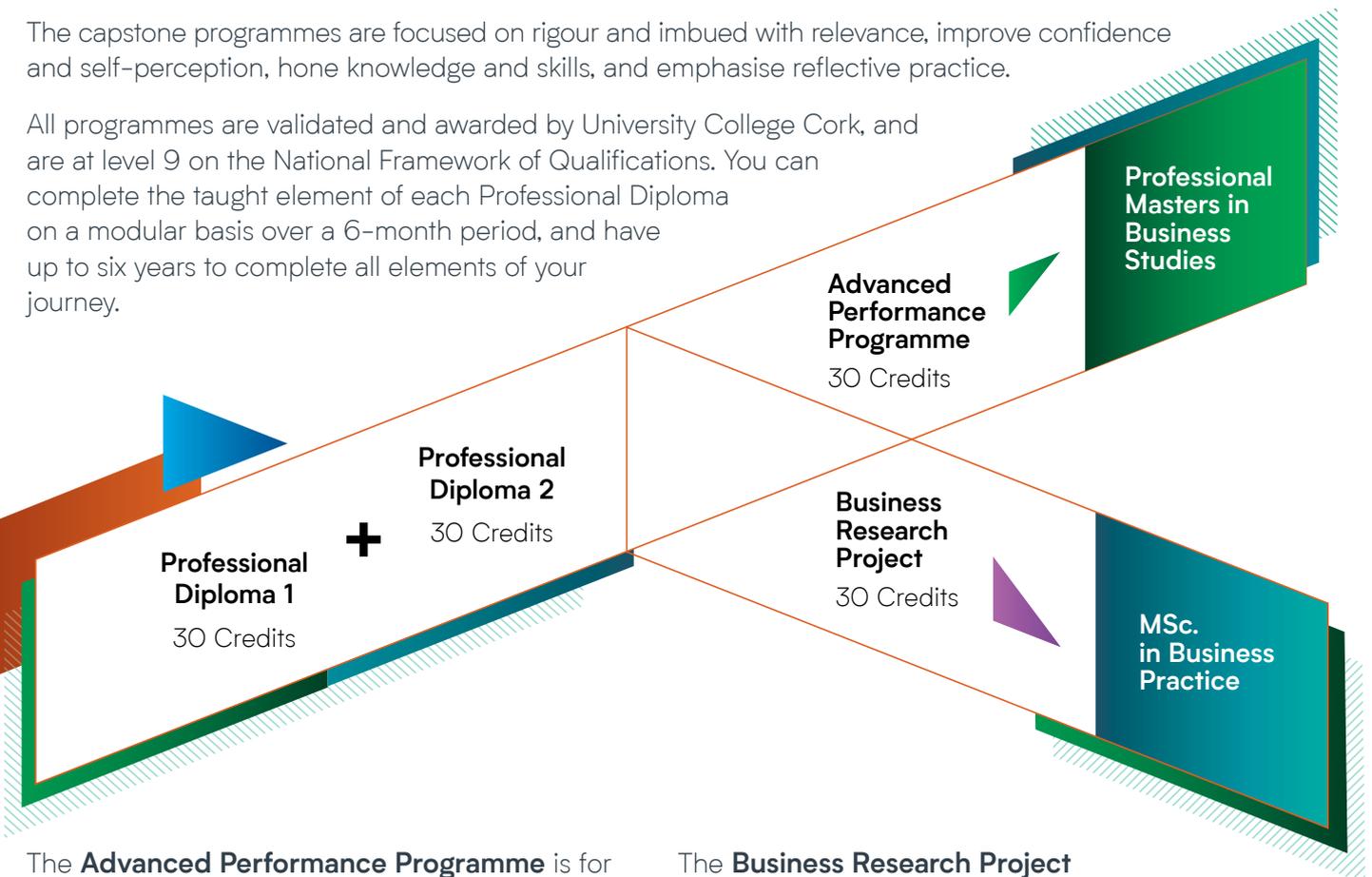
# Master of Business Framework

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 six 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

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

- 1) 01, 02 & 03 November 2021
- 2) 06, 07 & 08 December 2021
- 3) 10, 11 & 12 January 2022
- 4) 07, 08 & 09 February 2022
- 5) 14, 15 & 16 March 2022
- 6) 13, 14 & 15 April 2022



### Autumn delivery:

The health and wellbeing of our participants, faculty and staff remains our priority and we have implemented a range of safety measures to continue to adhere to government guidelines.

For this Autumn, our intent is to return to a blended delivery format with a mix of on-site classroom experience and part or wholly online via the IMI Virtual Learning Environment. The balance of in person workshops and online delivery will be informed by government guidelines and from surveying intending participants, and may also vary according to the programme.

We will update this message on a regular basis as new information is made available.

## Colette Yeates

Programme Director

Colette Yeates is an accountant with a background in financial services. She has spent the last ten years primarily teaching accounting and finance in a variety of educational organisations. Her areas of expertise include teaching undergraduate and postgraduate university accounting courses, executive education courses and professional accounting courses in financial accounting and management accounting.

### 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 awarded 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.

## Paperless policy

Brochures and course materials will exclusively be available to participants on our immersive Virtual Learning Environment. By adopting a paperless approach, IMI and our participants are reducing our carbon footprint and doing our bit for the planet. IMI's mission is to equip leaders to build the future. We are mindful that this future depends on organisations finding creative ways to sustainably deliver performance, both sustainability in the human performance of organisations and in how we use the planet's resources.



**Executive Education**  
Ranking 2020