



MANAGEMENT & LEADERSHIP QUALIFICATIONS

FROM THE CHARTERED MANAGEMENT INSTITUTE (CMI)

WELCOME TO PROFESSIONAL ACADEMY

We're passionate about learning and development.
It's our mission to deliver the tuition, support and encouragement you need to expand your knowledge, sharpen your skills and gain new qualifications.


With exceptional pass rates, we're a market leader in helping professionals achieve accredited qualifications in management and leadership, sales, marketing and digital marketing – qualifications that will accelerate your career and set you on the path to success.

TALK TO US TODAY FOR A FREE PROFESSIONAL
DEVELOPMENT ASSESSMENT

Call **01223 365 505**

email enquiries@professionalacademy.com





“ANDY IS A FIRST-RATE SALES TRAINER WHO IS AS FLUENT IN THE THEORIES BEHIND SELLING AS HE IS EXPERIENCED IN ACTUALLY CLOSING DEALS. HE MAKES LEARNING ENJOYABLE WHILE STRETCHING YOU AT THE SAME TIME. MUCH CREDIT FOR THE SUCCESSFUL COMPLETION OF MY DIPLOMA GOES TO THIS MAN!”

ISM DIPLOMA IN SALES AND MARKETING STUDENT

OUR STUDY CENTRES

We run face-to-face workshops at our study centres nationwide.

LONDON – CHANCERY LANE

EAST – CAMBRIDGE

NORTH WEST – MANCHESTER

NORTH – LEEDS

SOUTH WEST – EXETER

CHANNEL ISLANDS – JERSEY

We also provide Lite distance learning packages to students worldwide.





WHAT MAKES US DIFFERENT?

100% PASS GUARANTEE

We're so confident in our tutors and courses that we give everyone our 100% Pass Guarantee. If you're fully committed, we'll keep supporting you until you pass your chosen qualification, at no extra cost.

THE COMPLETE PACKAGE

We offer both face-to-face and distance learning courses, supported by highly experienced tutors and advanced online resources. We're a one-stop-shop for transforming your career.

DO IT YOUR WAY

With flexible study options, interactive workshops and one-to-one tutor support, we help you fit learning around your full-time work, as and when it suits you, and make sure you have everything you need to succeed.

YOUR JOURNEY TO A BETTER CAREER STARTS HERE

THE BEST INVESTMENT YOU'LL EVER MAKE IS THE INVESTMENT YOU MAKE IN YOURSELF

Whether you want to stay up-to-date with best practice or gain the skills you need make the next step up, studying for a professional qualifications is the most direct route to furthering your career.

By gaining an internationally recognised qualification, you set yourself apart from your peers. You'll not only be increasing your knowledge and developing your abilities – with our support, you'll gain the confidence that comes from taking on a new challenge and succeeding.

MORE THAN JUST A QUALIFICATION

Some people think professional qualifications are simply a way to boost your CV and impress potential employers. We believe that learning and development are about so much more.

Our courses are built around the core syllabus for each qualification but designed to deliver practical skills and strategies you can apply in the workplace. Led by qualified tutors with real, sector-specific experience, our courses aim to make you the best at what you do – in theory and in practice.

STUDYING FOR A NEW QUALIFICATION IS ESSENTIAL IF YOU'RE:

- starting a new job
- wanting to excel in your current role
- looking to accelerate career progression
- planning a change of career
- wanting to improve your job prospects

BROADER KNOWLEDGE, DEEPER UNDERSTANDING

Professional development is not just about developing one specialism. Whatever level you're at, cross-training in skills outside your personal area of expertise – whether that's management, marketing or sales – is an invaluable way to expand your knowledge, become more versatile and gain a more complete understanding of your work.

“I WANT TO THANK YOU FOR ALL OF YOUR SUPPORT THROUGHOUT THE COURSE. YOU DEFINITELY MADE THINGS EASIER WHEN I WAS HAVING A FEW DOUBTING MOMENTS. I AM FINDING THE KNOWLEDGE GAINED FROM THE COURSE INVALUABLE, ESPECIALLY WITHIN MY CURRENT JOB, AND HAVE JUST RECEIVED A PAY RISE AND PROMOTION DUE TO THE COMPLETED QUALIFICATION.”

**CIM PROFESSIONAL CERTIFICATE
IN MARKETING STUDENT**



WHY STUDY WITH PROFESSIONAL ACADEMY?

START ANY TIME

You don't have to wait for a specific entry date to start studying for a qualification. Start when you want and go at your own pace.

EXPERIENCE

From our tutors to our support staff, we have decades of experience helping professionals gain new qualifications.

PASSION

We believe that everyone can gain new skills, new qualifications and renewed confidence by studying with us, and we're passionate about making it happen.

SUPPORT

You're never alone when you study with us. Our carefully designed courses and flexible learning options make things as easy as possible, and we're always available when you need help.

PASS RATES

Thanks to our commitment to support each individual studying with us, our pass rates consistently exceed the global and national averages for the qualifications we provide.

WHAT WE OFFER

100% PASS GUARANTEE

Whether you sign up for a complete course or a single module, we're totally committed to supporting you until you achieve your goals.

Our 100% Pass Guarantee means that we will continue to provide tutor support and access to all the relevant online resources, workshops and study materials free of charge until you pass all of your modules and qualifications.

You can find out more at

www.professionalacademy.com/pass-guarantee

ONE-TO-ONE TUTOR SUPPORT

Professional Academy tutors deliver engaging, informative workshops and provide one-to-one support, giving invaluable feedback and advice.

Our tutors are hand-picked not just for their skills as educators and motivators, but also for their years of real-world experience working in their chosen sector. They offer the kind of first-hand knowledge that makes the theory come alive and can link what you're learning to your own experience in the workplace.

Many of our tutors are also examiners or assessors for the professional qualification awarding bodies themselves. This gives them an unrivalled understanding of the syllabus and assessment requirements of your chosen qualification.

WORKSHOPS

At our interactive, tutor-led workshops you'll feel the full benefit of face-to-face tuition. Our workshops are carefully designed around the course syllabus, giving you everything you need to tackle the final assessment. At the same time, our experienced tutors will provide a wealth of practical knowledge you can apply directly to your day-to-day job.

Learning alongside other students, you'll be able to discuss and debate the topics covered in each module and, in most cases, you'll leave with a fully prepared assignment plan. It's also a great opportunity to network with other forward-thinking professionals in your field.

How we run workshops at our UK study centres:

- **Intensive workshops** take place over one or two full days, either during the week or including part of the weekend, reducing the amount of time you have to take off work.

LITE LEARNING

For those who don't want or don't have time to attend workshops, we offer complete distance learning packages, so you can to study from home and work at your own pace. You'll be allocated your own Support Tutor who will guide you through each module and the final assessment.

LEARNING RESOURCES

On top of the interactive learning resources available online, we'll supply you with a complete set of study materials, including study guides created by us and not available anywhere else. Resources include:

- **Study handbook and Assignment Guide** explaining the learning and assessment process and developing your study skills
- **Study Guide** for each module, written by the course tutor and containing everything you need to know, including assessment guidelines and essential reading
- **Course Text Books** carefully selected to support each module and syllabus

THE REFINERY

The Refinery in our advanced online learning management system. You can access it from anywhere, at any time using a PC or smartphone.

- Book workshops and manage your study plan
- Contact your personal Support Tutor
- Chat with other students
- Access interactive e-learning modules and live classrooms
- Download study guides and learning resources
- View past assignments and exam questions

MANAGEMENT & LEADERSHIP QUALIFICATIONS

FROM THE CHARTERED MANAGEMENT INSTITUTE (CMI)

TAKE CONTROL OF YOUR CAREER

Whatever stage you've reached in your career, CMI qualifications play a vital role in developing the skills and knowledge you need to excel and move forward. From the basic fundamentals to senior-level management strategy, these internationally recognised qualifications are essential to building a long and successful career.

ABOUT CMI

Chartered Management Institute (CMI)

The Chartered Management Institute is the UK's leading organisation for professional managers. Representing over 100,000 members, CMI sets the standard for management and leadership excellence.

For more information about the CMI, please visit www.managers.org.uk

CMI MEMBERSHIP

When you enrol on a CMI course with Professional Academy, we will register you for a CMI affiliate membership. The benefits of being a CMI member include:

- access to the CMI's Management Direct online knowledge base
- subscription to Professional Manager magazine, featuring the latest news and research
- great networking opportunities at frequent events all over the UK
- mentoring, support and career advice
- start recording your Continuous Professional Development (CPD) and work towards Chartered Manager status



MANAGEMENT & LEADERSHIP PATHWAYS

Carefully designed around the CMI syllabus, our courses deliver valuable accredited qualifications while developing invaluable real-world skills.

MANAGEMENT AND LEADERSHIP - LEVEL 5

For those who have begun their management careers but would like to develop their skills further.

Available as an; Award, Certificate, Diploma, Extended Diploma

MANAGEMENT AND LEADERSHIP – LEVEL 5

FROM THE CHARTERED MANAGEMENT INSTITUTE (CMI)

Building on your ‘hands on’ management experience, this course focuses on the practical aspects of management including using plans to manage resources, personnel and customer awareness.

WHO IS IT FOR?

Designed for those who have gained a good basis in management but looking to build on this experience to broaden their experience and knowledge to a middle manager level.

HOW DOES IT WORK?

This qualification can be studied in one of four ways; an award, certificate, diploma, or extended diploma.

- An award is achieved by completing **one module**
- A certificate is achieved by completing **three modules**
- A diploma is achieved by completing up to **eight modules**
- An extended diploma is achieved by completing up to **twelve modules**

ENTRY REQUIREMENTS

There are no formal entry requirements however we recommend that this course is most suitable if you have gained approximately two years of supervisory or management experience.

If English is not your first language, evidence of at least IELTS level 6.5 or Trinity ISE III/IV will also be required.

HOW LONG WILL IT TAKE?

There are multiple hand-in dates a year and you can begin your studies at any time. The Diploma in Management & Leadership can be completed with a combination of up to eight units over a 12 to 15 month period.

The Extended Diploma is constructed of up to 12 units which when studied will typically take between 15 -18 months to complete although you can choose to study at a faster or slower pace to suit your requirements. We commit ourselves to support all our students for up to a maximum of two years.

For more information about workshop dates please visit www.professionalacademy.com



MODULE OVERVIEW

Module title	Description	Assessment
Principles of Management and Leadership in an Organisational Context.	This unit has been designed for learners who want to develop or sharpen their professional edge and enhance personal effectiveness. Learners will evaluate the impact of an organisation's structure and governance on management and leadership.	Work-based assignment
Principles of Developing, managing and Leading Individuals and Teams to Achieve Success.	The unit opens by focusing on the theoretical and practical approaches to developing, leading, and managing teams (remote or multi-disciplinary). The manager will look at techniques to assess current and future team capabilities, including the role of recruitment, selection and staff development which supports this.	Work-based assignment
Managing Stakeholder Relationships	This unit explores the types and purposes of stakeholder relationships and the skills required to overcome challenges and manage these effectively.	Work-based assignment
Managing Projects to Achieve Results	This unit focuses on the knowledge and skills required to manage projects successfully and overcome problems and challenges.	Work-based assignment
Managing Change	This unit has been designed to enable the learner to evaluate types and reasons for change within organisations and be able to select and apply theoretical models for its management.	Work-based assignment
Creating and Delivering Operational Plans	The unit opens with the importance of understanding the strategic direction of the organisation and how to contribute to the strategic planning process.	Work-based assignment
Managing Finance	This unit has been designed to enhance the learner's confidence and credibility in financial management, which will translate into improved management skills.	Work-based assignment
Conducting a Management Project	The aim of the unit is for the learner to conduct management research which will have an impact on individual and/or organisational practice.	Work-based assignment
Managing Performance	This unit evaluates the reasons for managing performance and the approaches that can be used. It explores methods of rewarding the performance of individuals who exceed expectations, and analyses ways of managing under performance in a professional and supportive manner.	Work-based assignment
Principle of Delivering Coaching and Mentoring	This unit explores the principles and practices of coaching and mentoring, and the impact these techniques can have in the development of a high-performance culture.	Work-based assignment
Using Data and Information for Decision Making	The aim of this unit is to equip learners with an understanding of the purpose and practices of interpreting, managing and presenting business data and information to inform decision making.	Work-based assignment
Using Reflective Practice to Inform Personal and Professional Development	The aim of the unit is to equip learners with the understanding of the value of reflective practice, and how reflection can be used as the basis of a meaningful personal and professional development.	Work-based assignment

COURSE DELIVERY OPTIONS

WE OFFER TWO DIFFERENT COURSE DELIVERY OPTIONS –
PREMIUM AND LITE.

Lite: A complete and comprehensive distance learning package, incorporating one-to-one tutor support, the full suite of course materials and access to powerful online learning resources.

Premium: All of the above, with the added benefit of face-to-face, tutor-led workshops where you will learn alongside other students.

	Premium	Lite
Course materials:		
Study handbook	✓	✓ (download only)
Tutor-written study guides	✓	✓ (download only)
Digital Course Resources	✓	✓
Physical Copies of Core text books	✓	
The Refinery:		
E-learning modules	✓	✓
Download resources	✓	✓
View assignments	✓	✓
Book workshops	✓	
One-to-one tutor support:		
Guidance and advice	✓	✓
Assignment feedback	✓	✓
Workshops:		
Intensive workshops	✓	
Evening workshops	✓ (where applicable)	

FREQUENTLY ASKED QUESTIONS

Q. DO I REALLY NEED A QUALIFICATION?

That depends. Do you really want to advance your career?

An accredited qualification from an internationally respected awarding body not only shows prospective employers that your skills are up to scratch and up to date – it tells them that you're a resourceful, highly motivated individual with the will to succeed. And if you aiming high, senior posts increasingly require masters-level qualifications at the very least. The sooner you get on the ladder, the faster you can climb.

Q. WHICH QUALIFICATION IS RIGHT FOR ME AND WHAT LEVEL DO I START AT?

With so many different courses, modules and qualifications on offer, it can be hard to figure out the best route to take. That's where we come in.

Call us any time and we'll be happy to talk you through your options. Tell us about your background, your current role and, most importantly, where you want to take your career, and we'll help you identify the course and qualification that will deliver the greatest benefit.

Q. WILL I REALLY BE ABLE TO DO IT?

If it's been a long time since you last took an exam or submitted coursework, the idea of stepping back into the classroom can be daunting. But with help from our experienced tutors and friendly support staff, we promise that you can and will succeed.

We believe that anyone can learn new skills and achieve their goals, and we've been proved right time and time again. Our pass rates are consistently above average – our students keep surprising themselves, but we're not surprised. Even if you don't pass first time, our 100% Pass Guarantee means that, if you're willing to put in the work, we'll keep supporting you until you do.

Q. HAVE I GOT THE TIME?

You might be wondering how on earth you would find the time to study for a qualification on top of a full-time job. But one of the great things about studying with Professional Academy is that we fit the course around you, not the other way around.

With study centres all over the country and a range of different course options and e-learning packages, we can plan a study programme that fits around your work and home life. You can start when you want, go at your own pace and study without stress.

Q. CAN I AFFORD IT?

Studying for a new qualification is a significant investment in terms of both time and money. But if you consider the personal and financial benefits that new skills, a better job and a higher salary will bring, both now and for years to come, the return on your investment is huge.

We'll do everything we can to help. If you're hoping that your employer will finance your training, we can supply all of the facts, figures and supporting information you need to convince them that it's a sound investment. If you're planning to pay for it yourself, we can offer a range of staggered payment options that will make it easy to manage.

Professional Academy is a market leader in professional learning and development. We've trained professionals working at some of the foremost companies in every sector, including:

GOVERNMENT

Arts Council London
Bedfordshire County Council
British Waterways
Business Link
Children's Workforce Development Council
DEFRA
Devon and Cornwall Constabulary
Disability Rights Commission
Environment Agency
Guernsey Police
Land Registry
Met Office
Metropolitan Police
Peterborough City Council
States of Jersey
The Falkland Islands Government
UK Border Agency
Wandsworth Borough Council
Westminster City Council

EDUCATION

Bangor Business School
Bradford University
Cambridge Education
Cambridge ESOL
Cardiff University
City College Plymouth
College of Medicine & Veterinary Medicine
Kings College London
Northumbria University
University of Portsmouth
University of the Arts
University of Ulster
University of Westminster
University of York

FINANCIAL

Abbey National Offshore
American Express
AXA Sun Life Services
Bank of Scotland
International
Barclays Bank plc
Endsleigh Insurance Services
Halifax plc
HSBC Bank plc
KPMG
Lloyds TSB
Natwest
Price Waterhouse Coopers
RBS International
Royal Bank of Canada
Royal Bank of Scotland
Scottish Equitable
Visa Europe
Zurich Insurance Plc

CHARITIES & ASSOCIATIONS

Chartered Physiotherapists
Battersea Dogs Home
Cancer Research UK
Design Council
Jersey Heritage Trust
Law Society
Linkage Community Trust
National Association of Goldsmiths
RSPB
The Royal Society

FOOD & DRINK

Arla Foods
Baxters Food Group
Brita Water Filter Systems
Cadbury plc
Carlsberg UK
Dairy Crest Ltd
Dominos Pizza Group
Heinz Frozen & Chilled Foods
Innocent Drinks

Kellogg Company

Kraft Foods
Masterfoods Ltd
Molson Coors Brewers Ltd
Nestle UK
Premier Foods
Sainsbury's
Tate & Lyle
Young's Seafood Ltd

OTHER COMMERCIAL

Bovis Lend Lease
British Nuclear Group
Corgi
Corus Construction and Industrial
Countryside Properties
EDF Energy
Mitie Group plc
Novatec
NPower
Riba Bookshops
Tarmac
UKAEA
UK Hydrographic Office
Velux
Willmott Dixon Construction

FOREIGN

AMRI University of New Orleans
British American Business Inc
Deutsche Bank International
Ecobank Nigeria plc
Fidelity Business Services India
Ghana Telecom
Guinness Nigeria
National Starch & Chemical
Neways International
Unibank
Unilever Nigeria plc
United Nations Development Programme

TRANSPORT

Arriva Yorkshire
Birmingham International Airport
British Airways
City Link
Emirates
Flybe
Honda (UK)
NCP
Porche East London
RAC Motoring Services
Rail Europe
South West Trains
Transport for London
Tube Lines

TECHNOLOGY & COMMUNICATIONS

British Telecom
BskyB
Cambridge University Press
DHL
Discovery Channel
Guernsey Post
Hewlett Packard
Jersey Telecom
Macmillan Publishers
Microsoft
National Geographic Channel
O2 UK Ltd
Royal Mail
Siemens plc
Tiscali UK
TOMTOM
Twentieth Century Fox
Vodafone
Xerox

RETAIL & LEISURE

Amazon
Avon Cosmetics
Best Western Hotels
Britannia Hotel
Centrale Shopping Centre
Christies
City of London Festival
Dixons Group Plc
Hallmark Cards
Hamblins LLP
Hilton Hotels
Holiday Inn
Jersey Tourism
John Lewis
Lastminute.com
Motorola
Olympus Sportswear
Premier Inn
Scottish FA
The FA Premier League
Travellex
Travelocity
TUI Travel PLC
Velcro
Virgin Holidays
West Yorkshire Playhouse

HEALTH

American Optical UK
Astra Zeneca
NHS Trust
GE Healthcare
GlaxoSmithKline
Guys and St Thomas NHS Trust
Napp Pharmaceuticals
National Blood Service
Prestige Nursing
Rentokil Initial
Practitioners
Royal College of Nursing
St Andrews Healthcare
St John Ambulance

WHERE DO YOU WANT TO TAKE YOUR CAREER?

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