



Isle of Man

International Business School

Scoll Dellel Eddyraoonagh Vannin



Points of Interest

- Freshers' Week 2006
- City & Guilds/ STEP Presentations
- Ship Superintendents Course
- Sir John Bolton Lecture

Dear Friend of The IBS

The Brief

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

FRESHERS' WEEK 2006

We are delighted to report on the success of our second full "Freshers' Week" – a week packed full of academic and sociable activities designed to help new students get to know each other before they get down to their study.

This September, The IBS recruited over 80 new students to our full-time and part-time degree programmes and professional programmes. Given our efforts to promote the opportunities open to local people who didn't go to university from school, it has been especially encouraging to see a growth in the proportion of mature students registering for our degrees.

As well as enrolling on their programmes and attending vital sessions on topics such as Time Management, Study Skills, Student Support and Learning Resources, our 'Freshers' were all encouraged to participate in a variety of activities organised by our Marketing Team and kindly sponsored by Deloitte.

The highlights of the week were a Treasure Hunt around The Nunnery, two games at Laser Blast, a day at the Venture Centre and a Round-The-Island Trip incorporating a Silly Sports Team Competition amongst other activities. Games on the lawn of The Nunnery Estate followed by a buffet, party and prize-giving ceremony at The Outback provided an excellent end to an exhausting week of events - all designed to create confidence and team spirit in our new students.

Like their UK counterparts, new students were also provided with "Freshers' Bags" filled with freebies donated by Manx Telecom, Bridson & Horrox, Whilos Convenience Stores, Dandara, OSA Recruitment, Isle of Man Bank and Health Promotion.

In addition to these donors and the various venues mentioned above, The IBS would like to thank the following for helping to make Freshers' Week 2006 such a success....

- **Deloitte** – prime sponsor of Freshers' Week 2006
- **Isle of Man Steam Packet** – for donating a trip for two to Liverpool to the winners of the Treasure Hunt (Helen Ashcroft and Katie McAleer)
- **Switched On Entertainment** – for organising the Silly Sports Team Competition and supplying sumo wrestling equipment
- **Manx Sport & Recreation** – for lending us games equipment
- **Ramsey Methodist Church** – for the use of their church hall for the Silly Sports Competition due to adverse weather
- **Foxdale School** – for lending us games equipment.



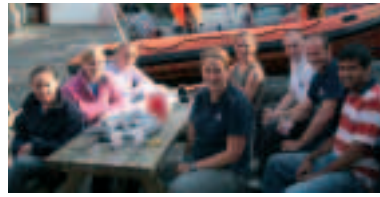
Prof. Roger Carey
Director

Dates for your Diary

- 8 September**
STEP Final
- 11 - 15 September**
FRESHERS' WEEK
- 21 September**
City + Guilds Presentation
- 2 - 3 October**
Management of Projects Workshop inc. PRINCE2
- 12 October, 6.15pm**
Sir John Bolton Lecture at the Manx Museum
- 16 + 17 October**
CIM Workshop: The Essentials of Creative Copywriting
- 9 + 14 November**
Lean Service CPD Seminars
- 25 November – 3 December**
Ship Superintendents Training Course #2
- November + December**
Internet Security Awareness Workshops
- w/c 8 January**
Registration for new students
- 25/26 January + 1/2 February**
Lean Service Workshop



Far Left: Emily Dawson collecting her 'killer heels' prize at The Outback.



Left: Team Building at The Venture Centre.



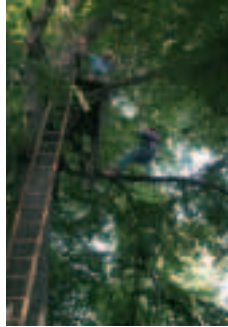
Right: Ian Manton high jumping on The Lawn.



Above: Tiffany Jacobsen and Beccy Legg after eating too much at lunchtime!

Right: Lacey Cullen abseiling from a 30ft tree!

Below: Kevin Loundes limboing on The Lawn and Suhas Kamat defends his goal.



Left: Gemma Webb demonstrates her ball-handling skills.

Below: Gorge walking with the Venture Centre at Ballaglass Glen, Maughold; and Kirsty Barber, Lacey Cullen, Lisa Slater and Anna Musgrove on the Steam Train from Douglas to Castletown.



Online Surveys Assess Demand for Law Degree

The IBS is hoping to offer a new degree programme in the subject of Law from September 07, subject to validation.

This new degree will be the only Law degree to offer elements of both English and Manx Law and will be a qualifying degree for entry to the Manx Bar, the English Bar and to qualifying as an English solicitor.

However, before The IBS can commit to offering this new programme, we need to know that there are enough people interested in getting a place on the course...

To help us find out, all **Sixth Form students** at the Island's secondary schools and Isle of Man College have been asked to complete a brief online survey, available at:

<http://www.surveymonkey.com/s.asp?u=19802659215>

In addition, we'd also love to hear from anyone who has already left school (no matter how long ago!) and who is interested in reading a Law degree at The IBS.

If you have already left school, please use the following link to access our survey online:

<http://www.surveymonkey.com/s.asp?u=331352692914>

We shall look forward to hearing from you!

APPLY NOW!

**For Degrees + Professional Programmes
Commencing in January/September 2007**

Student Profile



Name: Helen Ashcroft **Age:** 31

Degree Programme: Business Management, Full Time

Recent Employment: Standard Bank Trust Company

Why did you choose to study for this degree?

Originally I was interested in Psychology - but when I visited various UK Universities and Colleges my thoughts evolved. I became attracted to Business Management as it's a much more versatile and useful field.

Why did you choose to study for your degree at The IBS? I couldn't believe it when I came to an open evening and discovered The IBS offered my preferred degree on the Island. Then there was no way I wanted to uproot to the UK! I was offered the same degree at Edge Hill College, but turned it down. It's saved me a lot of expense and trouble and I couldn't think of a lovelier place to study than The Nunnery.

Your experience of Freshers' Week: It was great fun and a brilliant chance to get to know the students, lecturers and staff on a personal level before the real work began. For me, the highlights were the Treasure Hunt - an inspired way to teach people the way round the building (and I won some Steam Packet tickets!) - the Venture Centre day and the games on the lawn.

How have you found your degree so far? I've already made friends amongst my fellow students. We are a mixed group; there are a couple of mature students like myself who are seeking career enhancement and a number of school leavers. We all bring different things to the mix and are able to learn from each other.

The lecturers are well informed and very approachable. I like the fact that the groups are smaller than across so you get more individual attention and they actively encourage you to challenge them if there is something you are confused about. The level of support is certainly higher than I expected.

I'm finding Commercial Law hard to understand, so have to work harder, and to my surprise my favorite module so far is Financial Accounting.

Your ambitions for the future: When I have completed my degree (with First Class Honours of course!) I want to gain experience in middle management and save money to start my own event-management business.

Would you recommend studying at The IBS to a friend/ colleague? Definitely! It's an excellent facility for the Island. Apart from the stunning location and building, the facilities and equipment are excellent and the quality of teaching is very high. Added to this, they have managed to achieve a friendly and informal atmosphere that is very conducive to studying.

Business Improvement Workshops

Management of Projects Workshop

- This 2-day workshop, held on 2nd/3rd Oct, received excellent feedback, with participants agreeing that local organisations should consider adopting the PRINCE2 methodology/templates introduced.
- Attendees sit the PRINCE2 Foundation exam in Nov.
- The next workshop/exam is planned for April/May 07.

Lean Service Seminars + Workshop

- Two 1½-hour CPD seminars on Lean Service (what it is, how it works + its benefits) will be held on Thurs 9th Nov (1200-1330) + Tues 14th Nov (0715-0845).
- The cost to attend is £10, inc. lunch/breakfast.
- The next 4-day Lean Service Workshop will be on 25th/26th Jan + 1st/2nd Feb 2007.

Internet Security Awareness Workshops

- We are now taking registrations for the next series of free (DTI-sponsored) Internet Security Awareness Workshops for small to medium size businesses to be held in November and December.
- These workshops include an overview of Internet security threats, a methodology for completing an audit of threats to your computer network and a security plan to make your network more secure.
- Further ISA workshops are planned for Feb/Mar 2007.

Places on the above workshops/seminars are limited, so register your interest now!

For further information about all the above, please contact Lacey Cullen, Marketing and Admissions Assistant on
T: +44 (0)1624 693709, E: info@consultibs.com

Ship Superintendents Training Course

Further to the successful delivery of the first Ship Superintendents Training Course in May 2006, and its accreditation by the Nautical Institute and the Institute of Marine Engineering, Science and Technology (IMAREST), the Isle of Man International Business School is delighted to announce that this unique 9-day course, delivering face-to-face tuition on the subject of ship management, will run again this year.

This quality-assured qualification is primarily designed for recently appointed ship superintendents or aspiring entrants into the world of ship management.

A joint initiative between the Isle of Man Marine Administration and the Isle of Man International Business School, the course is delivered by a wide range of industry experts. It will run from Saturday 25th November to Sunday 3rd December 2006 between 0800 and 1800 daily. The course will be assessed by means of 3 examination papers on Sunday 3rd December.

The course fee is £2,200 for tuition only.

What previous delegates said:

"A very good course when you're starting out as a Superintendent."

"A good overview of what is involved in the role of Superintendent."

"All Superintendents, both Deck and Engine, should attend this course."

For more information, contact:

Lacey Cullen, Marketing and Admissions Assistant on
T: +44 (0)1624 693709, E: enquiries@ibs.ac.im

City & Guilds Licentiateship for IBS Graduates

On Thursday 21st September, ten of our recent BA (Hons) Business Studies (BABS) graduates were awarded with the prestigious City and Guilds Licentiateship. Congratulations to Jonathan Carling, Paul Elliot, Clare Kelly, Tom Lenihan and Victoria Stevenson who all graduated in 2006; and to Amy Bromley, Fiona Chatel, Michelle Griffiths, Summer Kerruish and Aly Lewin who graduated in 2005.

City and Guilds (C&G) is an awarding body offering qualifications in a wide range of vocational subjects. The Certificate of Licentiateship of the City and Guilds of London Institute (LCGI) is an internationally-recognised qualification which demonstrates that a student has achieved high levels of competence in a work placement.

An essential element of students' work placements during year three of our BABS degree programme is the production of a 'Portfolio of Evidence' to demonstrate that they have performed competently in a relevant work environment. Since The IBS was accredited as a delegated authority to register and assess candidates for the award of the Licentiateship in 2005, students who submit a high-standard Portfolio are now invited to submit it for assessment against the benchmarks required by the C&G Licentiateship.

The Licentiateship earned by our graduates is at the level of 'Master Craftsman in Europe'. As C&G is a chartered institution, holders are entitled to use the designatory postnominal letters 'LCGI' and wear the approved gown.

Mr Ian Moncrief-Scott, Work Placement Officer at The IBS, said: "I am delighted with this achievement. Securing a work placement for 48 weeks is never easy, especially with a highly professional employer. These students secured valuable placements within the Isle of Man Government and leading Island organisations - such as Friends Provident International, AIB Bank, Northern Bank, KPMG, Britannia International and Bank of Bermuda. Many employers frequently complain that graduates approach them with little or no work experience. Not only have our students completed successful work placements with highly professional employers, but they also now have independent, international recognition. It is significant that these students have been offered full-time employment with their host organisations and other leading Island employers."

If your company is interested in offering a 48-week work placement to a Business Studies student from The IBS, please contact Ian Moncrief-Scott on: T: +44 (0)1624 693733, E: i.moncrief-scott@ibs.ac.im



Pictured from left to right: Ian Moncrief-Scott, Jonathan Carling, Tom Lenihan, Amy Bromley, Fiona Chatel, Michelle Griffiths, Summer Kerruish and Prof Roger Carey

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

Welcome to Rym Ayadi



Rym Ayadi joined The IBS as a Visiting Lecturer in Economics and Finance at the end of September. She will be teaching a module in our International Banking and Finance degree programme.

Rym is currently a Research Fellow at the Centre for European Policy Studies (CEPS). Head of their

Financial Institutions Research Program, her main research interests are financial institutions, prudential supervision, taxation and offshore financial centres. She has also done extensive work on risk management, SME financing, ownership structure and performance in banking, European financial integration, financial services consolidation and bank performance and efficiency.

Prior to CEPS, Rym worked as a trainee economist for the European Commission. Before that, she worked at the French Banking Federation in Paris. She has also lectured in Economics at the University of Lille II, France.

Rym is in the process of defending her PhD in Economics, specialising in Banking Economics, at the University of Paris Dauphine, France.

Contact Rym on T: +44 (0)1624 693739, E: r.ayadi@ibs.ac.im

Sir John Bolton Lecture

A lecture on tax reform and the free market was given by Professor David R. Myddelton - Chairman of the Institute of Economic Affairs in London and President of the Economics and Business Education Association - at the Manx Museum on Thursday 12th October.

Attended by leading politicians and other guests from a wide cross-section of the Island's private and public sectors, the lecture set out proposals for tax reform in the UK and more widely and was followed by light refreshments.

Professor Myddelton was the Professor of Finance and Accounting at the Cranfield School of Management from 1972 to 2005. He was Chairman of the Cambridge Business Studies Project Trust for over ten years and has written books on financial accounting, management accounting, financial management and economics; as well as more controversial books on the British tax system and inflation accounting. Professor Myddelton has also been a member of the Council of the University of Buckingham for over twenty years.

Thank you to Douglas Bolton, son of the late Sir John Bolton, who sponsored this event in his father's memory. Sir John Bolton was a major player in the development of the finance industry as the base for the Manx economy.

Copywriting Workshop Fully Subscribed

A 1-day workshop from the Chartered Institute of Marketing (CIM) on "The Essentials of Creative Copywriting", to be delivered at The IBS on 16th and 17th October, has sold out. The first in a series of CIM workshops hoped to be delivered at The IBS, this workshop focuses on "how to write effective copy that will produce results".

The CIM Professional Diploma in Marketing also commenced for the first time at The IBS this September. Further qualifications from the CIM (such as the Certificate and Postgraduate Diploma) may be offered at the Business School from 2007.

To register your interest in marketing-related courses at The IBS, contact us on T: +44 (0)1624 693709, E: enquiries@ibs.ac.im

Augustine becomes a Professor

Congratulations to Augustine Okanlawon, our specialist in Human Resource Management, who was awarded the title of 'Professor' in July 2006 following the recommendation of three prominent external assessors drawn from the USA, Scotland and England.

Contact Augustine on

T: +44 (0)1624 693703, E: a.okanlawon@ibs.ac.im



STEP Final at The IBS

The IBS was delighted to once again host the Shell Technology and Enterprise Programme (STEP) local final on Friday 8th September.

A highly-regarded student placement programme, STEP has been run on the Island since 1998 and is backed by the DTI. The programme is designed to help small businesses improve their performance by getting bright students to manage new development projects that can be achieved within a short timescale at an affordable price.

14 students took part in STEP 2006 which culminated in the local final, judged by Maree Bashfort of Renewable Energy Holdings Limited and Tony Honour of the Manx Electricity Authority.

Natalie Evans, who secured an I.T. project with Robinsons Fresh Foods, won the top award of "Most Enterprising Student". She then represented the Isle of Man at the North West Regional Final, where she won the "Judges' Commendation" (2nd place). Katie Croft, who worked with Isle of Man Creameries, won the "Best Presentation" award. Kate Summerville, who researched the history of The Nunnery, unfortunately had to return to her degree studies before the final.

For more information about STEP, contact: Kathryn Butler, STEP Programme Manager, Department of Trade and Industry on T: +44 (0)1624 682383, E: kathryn.butler@dti.gov.im



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