

# Professional Diploma in Management Practice

NFQ Level 9

Transforming ambitious professionals into management leaders with recognised university accreditation

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## **PROGRAMME PROFILE:**

The PD in Management Practice is a one year programme specifically designed to broaden and develop generic management competencies required by middle-level managers from a variety of disciplines working within public, private and voluntary sector organisations. There is increasing consensus across the management literature regarding key core competencies required by middle-managers to provide direction, facilitate change, utilise resources and collaborate across functions; while concurrently achieving outstanding results by developing motivated effective individual team members and releasing discretionary effort and talent through delegation and empowerment.

## **LEARNING APPROACH :**

- This programme is normally delivered in a blended format but, in line with current government guidelines it will be delivered 100% online using the University's Virtual Learning Management system.
- The delivery of the course materials will consist of 'Live' online sessions as well as pre-recorded lectures.
- Participants will be enabled in developing their individual strengths, expanding their practical skills.
- The programme will provide the learners with the latest and best-practice techniques within the context of management practice.
- In addition, modular assignments will require that the students partake in experiential learning by creating strategic management plans.

## **CANDIDATE PROFILE:**

- Specifically targeted at participants with an honours level degree at a 2.2 standard and normally 3 to 5 years' experience in business management and related industries.
- Are you a middle manager seeking to reinforce experiential learning with an academic qualification in management? Or a graduate with 3 or more years experience wishing to develop a greater understanding of the management process

## **HOW TO APPLY / MORE INFORMATION**

For Further details please Email  
[Breda.Ahern@ul.ie](mailto:Breda.Ahern@ul.ie) / [mdu@ul.ie](mailto:mdu@ul.ie)

# PROGRAMME OUTLINE

## SEMESTER 1

### **CM6901 BUSINESS COMMUNICATIONS:**

This module is designed to introduce the concept of the communications process and to facilitate students in thinking strategically about communications. They will be introduced to current thinking in business communications & effective ways to execute successful business communications. With a strong focus on skills based learning, participants are given the opportunity to reflect on and master the fundamentals in business communication and to learn to manage communications more effectively for personal and professional development.

### **AC6111 Financial Management and DECISION MAKING:**

This module introduces non-business student to the fundamental concepts and practices of financial management and managerial accounting. Product/service costing and profit determination, planning, control and decision-making. Relationship between financial accounting, management accounting, and financial management; the analysis and interpretation of financial statements; costing; budgeting; short-term decision making; strategic management accounting; sources of finance; investment appraisal and the management of working capital.

### **MN6041 PROJECT MANAGEMENT IN PRACTICE:**

This module provides learners with the knowledge, skills and understanding necessary to apply project management principles, tools and techniques to deliver value to the organisation. The module will explain the role of the project manager and will provide learners with skills and knowledge to perform this role in dealing with stakeholders' needs and expectations, developing project plans and executing them in an efficient and effective manner

## SEMESTER 2

### **AU5032 MARKETING TECHNOLOGY PRODUCTS:**

Market analysis for high-tech companies. Setting up, managing & changing distribution channels: what differentiates high-tech from more traditional markets? Product life cycles, acquiring & processing information from the salesforce. Information as a strategic weapon for high-tech companies. Developing long-term customer partnerships & strategic alliances. Customers, marketing process & new product development. Telesales & tele-support. Identifying & communicating value in high-tech market environments. Strategic platform marketing. Branding technology products. Forming strategic alliances for marketing

### **AU5011 STRATEGIC BUSINESS AND OPERATIONS MANAGEMENT:**

Strategic management in different organisational & environmental contexts. Introduction to strategy, strategic management in practice, strategic analysis, resource competence & strategic capability, stakeholder expectations & organisational purposes, bases of strategic choices & options, strategy evaluation & selection, organisational structure & design, resource allocation & control. Managing strategic change e-strategy, policy deployment, metric development.