

Graduate Diploma in Management (Grad.Dip.Mgmt)



Graduate Diploma in Management



About the Course

CMI have teamed up with the ICM – Institute of Commercial Management to offer a comprehensive Management Studies post graduate qualification. The Graduate Diploma in Management Studies is a **level 8 post graduate** course recognised under the National Framework of Qualifications in the UK and Ireland.

This programme is suited for newcomers to management who wish to gain a comprehensive understanding of the principles and practice of management. It is also designed to provide supervisors, managers and advanced level business graduates, from all industry backgrounds, with an excellent diploma in management qualification that will enhance career progression and refresh existing skills.

The structure of the Graduate Diploma in Management programme ensures that participants are able to develop both academic knowledge and practical management skills. The Graduate Diploma in Management Studies is awarded by the ICM, Institute of Commercial Management which is internationally recognised in over 120 countries across the world.

In particular, the corporate project allows students to really engage at a strategic research level with managers in their organisation. Many employers are impressed with the outcome of the project as it offers strategic solutions and direction that is badly needed in organisations to-day.

A recent survey at CMI indicated 72% of students of the Graduate Diploma have really benefited from the course receiving promotions, acquiring new job positions and salary increases within one year of completion.

Management Studies Course Aims & Objectives

The aim of the Graduate Diploma in Management level 8 post graduate course is to provide you with the key forward planning and strategic skills necessary to be a competent manager. You will learn the thinking behind best management practice and will be able to identify the fundamental driving forces behind successful businesses and organisations. The course sets out clear guidelines for effective management by helping participants develop their own management style, manage information and communication, plan and manage resources and recruitment as well as competently manage finances.

The principles of strategic management, Human Resources and Marketing Management are explored to help you think strategically, deal with people management issues, as well as manage all aspects of promotion and awareness of your organisation. You will acquire key financial management skills, which is vital in sustaining a profitable business. Most importantly, you will learn the qualities required to be an effective leader of an organisation, which helps motivate staff and drive the organisation to meet its targets and objectives. The Graduate Diploma in Management qualification is comprehensive and aims to provide you with the skills required to be an effective and professional manager.

The purpose of the Graduate Diploma is to take you to a higher understanding of management processes and procedures by linking Business, Management theory, financial management, HR, & other key areas of management together.

Graduate Diploma in Management Studies - Core Subjects

There are 8 key subject areas to cover and an Advanced Diploma in Business Studies is awarded on completion of the first four subject areas:

1. Strategic Management
2. Human Resources Management
3. Marketing Management
4. Customer Service
5. Financial Management
6. Corporate Project
7. Leadership Studies
8. The International Business Environment

Course Overview

Strategic Management:

Nature of Strategic Management & its stages, Key Terms in Strategic Management, Strategic Management Model & its benefits, Business Ethics & strategy, Strategies in Action: Types of Strategies, Strategic Management in Governmental Organisations and Small Firms, Writing & Evaluating Mission Statements, External Assessment: External Audit, Internal Assessment: Nature of an Internal Audit, Strategy Analysis & Choice, Cultural Aspects of Strategy Choice, Politics of Strategy Choice, Role of Board of Directors, Strategy Implementation, Management Issues, Managing Conflict, Linking Performance & Pay to Strategies, Managing Resistance to Change, Human Resource Concerns when Implementing Strategies, Strategy Review, Evaluation & Control: Nature of Strategy Evaluation, Characteristics of an Effective Evaluation System on Contingency Planning, Auditing, Guidelines for Effective Strategic Management.

Marketing Management:

The Critical Role of Marketing in Organisations & Society, Managing the Marketing Process, Marketing Planning, Analysing Marketing Opportunities: Marketing Information Systems & Research, Analysing Consumer Markets & Buyer Behaviour, Analysing Business Markets, Researching & Selecting Target Markets: Measuring & Forecasting Market Demand, Market Segmentation & Selecting Target Markets, Designing Marketing Strategies: Marketing Strategies for Differentiating & Positioning the Marketing Offer, Testing & Launching New Products & Services, Managing Products through their Life Cycle, International Marketing programmes, Managing Product Lines, Brands & Packaging, Pricing Strategies & Programmes, Selecting & Managing Marketing Channels, Retailing & Wholesaling, Promotion-Mix Strategies, Designing Advertising and Direct Marketing campaigns, Sales-Promotion & Public Relations Programmes, Devising & Implementing Marketing Programmes, Controlling & Coordinating Marketing Activities.

Human Resource 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.

Customer Service:

Importance of Customer Service and Customer Satisfaction, Challenges & Barriers to Excellent Customer Service, Customer Expectations, Reputation Management Techniques for Exceeding Customer Expectations, Keys to Credibility, New Trends in Customer Service, Problem Solving Strategies, Importance of Follow Up, Formulating a Plan for Success, Why a Strategy, Empowerment: Steps to Empowering Customer Service Providers, Communications in Customer Service, Characteristics of Challenging Customers, Motivation, Leadership in Customer Service, Coach or Counsellor, Characteristics of Excellent Leaders, Customer Retention & Measurement of Satisfaction, Value of Existing Customers, Delivering Customer Service to the Changing Marketplace, New Technology, Enhancing Service Experiences, Building Customer Loyalty and retention programmes, Rewards of providing Excellent Customer Service.

Financial Management:

The Construction of Financial Statements, Company Accounts, Cash-Flow Statements, Using Accounting Information, Ratios & Accounting Standards, Management Accounting: Marginal Costing, Budgeting, Capital Investment, Appraisal, Sources of Business Finance, Long-term sources of finance, Short-term sources of finance, Mergers and Takeovers, Horizontal & Vertical Integration, Basic Group Accounts, Capital Markets, Stock Exchanges, Share & Bond Issues, Rights & Bonus Issues.

Leadership Studies:

Nature of Leadership, Major Research Approaches, Comparing Leadership Theories, Nature of Managerial Work, Theory of Demands & Constraints, Research on Situational influences, Changing Nature of Managerial Work, Application for Managers, Effective Leadership Behaviour: Case Studies, Leadership Behaviour Taxonomies, Evaluating the Behaviour Approach, Participative Leadership: Delegation & Empowerment, Nature & Consequences of Participation, Guidelines for Delegating, Empowerment, Role-Making Theories, Power & Influence, Managerial Traits & Skills, Contingency Theories of Effective Leadership, Charismatic & Transformational Leadership, Leading Change in Organisations, Change Processes, Different Types of Organisational Change, Influencing Organisational Culture, Leadership in Teams & Decision Groups, Procedures for Facilitating Team Learning, Guidelines for Team Building, Strategic Leadership, Developing Leadership Skills, Leadership Training Programmes, Ethical Leadership & Diversity, Managing Diversity in the workplace.

International Business Environment:

Exploration and examination of the international impact of Political, economic and financial events on local and regional businesses.

Corporate Project:

The Characteristics of Strategic Decisions, Levels of Strategy, Developing a Strategic Perspective, Strategic Decision Making in Practice, Development of Solutions, Cultural View of Patterns of Strategic Change, Analysing the Environment, Auditing Environmental Influences On Organisations, Strategy Evaluation Techniques: Planning & Allocating Resources.

This module involves preparation and submission of a corporate project on your organisation. The corporate project allows you to really engage at a strategic research level with managers in your department or organisation. Many employers are impressed with the outcome of the project as it offers strategic solutions and direction that is badly needed in organisations today.

Methodology

The principle method of learning is through assignments, case studies, course notes, lectures and examinations. You are expected to read recommended books to accelerate your learning.

**AWARD**

- **Graduate Diploma in Management- ; Award Body: ICM (UK) – Post Graduate level 8 International Award Recognised under the National Framework of Qualifications**

Cost and Duration

The Graduate Diploma in Management Studies is 9 months in duration and there are eight modules to complete. Lectures take place one evening 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. Please note places are limited.

Booking

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

Progression

Graduates of this programme go on to pursue a Post Grad Degree in Management or a Masters of Business (MBS) or Masters of Business Admin (MBA).

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. 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.

Why choose CMI?

1. Students receive a Graduate Diploma in Management Studies post graduate qualification which is internationally recognised to level 8 post graduate standard. The award is issued, by the ICM, [Institute of Commercial Management \(UK\)](#) through CMI.
2. CMI is registered as a quality education provider by [HETAC](#) – Higher Education Training and Awards Council and is registered with the Department of Education offering courses recognised under the NFQ, [National Framework of Qualifications](#).
3. Since 2004, CMI has built an excellent reputation with employers as one of Irelands leading Management educators.
4. CMI brings over 50 years of combined Management Studies experience from our panel of qualified Management professionals.
5. CMI has demonstrated in the past five years that they are committed to Management excellence. Courses are annually researched and updated to meet the demands and needs of Strategic Managers.
6. Many past students now work in junior, middle and senior Management positions for some of the leading Irish and international companies.
7. Online course notes, journals, information websites and relevant articles are available online to download at all times.
8. Courses are centrally located off Dame Street, Dublin 2
9. CMI Lecturers work in Management and Management consultancy and can provide you with personal insights relevant to real world scenarios. They offer you class exercises and assignments which allows you to develop your Management knowledge/skills in a stimulating class environment.