



Isle of Man

International Business School

Scuill Dellal Eddyrahoonagh Vannin



Dear Friend of The IBS

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The Brief

Your bi-monthly update from the Isle of Man International Business School

Bannaghryn y Vlein Noa! New Year Greetings!

Welcome to our first issue of The Brief for 2006!

Welcome back to all our continuing students and staff and welcome to The IBS to our new part-time MBA students who are commencing their degree programme this month.

To all non-IBS students, if you have made a resolution to better yourself this year, now is the time get in touch with us, or visit The IBS to find out more about the learning opportunities available to you here at The Nunnery...

At The IBS you can:

- ✓ Study for degree programmes in Business Studies, Business Management and International Banking & Finance;
- ✓ Study for a range of professional qualifications from organisations including the Chartered Management Institute, International Compliance Association, Society of Trust and Estate Practitioners and Institute of Directors;
- ✓ Increase your business acumen and skills on our various Business Improvement Workshops and Short Courses.

For more information about the options available to you, please call us on 693709, email enquiries@ibs.ac.im or come along to one of our Open Evenings in January and February (see below for more information). Alternatively, please visit us on our stand at the All-Island Careers Convention at the Villa Marina on 9th February.

Open Evenings at The IBS

For Teachers & Careers/ Recruitment Advisors

Tuesday 31st January 2006, 5.30pm to 7.00pm

For Mature Students (21 years+)

Tuesday 7th January 2006, 4.30pm to 7.30pm

For School/ College Leavers & Parents

Tuesday 28th February 2006, 4.30pm to 6.30pm

Please contact us to confirm your attendance



Prof. Roger Carey
Director

Dates for your Diary

31 Jan

Open Evening for Teachers & Careers/ Recruitment Advisors

7 Feb

Open Evening for Mature Students

9 Feb

All-Island Careers Convention at the Villa Marina

17 Feb

Internet Security Awareness Workshop commences (see p2)

21 Feb

Personal Effectiveness Masterclass (see p2)

28 Feb

Open Evening for School/ College Leavers & Parents



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Success of First Internet Security Awareness Workshops

The first series of DTI-sponsored *Internet Security Awareness Workshops* have now been delivered at the International Business School by Peter Ginty, Lecturer in Strategic Management and Operations Management and Head of IBS Consulting (a division of the International Business School).

Peter was originally involved in the development and launch of the UK's *Get Safe Online* campaign (www.getsafeonline.org) which aims to bring about changes in the behaviour of internet users and their attitudes to the security of domestic and small business ICT infrastructures and devices.

The Isle of Man Government are active supporters of the campaign objectives and so the DTI commissioned IBS Consulting to design and deliver Internet Security Awareness Workshops on the Island at The IBS. Alex Downie MLC, Minister for the Department of Trade and Industry says

"The Department is keen to continue support for these workshops. Internet Security is of the utmost importance to all businesses that are online. We are fortunate that in the Isle of Man we can go one step further than the UK Government. They created an awareness of the threats. The Isle of Man DTI are able to offer solutions and support to local businesses to safeguard their businesses. I would recommend that any business that operates online or even uses email attend one of these workshops."

The first two workshops have now been completed with very positive feedback from participants...

"This was a very useful workshop. Peter delivered the workshop very effectively and is obviously extremely experienced and knowledgeable in his field. I will now be able to apply new skills in protecting the security of the Chamber. The templates etc were also very useful. I think it is important to be offered a refresher every year as this area is constantly changing." Rebecca Knott, Isle of Man Chamber of Commerce

The ISA workshops are not targeted at the IT people within business. The theme is that internet security is about people, not technology. The workshops therefore seek to improve understanding of internet security threats such as Phishing, Spyware, Trojans, and viruses (which are being actively exploited by organised criminals) and to teach small organisations how to complete a security audit and develop a secure internet plan. The DTI are planning to run additional workshops during February and March.

For more information or to register for a place on the next workshop, please contact Lacey Cullen, Marketing Assistant at The International Business School on T: 693709 or E: enquiries@ibs.ac.im

Personal Effectiveness Masterclass 21st February, Speaker - Chris Hughes

Chris Hughes of The Hughes Company is an expert in maximising the potential in people. "Change is inevitable, but progress is not, the techniques we deliver through our work are proven to make progress inevitable, not just change" - Chris Hughes.

You will leave this Masterclass knowing how to consistently perform at your best to create results for you and your business.

This is a joint event by The Chartered Management Institute and Manchester Metropolitan University Chartered Institute of Marketing Chapter, and will be broadcast by Video Link from Manchester to The IBS.

6.00pm Buffet and Registration, 9.00pm Close (approx)

Cost: £15.00 (members, studying members & student non-members), £25.00 (guests)

To book your place, call the Chartered Institute of Marketing direct on 0141 2217700 or book online at www.cim-nw.org.uk

The Right Direction '2'

Seven local business professionals have successfully completed our second 'Right Direction Programme', supported by the DTI. This programme has been developed specifically for the Isle of Man business community and is aimed at aspiring or newly qualified Directors. The content of the course consists of issues relating to the role of a Board Member, Strategic and Moral Questions and issues specific to the Isle of Man.

The course was delivered by two former directors of global companies - Victor Hughes, former Finance Director of Cathay Pacific Airways and Jonathan Rice a former Director of Smiths Industries Japan Ltd. Both have lectured on a number of programmes dealing with organisational structure (including corporate governance) and written several business books.

The feedback from the course delegates was extremely encouraging. Eamonn Finnerty, Head of Treasury at Bank of Ireland commented that:

"This was a very interesting, relevant and valuable course. The delivery was both practical and enjoyable and provided a great opportunity to interact and network with other local professionals. I believe the course places me in good stead for future directorship roles and the financial support received from the DTI provides a very visible sign of their ongoing commitment to local business."



The IBS is looking forward to welcoming both Victor and Jonathan back to the Island to present the course again in May 2006. Any interested parties should contact Lacey Cullen, Marketing Assistant on T: 693709 or E: enquiries@ibs.ac.im

Photograph shows from left to right: Victor Hughes (course leader), Eamonn Finnerty (Head of Treasury, Bank of Ireland), Mike Bromwich (Director, PDMS), Mark Skehan (Finance, Oxford Corporate Management Company Ltd), Philip Du Toit (General Manager & Director, Sasol Oil International Ltd.), Chris Till (Director, Standard Bank IOM Ltd.), James Stevenson (Chief Financial Officer, Doehle IOM Ltd.), Sarah Hardman (Manager Finance and Operations, Standard Bank IOM Ltd.), Jonathan Rice (course leader).



Do you want to become a professionally qualified marketer on the Isle of Man?

Subject to demand, the Manx Centre for Management Development is aiming to offer the option to study for CIM qualifications at the IBS from 2006.

If you are interested in studying for these qualifications, please email Heather Smallwood at h.smallwood@ibs.ac.im to discuss this exciting opportunity.

MCMD is supported by the DTI and opportunities for partial funding may be made available.

Further information about CIM qualifications can be found on the CIM website:

www.cim.co.uk/learningzone



Student Profile

Name: Simon Bowman

Age: 37

Degree Programme:

BA (Hons) Business Studies, Part Time

Current Employment:

I am currently employed as a Meat Inspector for the Environmental Health Department within the Isle of Man Government.

Why did you choose to study for a Business degree?

My existing qualifications are focused within the food industry. I hope that the degree will broaden my employment options within the industry or alternatively give me a new start.

Why did you choose to study at The IBS?

I applied to The IBS after attending an Open Evening. The IBS offered me the opportunity to study for a credible qualification outside of regular working hours.

How do you find your lecturers and fellow students?

Having been with my group of fellow part-time students for 4 years we have formed a close knit group. My experiences with other students and the support provided by the lecturing staff have in general been very positive.

Your ambitions for the future:

I would like to continue to work for the Government and hopefully advance within management.

Would you recommend studying at The IBS to a friend/ colleague?

I would and have recommended studying within The IBS. Having studied at some very large institutions I have found the environment and support within The IBS and its relatively small size to have been a very positive experience.



IBSSU Christmas Night Out

After all the stress of exam revision and assignment deadlines everyone was ready to let their hair down – and that was just the staff!

To close the semester and inject some Christmas spirit (and spirits!) into fried student brains, the Business School's annual drinks party kicked off the festivities.

But after a tough semester, we needed more.

Fortunately, The IBS Students' Union had anticipated this and had booked 'The Lounge' wine bar so we could continue partying.

Despite short notice there was a good turnout with students from all courses turning up to chill out and have a few (more!) drinks. A fantastic buffet was laid on so we wouldn't be partying on empty stomachs and we soon spread out over two floors of the bar.

It proved a great venue to mix and chat with students from other courses. It was also nice to see The IBS staff at their best (or should that be worst!) joining in the fun and one or two lecturers making an appearance.

We were so chilled out after a few drinks that most of us carried on partying in smaller groups elsewhere - I won't ask what everyone got up to later!

We all enjoyed rounding off the year in this way and Natassja Qualtrough (IBSSU Social Secretary) did a great job putting it all together in such a short time.

Article by Lynn Bailham, IBSSU Coordinator

Lean Service Workshops



Photograph courtesy of Isle of Man Newspapers

The first of IBS Consulting's *Lean Service* Business Improvement Workshops have been well received by participants from large Island companies including Barclays Bank, Royal Skandia and Manx Telecom.

Lean Service has the objective of improving business capability in 3 key areas:

- Understanding what customers really want.
- Applying lean operations waste elimination principles, first developed in manufacturing, to the processes of service companies.
- Implementing 'right first time' quality improvement techniques to reduce variability.

The overall objective of these workshops is to enable Isle of Man organisations to improve their productivity and customer service in order to compete with the potential threat of outsourcing operations to lower cost jurisdictions.

For more information about forthcoming Business Improvement Workshops, contact The IBS Admissions Department on T: 693709 or E: info@consultibs.com



To subscribe or unsubscribe to this newsletter, please email: thebrief@ibs.ac.im



Farewell to Bob

In November we bid a fond farewell to Bob Kirby our Customer Relationship Manager/ English Language Programme Manager. "Mr Bob" was a very valuable member of our Marketing & Admissions Team and was responsible for recruiting many of the local and international

students who study at The IBS. He is now going to work as an English Language Teacher again in the UK.

Stock Exchange Research

Dr Andreas Nabor, Lecturer in Economics & Finance at The IBS, presented a research paper at the international conference

"Regionalisation and the Taming of Globalisation?" at the University of Warwick in late October. Andreas' paper entitled "A Regional Stock Exchange for Asia?" empirically analyses some of the comparative competitive advantages of leading stock exchanges and their jurisdictions in Asia-Pacific. It also draws lessons for competition among European stock exchanges. Andreas' paper will also be submitted for publication.

Contact Andreas on E: a.nabor@ibs.ac.im or T: 693711

Christmas Raffle

A Christmas Raffle organised by Cheri Compton and other staff of The IBS raised over £200 for the Optima Foundation - a poverty-relief charity currently working on projects in orphanages in Tsunami affected areas of Eastern Sri Lanka (see article to the right).

The raffle prizes donated by staff and students ranged from home-made cakes and table decorations to DVDs, bottled wines, potted plants and even a Garfield The Cat cuddly toy (which was won by Ciara Goode).



Following the success of the raffle and monies raised during the Parish Walk in June last year, the staff and students of The IBS have now helped to raise over £1,000 for this very worthwhile charity.

Visiting Professor

Dr. Christine Fogliasso, Professor of Management and Chairperson of the Management and Marketing Department at Pittsburg State University, USA is visiting The IBS during the New Year as part of an initiative sponsored by Pittsburg Rotary Club.



Christine has a Bachelor of Science Degree from Pittsburg State University and a Juris Doctorate from the University of Kansas School of Law. She currently teaches Legal and Social Environment of Business. She has received numerous awards and honours including the PSU Outstanding Teaching Award. Professor Fogliasso has served as Chairperson of the Department of Management and Marketing and the University Planning and Coordinating Committee. She has also worked on many campus-wide committees, groups and community organisations.

Whilst at The IBS, Dr. Fogliasso will be contributing to the teaching of a number of modules on our undergraduate and postgraduate degree programmes. In addition, she will be working with the Rotary Club of Douglas during her visit.

Young Hearts – Young Minds

An Inside Story of Disaster Relief. The Tsunami.



This was the subject of an illustrated talk by Dr. Tom Jeyendran (Lecturer in Strategic Management at The IBS) organised by the One World Centre, Tynwald Mills, on Tuesday 6th December.

In his talk, Tom considered the highs and lows of his Tsunami

disaster relief work in Eastern Sri Lanka and discussed some of the positive activities that have been arranged for orphans in the children's homes run by the charity Optima Foundation. Tom also highlighted his prior experiences of disaster/ poverty relief work in Bosnia, India, Romania and the Ukraine.

This talk was one of a series of free lectures run by the One World Centre this winter that focus upon the work of NGO's in the developing world.

For further details, please contact Cheryl Cousins, Coordinator for The One World Centre on T: 803032 or E: cheryl@owciom.org

Tom can be contacted on T: 693713 or E: t.jeyendran@ibs.ac.im

Pictured: Children in Sri Lanka cared for by The Optima Foundation



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Scoll Dallal Eddyrashoonagh Vannin

The Nunnery, Old Castletown Road, Douglas, Isle of Man, IM2 1QB
Tel: +44 (0)1624 693700 Fax: +44 (0)1624 665095
Email: enquiries@ibs.ac.im Website: www.ibs.ac.im