



The Brief

Your quarterly update from the
Isle of Man International Business School

Welcome

Faillt Erriu

Higher Education – The Key to Success

This September, the Organisation for Economic Cooperation and Development (OECD) released its report: "Education at a Glance 2007".

This report found that countries with a good higher education (HE) provision, like Great Britain and the Isle of Man, do better economically than countries without such provision. It also showed that there is no evidence to suggest that qualifications are losing their value as the number of graduates increases.

The OECD highlighted that workers with a degree or professional qualification earn more than their counterparts; whilst countries with HE provisions demonstrate lower unemployment rates.

It showed that modern jurisdictions, such as the Isle of Man, which operate in a "Knowledge Economy", are driven by individual know-how, expertise and intellectual property - all of which need a greater proportion of the workforce to be educated beyond secondary school level.

This report highlights the importance of the Isle of Man International Business School in contributing to the economic attractiveness of the Isle of Man. The IBS offers first class higher education on the Island and in doing so, provides a stream of talented and well educated people to fulfil the needs of local industry and commerce.

We do not want our Island to lose all its talent to universities and employers in the UK, which is why The IBS is in constant dialogue with local schools, companies and professional bodies to ensure that we meet their needs - through our Degree Programmes, Professional Qualifications, Business Improvement Workshops, lunchtime CPD Seminars and Executive Education Courses.

To learn more about the variety of opportunities for you to 'flourish' at The IBS, please contact Cheryl Reeday on T: +44 (0)1624 693709, E: enquiries@ibs.ac.im or visit www.ibs.ac.im



Prof. Roger Carey - Director

Dates for your Diary

29 November

Executive Education Course: Creating a Customer-Focused Culture

29 November

Public Sector Marketing Group Forum: Freedom to Flourish

5 December

Freedom to Flourish, lunchtime CPD Seminar

5 December

Executive MBA Open Evening

10-14 December

Directed Study Week

21 December

IBS Closes for Christmas/ New Year Break

2 January 2008

IBS Opens for 2008

7-11 January

Directed Study Week

8+24 January

Nutrition for Life, lunchtime CPD Seminar

16 January

Freedom to Flourish, lunchtime CPD Seminar

17 January

CMI Executive Diploma in Management (Level 7) Induction

22 January

Effective Leadership, lunchtime CPD Seminar - **FULLY BOOKED!**

31 January

CMI Certificate in Management (Level 3) Induction

7+13+28 February

Effective Leadership, lunchtime CPD Seminar - **FULLY BOOKED!**

20 February

CMI Diploma in Management (Level 5) Induction

11 March

ICA International Certificate in Anti Money Laundering Awareness, Workshop

19-27 April

Ship Superintendents Training Course



Isle of Man

International Business School

Scoil Dhall Eddyrashoonagh Vannin

Tel: 01624 693700

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Higher Education Challenge 2007



On Friday 16 November, the Isle of Man International Business School hosted the Higher Education Challenge 2007.

Sponsored by Deloitte, this 'University Challenge' type general knowledge quiz brought together teams of students and staff from all the Higher Education (HE) institutions on the Island to compete for the HE Challenge Shield.

The student final was an exciting end to the evening, with "Lost Weekend" (Lorna Trevethan, Ian Quayle, Jeff Campbell and Alan Bates, IBS Executive MBA Students) losing out by just 5 points. The winners, "Neolithic People", were presented with the HE Challenge Shield by Professor Carey.

This year's staff challenge was won convincingly by "Dr Who and The Darlicks", a College team comprising Dr. Ian Killip, Selwyn Collister, John Marchment and Ronald Barr; with The IBS's "Just In Time" Team in a well deserved second place (Colin Gundry, James Breslin, Tiffany Jacobsen and Dr. Quentin Burrell).

We hope that this will be the first in a series of events that bring together the HE students on the Island. By joining forces we achieve a critical mass to hold exciting and enjoyable events and in doing

so raise the profile of Higher Education. Thank you to Deloitte, who sponsored the catering and prizes this year, and to the 'College Quiz Masters' - Matthew Mosley and Gail Corrin - who made the evening very entertaining. Congratulations to the College staff and students - we'll see you next year for the re-match!



Pictured from left: Professor Roger Carey with winning students "Neolithic People": Peter Band, Lucy Scott, Geoff Quayle and Justin Scott, History students from the College

Business Analyst Wins Brain Game

Anyone who played the Business School's online "Brain Game" will be amazed to learn that with a time of just 18.45 seconds, first prize was awarded to Craig Taylor, a Business Analyst from the Treasury's Income Tax Division.

Craig beat over 800 contestants and on 17 September became the proud owner of a BlackBerry Curve 8300 mobile phone, sponsored by Manx Telecom.

The Brain Game was launched in August as a viral marketing campaign and created a real stir across the Island as competitors negotiated a "thought" through a "brain" as quickly as possible.

As a result, we gained lots of new contacts and saw an increase in the number of people attending our Open Evenings - indicating that a little imagination, originality and collaboration can go a long way!



Pictured from left: Leo Peers, Brain Game Designer, Home Strategic; Tiffany Jacobsen, Head of Sales and Marketing, The IBS; Craig Taylor, Winner and Richard Little, Prize Sponsor, Manx Telecom.



Student Profile

Name: Annie Gale, 39

Studying: Chartered Management Institute Executive Diploma in Management

Current Employment: Product Development Manager, Department of Tourism and Leisure

How did you hear about The IBS? Through the DTL's Personnel Team and having already completed the CMI Diploma in Management.

Why did you choose to study for this qualification? After completing the Diploma in Management I was hooked! I wanted to broaden my knowledge further and learn new skills/practices at a more strategic level, so that I could adapt and apply this in my workplace. Membership of the CMI also provides me with various benefits, including the internationally recognised designatory letters on completion of the Programme.

Why did you choose to study at The IBS? Because it's the only dedicated provider of higher-level management qualifications on the Island, giving me the flexibility to balance my home life and work with my study. Other reasons include the convenient location and pleasant surroundings of The Nunnery and the onsite IT and Library facilities. I also appreciate the opportunity to network and build relationships with other students, who have similar

aspirations and challenges to me, within a face-to-face and structured learning environment.

How do you find your lecturers and fellow students? My lecturers come from diverse backgrounds and their teaching covers a range of theoretical and real-life skills. This is an excellent basis from which to learn and their understanding and flexibility regarding our life, work and study commitments is much appreciated. Learning and sharing experiences with my fellow students is an absolute privilege. There is a real team ethos, providing support and encouragement to one another to succeed both individually and as a group.

How are you finding your Programme so far? It's interesting and challenging - and needs to be, to maintain the commitment required from myself and my employer. With an average of six

hours of lectures a week, plus time spent reading, researching and assignment-writing, it requires dedication to meet the Programme deadlines and ensure a life, work and study balance.

Your ambitions for the future: After completing this qualification, I will continue to develop, adapt and apply the theory, knowledge and skills I've learned to improve my performance and my department's performance. I'd also like to enroll on the Executive MBA Programme at The IBS. In the event of any future career opportunities I hope that these qualifications will give me a competitive advantage, as the skills I'm learning are transferable across all types of organisation.

Would you recommend studying at The IBS to a friend/ colleague? Yes! I've already encouraged four people who are all now studying at The IBS on various Programmes.

APPLY NOW!
for CMI qualifications
commencing in January.

DNV Accreditation for Superintendents Course



Our fourth Ship Superintendents Training Course took place from 20 to 28 October 2007, with eight international delegates completing the course and achieving a 100% pass rate in the assessment.

Since the launch of this course in May 2006, in collaboration with the Isle of Man Ship Registry and other local shipping organisations, it has been accredited by The Nautical Institute and the Institute of Marine Engineering, Science and Technology. Further to a rigorous accreditation submission recently, we are delighted to announce that the course was also awarded accreditation by Det Norske Veritas (DNV) in November.

DNV is an independent, autonomous Foundation working to safeguard life, property and the environment within the shipping industry. DNV establishes Rules for the construction of ships and provides certification of management systems, products and personnel to a wide range of industries.

Accreditation from DNV is testament to the high quality of teaching on this course and it will be interesting to see how our DNV association extends the appeal of this unique, cutting-edge course. We are delighted to be working closely with the shipping sector to position the Isle of Man as a high quality, innovative and world-class jurisdiction.

The next Ship Superintendents Training Course will be held from Saturday 19 to Sunday 27 April 2008.

**For more information, please contact Cheryl Reeday on:
T: +44 (0)1624 693709, E: enquiries@ibs.ac.im
or visit our webpage www.ibs.ac.im/ships**

Welcome to Baby Devlin!

Congratulations to new mum Michelle Robson, a member of the Operations Team at The IBS, who gave birth to a bouncing baby boy at 1.59am on Sunday 1 October. Devlin Elliott Robson Rourke weighed in at 7lb 13oz. His welcome arrival, days after they witnessed the coach crash on Summerhill, made Shell and her partner Dave minor celebrities in the local press!



Creating a Customer-Focused Culture



NEW! One-day course Thurs 29 November

The Isle of Man International Business School, in collaboration with Assist Consultancy Group Limited, is launching this unique course on 29 November.



The first in a range of "Executive Education" courses, it will examine the links between marketing, operations and HR management in creating a customer-focused culture. It will demonstrate how an integrated approach to these areas can unleash the potential in your people to create value for your customers and boost the bottom line of your business.

Apply now! Last few places remaining!

For more details, contact Cheryl Reeday on
T: +44 (0)1625 693709, E: enquiries@ibs.ac.im
or visit: www.ibs.ac.im/executiveeducation

go further... in management

Executive MBA Open Evening

Interested in studying for an Executive MBA without leaving the Island?

Then please come along to our Open Evening at The Nunnery on Wednesday 5 December, 5.30pm to 7.00pm, to gather information, view our facilities and discuss your options in a relaxed and sociable setting.

Our Executive MBA programme is franchised and validated by Liverpool John Moores University and is an internationally recognised qualification for managers from all sectors of business.

To register to attend this Open Evening, please contact:
**Cheryl Reeday on:
T: +44 (0)1624 693709, E: enquiries@ibs.ac.im**

What is Academic Research?

One of the key features that distinguish Higher Education from Further Education is that members of the academic staff carry out research and other scholarly activities. So what does this involve? Here are some of Dr Quentin Burrell's thoughts on the subject:

"Last June I attended a conference in Madrid and, believe me, it involves a lot of hard work! To have any chance of obtaining funding for attendance, you have to present a paper announcing results of new, original research. That means that you need new ideas, to develop them and write them up into a paper – not an overnight activity! All this has to be done well in advance, because any paper has to be "peer reviewed" before it is accepted for presentation.

As a member of the Program Committee, I was obliged to review several papers that had been submitted by other hopeful participants. This carries great responsibility. You have to not just read (and understand!) the paper, but write a critical commentary on its value and recommend whether or not it should be accepted for presentation. I also provided critical reviews of proposals for various workshop sessions, knowing that very few could be accommodated. This is all very time-consuming work, yet it goes largely unseen and unheralded.

The conference itself was very interesting and valuable as it gave an opportunity to talk directly with people from around the world who are working in my field of interest.

Apart from the conference, I had several mathematical papers published in international, peer-reviewed, journals. I also reviewed a number of papers for these journals and wrote a couple of academic book reviews for the Royal Statistical Society. In addition I wrote an invited chapter for a research monograph that hopefully will be published later this year.

Although a lot of this work is carried out when there is no teaching going on, in reality, if you are engaged in research it involves you 24/7 all the year round – you can't simply switch off the thought process!"

The important thing about these "scholarly activities" is that they are essential in promoting the academic standing of The IBS – and Higher Education in the Isle of Man - within the international community.

The value for students is that when they attend the Business School, they are being taught by people who not only know their subject, but who are up to date with the key current developments and in many cases are actively contributing to this continuing development. According to Quentin, "There is nothing quite like adding to the wealth of human knowledge and understanding, even in a modest way!"



Dr Quentin Burrell
Senior Lecturer in Mathematics
and Research Methodologies

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*Continuing Professional Development
Delegates will receive a CPD certificate with learning outcomes mapped against the National Occupational Standards of the MSC. For details visit:
www.management-standards.org.uk

Subject	Speaker	Seminar repeated on
Freedom to Flourish: A country brand in the workplace?	Carol Hunter Head of Communications, CSO Alistair Audsley Marketing Consultant	Wed 5 Dec Wed 16 Jan
Nutrition for Life	Kathryn Sentance Dietary Therapist	Tues 8 Jan Thurs 24 Jan
Effective Leadership - FULLY BOOKED!	Caroline Bull Associate of The IBS	Tues 22 Jan Thurs 7 Feb Wed 13 Feb Thurs 28 Feb

SCHEDULE

12:30 - Buffet Opens
13:00 - Seminar Starts
14:00 - Seminar Ends

To register call: **693709**
email: enquiries@ibs.ac.im
or visit: www.ibs.ac.im/cpd

Outdoor Film Screenings at The Nunnery

www.underthestarsiom.com

On 7 and 8 September, the Isle of Man Arts Council, in Association with Isle of Man Film, staged a weekend of outdoor film screenings at The Nunnery Estate.



"Under the Stars" was a great success, with a high turnout, ideal weather conditions and extremely starry skies. The stunning backdrop of The Nunnery mansion house added further ambience to the event.

The Friday night sell-out screening of Grease attracted mostly families and groups who were all keen to sing along and dance to the film; whilst Saturday night's screening of Casino Royale was a slightly more demure occasion - although the females in the audience seemed to enjoy Daniel Craig emerging from the sea...

To stage your event at The Nunnery Estate, contact Gill Maddox:
T: +44 (0)1624 693700, E: g.maddox@ibs.ac.im
or visit: www.ibs.ac.im/hire

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