

RETAIL BANKING

LEVEL **9**

Professional Diploma in

Strategic Management in Financial Services

2021—2022

Who we are

IOB

IOB is a professional community of 33,600 members who work in banking, investment funds and international financial services on the island of Ireland. Professional development of our members through education is at the heart of what we do. IOB provides university level programmes to enable our members achieve and sustain their professional qualifications and Continuing Professional Development (CPD) – essential in meeting customer and regulatory expectations. More than 9,800 individuals studied with us last year and over 23,800 members are registered for CPD schemes administered by IOB.

Excellence in education – a recognised college of UCD

As a recognised college of UCD and the standout banking industry educator, we offer qualifications of the highest standard. We currently offer more than 40 programmes ranging from Professional Certificates (level 7) on the National Framework of Qualifications (NFQ) to Masters Degrees (level 9). We design our programmes to be practical and relevant, but grounded in academic rigour.

Award

Successful participants will be awarded the Professional Diploma in Strategic Management in Financial Services from UCD. This is a level 9 qualification on the National Framework of Qualifications.

Completing this programme will allow participants to stand out among their peers, providing participants with a competitive advantage with colleagues, clients and prospective employers by developing the necessary skills and experience needed to succeed in today's dynamic work environment.



A new era

In 2021 IOB launched 3 innovations that set a new benchmark.

IOB Learn

Our new learning experience platform, IOB Learn, is a digitally enabled, intuitive, personalised, lifelong learning and career ecosystem. For everyone working in financial services, including investment funds and international financial services.

The IOB App

From discovering curated content, following your learning pathways, to logging CPD on-the-go, IOB App opens a new world of possibility in staying connected and up to date with IOB.

EdQ by IOB

A new dynamic education credentialling ecosystem that tracks and certifies qualifications, continuing professional development and lifelong learning, supporting career profile recognition across a wide reach of financial services.



Introduction

Who is this programme for?

The Professional Diploma in Strategic Management in Financial Services will focus on the theory and practice underpinning strategy design, development and implementation. It seeks to develop graduates ability to ascertain and analyse the key drivers that shape and contribute to a firm's superior performance (competitive advantage) in the marketplace.

The aim of the Professional Diploma in Strategic Management in Financial Services is to provide graduates with a specific skill set to build on their prior learning, augment their technical knowledge and competencies and up skill/re-skill them to deal with the key changes and challenges facing their organisations and sector. The programme will provide a strategic lens through which students can integrate their technical knowhow in the provision of organisation-wide solutions, solve complex problems and formulate and implement strategy and change in a dynamic business environment.

How you will benefit

On completing the Professional Diploma in Strategic Management in Financial Services, graduates will be able to:

- Explain current theory and practice underpinning strategy, strategy formulation, innovation, strategic-decision making and strategic implementation.
- Analyse and assess the financial services market environment using appropriate models and frameworks.
- Select and apply appropriate tools to diagnose the environmental opportunities and threats faced by a financial services organisation and evaluate the strategic alternatives available to deliver customer and client value.
- Formulate performance measures for strategic implementation and create and implement a change management programme to support strategic implementation.
- Engage with colleagues and demonstrate personal initiative and leadership in developing and implementing organisational strategy.
- Communicate clearly (using appropriate media) to pertinent stakeholder's, current strategic management issues for financial services players.
- Pursue appropriate learning opportunities (academic and non-academic) to enhance their strategic decision capabilities.



Curriculum

The programme consists of three modules:

- 1. **Strategy and Innovation in Retail Financial Services**
- 2. **Strategic Decision Making**
- 3. **Strategy Implementation and Change Management**

Each module carries 10 ECTS (academic credits).

1. Strategy and Innovation in Retail Financial Services
(NFQ level 9, 10 ECTS)

This module considers the strategic choices available to management and investigates the new and emerging business models. Understanding the impact of innovation is a critical factor in creating a strategic framework for new solutions and opportunities to support competitive advantage.

2. Strategic Decision Making
(NFQ level 9, 10 ECTS)

This module will explore the nature of the strategic decision-making process and will consider the influence of organisation context on the effectiveness of strategic decision-making.

3. Strategy Implementation and Change Management
(NFQ level 9, 10 ECTS)

This module is designed to provide students with the theoretical and practical underpinnings of execution within organizations. It will build upon the fields of strategy and organizational change management to provide participants with skills to enable the translation of plans into concrete actions within organizational settings.

Further Information

Award

When you successfully complete this programme, you will be awarded a Professional Diploma in Strategic Management in Financial Services from UCD. This is a level 9 qualification on the National Framework of Qualifications.

Entry Requirements

- Admission will also be granted to individuals with an Honours degree (min. 2.2 L8 NFQ)
- or
- Admission may also be considered for experienced professionals who do not meet the admission requirements as set out above, where they can demonstrate knowledge through their work i.e. they have more than 5 years' experience in a management role.

Professional body membership

You must be a current member of IOB, or become a member, to undertake this programme.

Delivery

This programme is delivered online on a part-time basis. Students can register for a maximum of two modules per trimester. Each 10 ECTS module comprises of up to 30 lecture hours per trimester.

Duration

A minimum of 12 months part-time. The schedule of module offerings is:

Assessment

The Assessment is 100% continuous assessment for each module.

Autumn Trimester Oct 2021 – Jan 2022
Strategy and Innovation in Retail Financial Services
Strategic Decision Making
Spring Trimester Feb 2022 – May 2022
Strategy and Innovation in Retail Financial Services
Strategic Decision Making
Strategy Implementation and Change Management
Summer Trimester June 2022 – September 2022
Strategy Implementation and Change Management

Fees

The programme fee is €4,785 (€1,595 per module).

Tax relief may be available to candidates who are paying fees in a personal capacity. Further information is available from www.revenue.ie

How to apply

To apply online, visit iob.ie/programme/strategic-management

If demand from applicants exceeds the number of available places, a waiting list will apply.

Programme commencement

October 2021 and February 2022

Contact us

For further information on this programme please contact:

Aisling Kellegher
Programme Manager

E: education@iob.ie



Key Dates 2021–2022

Autumn Trimester September 2021 – January 2022	Level 9 September Start†	Level 9 October Start†
Closing date for applications*	29/08/2021	13/09/2021
Closing date for module registrations	03/09/2021	01/10/2021
Trimester start date	13/09/2021 (Year 1) 06/09/2021 (Year 2)	04/10/2021
Re-registration closing date	05/11/2021 for Dec exams 12/11/2021 for Jan exams	12/11/2021
Module withdrawal date	05/11/2021 for Dec exams 12/11/2021 for Jan exams	12/11/2021
Exam period	04/12/2021 – 12/12/2021 OR 03/01/2022 – 23/01/2022	03/01/2022 – 23/01/2022
Exam results release date	04/03/2022	04/03/2022

Spring Trimester January 2022 – May 2022	Level 9
Closing date for applications*	28/01/2022
Closing date for module registrations	04/02/2022
Trimester start date	07/02/2022
Re-registration closing date	18/03/2022
Module withdrawal date	18/03/2022
Exam period	02/05/2022 – 21/05/2022
Exam results release date	01/07/2022

Summer Trimester June 2022 – September 2022	Level 9****
Closing date for applications*	28/05/2022
Closing date for module registrations	03/06/2022
Trimester start date	06/06/2022
Re-registration closing date	15/07/2022
Module withdrawal date	15/07/2022
Exam period	15/09/2022 – 25/09/2022
Exam results release date	28/10/2022

* Places may be available after this date depending on availability

† Check individual programme pages on [iob.ie](#) for start dates
Dates may change – check IOB Learn and [iob.ie](#) for up-to-date information

IOB membership

Learn more about the value and benefits of becoming a member of IOB.



Your standout educator

IOB is a recognised college of UCD, which is Ireland’s largest university and ranked within the top 1% of higher education institutions in the world. A leading provider of applied education in financial services, we offer more than 40 university accredited qualifications, taught by academics and leading industry experts.

- Access to IOB’s full suite of accredited learning, taught by academics and leading industry experts.
- Access via IOB to Government Funding for education programmes, e.g. Springboard, IFS Skillnet.
- Graduation Ceremony for level 8 and 9 graduands.



We get you qualified

We offer 14 professional designations, including all the essential regulatory required designations to qualify you for roles in financial services. Free accreditation of your training for CPD hours on IOB CPD schemes.



We keep you qualified

Lifelong learning is essential to sustain a career and your professional designation(s). As Ireland’s largest provider of continuing professional development (CPD), we keep you qualified. Included in your membership subscription at no additional cost is access to a minimum of four continuing professional development events in addition to our suite of eCPD modules.



IOB Learn

An exciting new learning experience platform, and an IOB app personalised to your professional development needs. IOB Learn will give you access to a new suite of micro learning and curated learning content across a number of channels.



Your essential career partner

Through IOB Learn we empower you to explore your talent and potential. We fuel your personal growth and career trajectory.



Your professional community

Membership of your industry’s professional body, the largest professional membership community in Ireland, brings you into a community of like-minded people. Professionals from across financial services working in a similar specialism as you, dealing with similar challenges to those that you face. Through in-person events, digital events and forums you can hear key note speakers and share experiences, exchange knowledge, network, expanding your contacts and personal profile.

- Invitations to in-person and virtual events and networking opportunities.
- Access to breakfast briefings / lunch and learns.
- Access to the latest insights, thought leadership, emerging issues and trends.

Corporate membership

Learn more about the value and benefits of becoming a corporate member of IOB.



Strategy and Governance

IOB Council (board of directors) and Council committees are responsible for the effective, prudent and ethical oversight of IOB, setting its strategic aims and direction. Corporate members are entitled to either appoint or elect persons to Council.

Active engagement, participation and leadership in IOB Council and Council Committees is a commitment to setting and maintaining high professional and ethical standards, and enhancing the technical expertise of the financial services industry.



Talent development

An organisation’s greatest resource is its people. IOB’s wide range of applied education and lifelong learning programmes develop your talented staff.



Future skills

Financial services continues to change rapidly. IOB helps build transferable skills for the individual and a more flexible workforce for your organisation.



Regulatory compliance

Where relevant, our education qualifications, professional designations and CPD schemes meet the Central Bank of Ireland’s Minimum Competency Code and Fitness and Probity requirements. Our new EdQ credentialing platform supports you in meeting your regulatory responsibilities.



Professional standing

IOB offers a range of professional designations which are a recognition of educational achievement and professional standing. They are a badge of excellence and an endorsement of academic qualifications, professional knowledge and experience. Several of the designations are recognised worldwide.



Independent assurance

IOB is an independent stamp of assurance that supports organisations in engaging, motivating and empowering their employees to learn and perform.



Corporate community

Build your network with a community of peers – learn from other leading organisations, share your knowledge and expertise.

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