

# IMI

Irish Management Institute



# The IMI Diploma in Cloud Strategy

Transforming the way you work



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



**ucc**

Coláiste na hOllscoile Corcaigh, Éire  
University College Cork, Ireland



IMI and UCC have partnered with Microsoft to develop the **IMI Diploma in Cloud Strategy**. Microsoft experts have contributed practical industry insights to ensure that the programme's design and content is at the cutting edge of this rapidly evolving space.

To enhance the practical focus of the programme, senior Microsoft specialists will regularly visit the class to discuss their own cloud strategies and their insights into how innovation strategies can be developed around cloud infrastructures. In addition to the IMI Diploma in Cloud Strategy's scheduled classes, participants will also have the opportunity to undertake Microsoft-certified technical cloud-related training at significantly reduced rates.

**Microsoft<sup>®</sup>**

## Cloud computing opens up new ways of doing business. But to leverage any cloud opportunity effectively, **a well-informed and rigorously developed cloud strategy is essential.**

The IMI Diploma in Cloud Strategy will enable you to evaluate business opportunities presented by cloud-based information systems. You will assess the key organisational and technological challenges of migrating applications and services to an external provider. You will develop a rigorous and practical business case for moving your Organisation to the cloud. You will identify and address the overriding strategic issues that your organisation will need to address to take advantage of cloud computing opportunities. You will learn to map a cloud migration path that ensures flexibility as processes evolve over time.

Throughout the programme you will have the opportunity to practically apply your learning directly within your organisation. Emphasis is placed upon combining classroom teaching with a creative mix of action learning, class discussion, case study analysis and individual and group activities. You will complete the programme by writing a "Cloud Strategy Blueprint" for your organisation.

The IMI Diploma in Cloud Strategy is a joint development between the Irish Management Institute, University College Cork, and Microsoft Ireland. By successfully completing the programme you will receive an internationally Recognised postgraduate qualification that is at the cutting edge of technology and strategy. The IMI Diploma in Cloud Strategy may also be your first step towards a Masters-level qualification via IMI's Master of Business framework.

### Who This Programme Is For

It is not necessary to have a specialised IT background to undertake this programme - the focus is upon the strategic opportunities presented by cloud computing. Participants will include:

- SME owner/managers
- Managers in mid- and large-sized organisations
- IT professionals seeking to build their strategic awareness and business understanding

### Programme Outcomes

**By completing the IMI Diploma in Cloud Strategy you will:**

- Develop a cutting-edge understanding of the cloud computing revolution and the opportunities this presents to modern business
- Understand your strategic business model
- Evaluate cloud-based opportunities and assess their relevance to your organisation
- Evaluate your business processes to determine which may be best suited to the cloud
- Develop a rigorous and practical "Cloud Strategy Blueprint" for your business
- Enhance your capability as a contributor to your organisation's management team

Meet the Programme Director

## Dr Fergal Carton



### Programme Duration:

The programme is run over 7 x 3 day modules from March to November 2012. Modules are typically held on Mondays, Tuesdays and Wednesdays.

Classes usually run from 09:00 to 17:00 each day. All teaching is held in the IMI's National Management Campus in Sandymount.

### Programme Dates:

23, 24, 25 April  
21, 22, 23 May  
18, 19, 20 June  
3, 4, 5 September  
1, 2, 3 October  
30, 31 October and 1 November  
27, 28, 29 November

# Programme Content

*Content outlined here is indicative and may change prior to the programme.*

The IMI Diploma in Cloud Strategy incorporates three core subject themes, covering essential areas of strategy, business model innovation and cloud computing fundamentals.

Each subject theme has dedicated faculty experts responsible for integrated content delivery. The faculty group combines a blend of real world business experience and technical expertise that is unique to IMI.

## Strategy Processes and Frameworks

- Understanding organisational capability
- Internal analysis and stakeholder mapping
- Building and sustaining competitive advantage
- Monitoring and measuring strategic performance
- Making strategic choices that deliver stakeholder value
- Designing and delivering strategic implementation

## Entry Requirements

Participants are required to provide evidence of relevant work-based learning at a management level and/or should hold a relevant academic qualification at primary degree level.

## Accreditation

IMI's suite of level nine Diploma programmes are awarded and accredited by University College Cork – National College of Ireland Cork. UCC is in the process of accrediting the IMI Diploma in Cloud Strategy. The programme is to be valued at 30 credits and will be positioned on the National Framework of Qualifications as a Postgraduate Certificate in Cloud Strategy - level 9.

## Assignments and Workload

To attain the IMI Diploma in Cloud Strategy, participants are assessed in each of the main subject areas via a mixture of practical assignments. This programme involves no examinations - instead the emphasis throughout is on the practical application of knowledge to benefit you and your organisation. Assessment workload is spread across the year to allow you combine learning with work and life demands. In order to accelerate learning, between modules participants are expected to complete assigned reading from texts and articles.

As well as becoming fluent in the vocabulary of cloud technologies, participants will have the unique opportunity of complementing their accredited academic qualification with certified professional qualifications in specific Microsoft cloud-related technologies.

Timetabled certification clinics will be held to provide participants with an introduction to the Microsoft certification roadmap, as well as advice on selecting a path through the different technology levels, from beginning to advanced, thereby delivering hands-on awareness of the issues surrounding the deployment of cloud solutions.

## Tax Relief on Tuition Fees

If you are paying for your tuition fees yourself, it is now possible to apply to the Revenue Commissioners for tax relief for this IMI Diploma. The amount of relief available varies from person to person, and may be as high as €1,200 for individuals who pay the full price of €11,990. Tax relief is allowable per programme, per participant, per academic year. Relief will not be available for any part of tuition fees which are met directly, or indirectly, by grants, scholarships, employer payments etc. Please see [www.revenue.ie](http://www.revenue.ie) for further information on how to apply for this relief. All decisions on individual tax relief requests are subject to the discretion of the Revenue Commissioners.

## Business Model Innovation

- Value creation: understanding the impact of your business model
- Applying “design-thinking” to innovation
- Innovation tools: goals, actions, resources, results and controls
- Designing innovation processes
- Evaluating and measuring innovation models and processes
- Implementing innovation in different organisational contexts

## Cloud Computing Fundamentals

- Understanding Web 2.0
- Analysing the impact of new technological trends on your organisation
- Understanding the contribution of a social media strategy to your organisation
- Evaluating the challenges of moving infrastructure, applications and services to the Cloud
- Investment analysis: the financial implications of implementing cloud-based services
- How to choose the correct vendor for your organisation

## Pricing and Payment Options

For spring 2012, the IMI is offering special promotional rates and innovative payment options that make our programmes more accessible than ever.

	Spring 2012 Pricing	Spring 2012 Promotional Rate for IMI member companies and Irish SMEs
Diploma in Management	€11,990	€7,750

IMI prices are **inclusive** of core text books, meals and parking at the National Management Campus. These prices are only guaranteed for the spring 2012 intake of the IMI Diploma in Cloud Strategy.

We offer all our programme participants a **10% discount on double rooms** at the IMI campus Residence.

Organisations that purchase several Diploma places in any calendar year may be eligible for **MoB Corporate Partnership**. By becoming an MoB Corporate Partner, your organisation can avail of considerable additional price discounts and other benefits. For more information on IMI pricing, financing options and MoB Corporate Partnership, contact the team at **1800 22 33 88** or email [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie)

### Monthly Payments

Pay for your Diploma by monthly payments spread over the duration of the programme. Terms and conditions apply.

### IMI Staged Payments

Pay for **60%** of your course in advance of its commencement, and pay the **40%** balance due by July 1st 2012. This option does not carry interest. Terms and conditions apply.

### Loan Packages

Short term loan packages are now available to facilitate payment for MoB programmes. Eligibility for these loans will be determined by our financial partner.

For more information on these financing options, contact the team at **1800 22 33 88** or email: [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie)

A photograph of a man in a light blue striped shirt smiling broadly, looking to the right. Another person's hand is resting on his shoulder, suggesting a supportive or congratulatory gesture. The background is a bright, modern office or public space with large windows and blurred lights.

# IMI Alumni Network Stay Connected

Our Alumni Network provides continued support to graduates after they have completed their programme with us. It aims to help them transfer their learning back into the workplace and to offer career guidance and personal development opportunities. It's also a great way to stay in touch with classmates, make new contacts and keep up to date with activities at the IMI.

To find out more visit [www.imi.ie](http://www.imi.ie)



## Industry Testimonials

Hear what key industry players have to say about the power and potential of Cloud

“Cloud computing is really a no-brainer for any start-up because it allows you to test your business plan very quickly for little money. Every start-up, or even a division within a company that has an idea for something new, should be figuring out how to use cloud computing in its plan.”

**Brad Jefferson**

CEO - Animoto.

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“The cloud services companies of all sizes...The cloud is for everyone. The cloud is a democracy.”

**Marc Benioff**

CEO - Salesforce.com

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“Cloud computing is empowering, as anyone in any part of world with internet connection and a credit card can run and manage applications in the state of the art global datacenters; companies leveraging cloud will be able to innovate cheaper and faster”

**Jamal Mazhar**

Founder and CEO - Kaavo





“For enterprises and companies, the Cloud is not only a question of reducing infrastructure cost. The Cloud gives us a new path to manage our digital environment, where Innovation is a constant. This program offers the possibility of navigating this new path, building a Strategy that combines the three key factors for success: Technology, Business and Innovation.”

**Antonio Santacruz Carmona,**

Financial Services Planning Manager, New Global Services, Telefonica Madrid.





### Class Diversity & Networking

The IMI Diploma in Cloud Strategy appeals to a uniquely diverse cohort of experienced managers from a wide range of industries and backgrounds who are intently focused on broadening their knowledge and developing their skills. Throughout the year you will work closely with your class colleagues in team activities and organised study groups. You will leave the programme with a valuable network of business contacts and friends.



### Case Studies

Detailed real-life case studies that address the strategic challenges of leveraging cloud computing opportunities are regularly analysed in small group discussions and in class debates – applying learning in a very practical manner.



### Action Learning

IMI's teaching methods feature intensively practical classroom exercises and group activities designed to accelerate the transfer of learning back to the workplace.



### Guest Seminars

In addition to regular classes, guest seminars from visiting experts are a common feature of the programme. These sessions provide you with an opportunity to analyse and discuss issues of contemporary concern with seasoned business experts.



### Unique Faculty

IMI faculty have a unique blend of academic qualifications and real world business acumen. This combines with their unrivalled business experience working with practicing managers to create a truly dynamic classroom experience.



### Interactive Classes

Core concepts, techniques and practical tools are introduced in interactive classroom sessions, in which questions and answers are constantly encouraged.



### Cloud Strategy Blueprint

Over the duration of the programme you will analyse the strategic processes, business models and cloud opportunities that face your organisation. Through a process of practical application and reflection, you will develop a rigorous cloud strategy blueprint for your organisation.



## Diploma in Cloud Strategy Programme Features

# What is the Master of Business?

The Master of Business is based around a framework of eight twenty-one day IMI Diploma programmes.

By completing any two IMI Diplomas and a Business Research Project within a five year timeframe, you will earn 90 credits (the national standard for a Masters Qualification) and will be conferred the title 'Master of Business'. The Master of Business and its constituent IMI Diplomas are accredited and awarded by University College Cork - National University of Ireland, Cork.



## How does it work?

**Step 1:** Successfully complete any one of the IMI's suite of Diploma programmes.

**Step 2:** Successfully complete a second IMI Diploma of your choosing. \*

**Step 3:** Successfully complete an IMI Business Research Project.

...And you're there!

## Timeframe

A key feature of the Master of Business (MoB) is its flexible timeframe, which allows you to tailor your participation around work/life demands. Whereas each of the three MoB steps takes approximately seven months to complete, you have a five year 'window' within which to complete all three steps and attain the MoB.

Therefore, depending on your preference, you can complete the MoB within two years, or in up to five years.

## The MoB philosophy

Unlike traditional MBAs and Business Masters, the IMI's MoB is driven by an intensely practical, action learning philosophy.

Throughout the MoB, classroom learning is applied to real-life business challenges via exercises, group work, case studies and projects

that centre on both your day-to-day work and the challenges currently facing your organisation. Both you and your organisation will derive genuine real-world benefit from your participation.

## Who is eligible?

All IMI Diploma participants are eligible to undertake the MoB. Individuals who have level-9 credits earned from other institutions or who have completed an IMI Diploma prior to October 2008 may be eligible to progress automatically to the second year of the MoB.

Contact [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie) to clarify your status.

\* Due to similarities in certain subject themes it is not possible to combine the IMI Diploma in Cloud Strategy with the IMI Diploma in Strategy and Innovation as a pathway towards earning the Master of Business. All other programme combinations can act as a pathway towards the MoB.

To learn more about the IMI's Master of Business, and for information on the IMI's MoB-linked Diploma programmes and the Business Research Project, contact the team at [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie)



## Business School Rankings 2011

IMI is the only Irish business school to be ranked globally for the provision of customised executive education by the Financial Times.



### Join IMI

IMI is Ireland's only professional body dedicated to promoting the highest standards of management and leadership excellence. Our network is for corporate and individual members who want to improve their own and their organisations' performance through excellence in management and offers a wide range of business and learning services to members.



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