



Waterford Institute *of* Technology

# Higher Diploma in Business in Management

Department of Graduate Business



**The Higher Diploma in Business in Management is a part-time programme aimed at middle, junior or aspiring managers who are keen to acquire personal and professional development and to gain a business management qualification.**

On completion of your studies you will have developed the knowledge, skills and capabilities to allow you to operate effectively in a competitive business context.

[www.wit.ie](http://www.wit.ie)

# Higher Diploma in Business in Management

## The Programme

The Higher Diploma in Management is a level 8 degree programme, taken part time over 2 years which aims to provide students with the knowledge and skills needed to perform effectively at an executive level. The programme assists candidates to contribute to the management of their organisation's policies with clarity, consistency and capability. It is a challenging programme that will enable candidates both professionally and personally, to play a key role in the strategic management of their organisations. In a broader business context, a key aim is to equip candidates with modern tools for effective decision-making and to provide them with the ability to evaluate their decisions in the context of real-world case examples. The course structure allows participants to pursue their desired goals, such as progression to an MBA or more specialised qualification, with opportunities in such fields as personnel, finance and marketing or general business management.

## Why choose the WIT Executive Higher Diploma:

- Exposure to best international thinking and practice in management education
- Cross fertilisation of ideas from the various industry sectors and professional disciplines
- Interactive learning environment, with an emphasis on participation and contribution
- Considerable networking opportunities generated by the programme
- Opportunities for further professional development and higher education within the School
- National and international reputation of WIT School of Business
- Strong industry recognition in the area of management education

## Course Content

The first year consists of six modules; Organisational Behaviour, Prof Skills for Managers, Managing People, Marketing Fundamentals, Accounting for Non-Specialists and Operations Strategy. These modules concentrate on generic knowledge and skills appropriate for all managers at any level in an organisation. This phase is appropriate for all who wish to improve their general managerial competence, including management trainees and others with more limited management experience.

The second year has a more strategic focus and consists of a further six modules; Services Marketing, Project Management, Strategy, International Business, Strategic Cases and a Project. These modules focus attention on the strategic and international issues of relevance to managers at this level in their career. The programme has been designed to help you develop your knowledge, understanding and management skills in ways that relate directly to your own needs and requirements.

The teaching styles and assessment methods require you to engage as an active participant in improving and developing your distinctive management skills, knowledge and behaviour. You will be expected to contribute to a supportive yet challenging learning environment. The course demands commitment and enthusiasm, and in return, provides opportunities and arenas within which to learn about managing and management. The modules in the course are all assessed by means of coursework assignments.

A variety of assessment methods are used, including assignments and a final project based in your own organisation. Additionally there will be presentations, examinations, reflective reports, simulations and consultancy projects.

## Career Opportunities

The manager's role is becoming increasingly complex and there is greater competition to satisfy career opportunities at this level. Completion of your studies on our programme will improve your confidence and effectiveness and you will be more likely to gain increased responsibilities at work, secure promotion, and in general enjoy enhanced career opportunities. If you satisfy the entry criteria you may be eligible to apply for entry on to our Executive MBA programme or our MBS - The Management of Change.

## Who should apply?

The Irish education market continues to change and this must be reflected in the way applicant profiles and the demand for courses is viewed. This course is designed for a variety of candidates including those with a degree, or equivalent professional qualifications or professional, managerial or other appropriate experience.

## Applicants should have the following

- Applications must hold a Level 7 or equivalent qualification.
- Candidates should have at a minimum 3 years managerial experience
- Students must have undergone internal managerial selection appraisal
- Selected candidates will be required to undertake an interview.
- Applicants without the above minimum entry requirements but with relevant managerial experience may be considered for admission to the programme. Applications will be reviewed on a case by case basis.

Applicants who are not native speakers must have one of two English language qualifications - TOEFL/IELTS with a minimum score in TOEFL of 550 or IELTS of 6.5.

*"The Higher Diploma in Business Management provided me with a valuable insight in to both established and contemporary strategic business practices. The learning was directly relevant to the work place and has greatly assisted me in my role."*

Len Brimson,  
Investigation and Credentialing Office,  
Equifax

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