

# Diploma in Business Management & Psychology

(Dip.BsMgmPsyc.)



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### About the Course

The Business Management & Psychology Diploma course is suited for individuals with no prior business or psychology experience who wish to gain a comprehensive understanding of core business management theory and practice with particular reference to the complexity of human psychology.

Economic recession effects individual and group morale in a very profound way. This is one of the big obstacles facing business in the current climate. An understanding of business psychology offers an insight into the complexity of human behaviour, group dynamics and organisational psychology. Businesses owners and managers require qualified business management graduates who have a holistic approach to business. During this programme you will learn the underlying psychology of an organisation and the external and internal factors that influence business. You will have the opportunity to engage in team assignments, tackling business and organisational behaviour issues. Current topical issues include poor staff morale and a depressed organisational culture

Being able to apply core business tools and organisational psychology is a unique skill and identified as essential to the survival of businesses in the future. This programme is an excellent choice for anybody interested in making a career move to business, management, recruitment, business coaching, counselling or psychology.

### Course Aims

The Diploma in Business Management & Psychology is delivered by highly qualified and skilled professionals who offer unique insights into the challenges that confront every business. The complexity of human behaviour is also examined in the light of organisational psychology and how psychology touches every aspect of business effort.

Learn to apply psychology to real life issues and enrich both your professional and personal relationships. Areas covered on the psychology section include applied Business Psychology, Counselling Psychology, Child Psychology, Business Coaching, Stress Management and Assessment techniques, Communication and Counselling Techniques, Group Dynamics and analysis.

An emphasis on practical assessment is included on this programme which you will find highly rewarding. You will be required to prepare a project around an organisation of your choice. This will demonstrate your ability in applying business and psychology tools learned on the course.

## Diploma in Business Management & Psychology - Core Subjects

There are 4 core subjects to study;

1. Psychology
2. HR Management
3. Organisational Behaviour
4. Business Management

### Psychology

Applied Business Psychology, Counselling Psychology, Child Psychology, Business Coaching, Stress Management and Assessment techniques, Communication and Counselling Techniques, Group Dynamics and analysis.

### HR Management

Individual Differences, Perceptions, Communications, Motivation, Industrial Psychology, Behavioral Theories, Research Studies, Group Dynamics, Personal & Group Goals, HR Planning: Recruitment & Selection, Interviewing, Selection Testing, Validation of Testing Procedures, Training, Systems Approach to Training, Induction Programmes, Job Analysis: Job Description, Job & Person Specification, Job Evaluation, Development of a Human Relations Approach: Role of Personnel Department, Supportive Management Styles, Industrial Relations.

### Organisational Behavior

Individual Behaviour: Attitudes, Personality, Perception, Motivation, Emotional Intelligence, Interpersonal Process: Power & Politics, Decision making, Managing conflict and negotiation, Management theory and its processes, Group Behaviour: Analysing work based teams and group behaviour, Reflecting on approaches to leadership, Issues in leadership, Managing teams, Organisational System: Types of business organization and structures, the international context of organisational systems, culture and its influence, HR Policies and Practices, Organisational Dynamics: Change and Stress Management, control in management, delegation and span of control.

### Business Management

The Management Framework to Business Administration, Characteristic Features of Organisations, The Structure of Organisations, Features of Bureaucratic and Non-Bureaucratic Organisations, Structure of Business Enterprises, Business Types including; Sole-Trader Enterprises, Partnerships, Limited Partnerships, Limited Liability Company, Functions within Organisations.



## Awards

Business Management Level 6 Award– National Award: **FETAC**

Diploma in Business Management & Psychology : **CMI**

## Progression

Graduates of this programme go on to pursue a Degree in Management, Business, Psychology, Counselling, Business Coaching, HR Management or related area, or pursue a Higher Diploma in Management or Business

## Why chose CMI?

1. The Diploma in Business Management & Psychology is awarded by CMI. It is nationally recognised by the Irish State Awarding Body, FETAC for a LEVEL 6 FETAC Award in Business Management. The FETAC Level 6 Award is recognised under the NFQ, National Framework of Qualifications.
2. Since 2004, CMI has built an excellent reputation with employers as one of Irelands leading educators in Business, Management and Psychology.
3. CMI brings over 30 years of combined Business experience from our panel of qualified business management professionals.
4. Courses are centrally located off Dame Street, Dublin 2

## Cost and duration

The duration of the Diploma in Business (with eBusiness) is twenty weeks in duration and takes place once a week. Please refer to CMI website for current up to date course cost. All course fees are payable in advance unless you are unemployed or work part-time, in which case, a two payment instalment plan is offered. See Terms & Conditions on 'Book a Course' part of CMI website.

## Course Eligibility

Places are limited for this programme. This course is open to people from any educational background and with various levels of work experience and is an excellent stepping stone for further study in this area. If you are anxious about your eligibility, please contact CMI and a representative will be more than happy to assist you in choosing the right course.

### Booking

To book simply log on to the 'Book a Course' part of CMI's website and submit your details together with a 300 euro deposit by the deadline date.

**CMI Tel 01 492 7070 Email [info@cmi-ireland.com](mailto:info@cmi-ireland.com)**



