



**INTERNATIONAL SCHOOL
OF
HUMAN CAPITAL MANAGEMENT**

PRESS OFFICE
International School of HCM
2nd Floor, Berkeley Square House
Berkeley Square
London
W1J 6BD
Tel: +44 (0) 207 887 6121
Fax: +44 (0) 207 887 6100
www.ISHCM.com

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PRESS RELEASE

International School of Human Capital Management announces launch of online course programmes, including the M. Sc. in Human Capital Management, with the introduction of the innovative CMAS® technology.

VaLUENTiS' International School of Human Capital Management today announces the launch of its new online course programme under the **'Manager/Leader/HR-First-class'** banners. The courses are due to commence from January 2013 and enrolment will begin very shortly.

The school's flagship qualification remains the M. Sc. in Human Capital Management as well as the Masters 'Compact' in HCM, together with related Diplomas and Certificates. All course qualifications, accredited through the Human Capital Management Institute, are designed to take no longer than 12 months through part-time study. The School's academic year runs on a calendar rather than academic year. Being practitioner based, the courses utilise problem-based learning, drawing on more internationally-based and wider-organisational research/cases, notably from Harvard and ECCH. The cost of the various courses ranges from **£1950** for the M. Sc in Human Capital Management (over 2 years) and **£975** for the Masters Compact down to **£595** for a Certificate in Human Capital Management.

The Dean, Nicholas J Higgins commented, "For people managers and HR practitioners the value proposition really is an unbeatable fusion of high quality and low cost. As far as we are aware, we are the first UK business school, and one of a handful globally, to offer 'people management' learning fully integrated online. Though online delivery itself is nothing new, our course architecture and our innovation such as the CMAS® (continuing management assessment system) technology are. The advent of 'disruptive technology' is definitely here with CMAS®, we believe, having the potential to revolutionise the delivery of management learning."

The course programmes are designed to overcome the obstacles that are still prevalent with open course delivery in management learning namely, access, cost and time. The use of synchronous online classrooms is also designed (amongst other things) to overcome challenges with pure distance-learning offerings.

The practitioner-based HCMi qualifications, now in their sixth year, exist to complement current qualification/managerial experience by acknowledging and building on a sound academic basis, and by incorporating new areas of knowledge that have emerged in the field of human capital management. There is a more strategic focus to the material, recognising the increasing demands of enterprises in both the public and private sectors.

For example, the Masters course content contains strategy, business economics, organisation performance, governance, ethics, employment law, leadership and change, and all main elements of human capital management - what others refer to as 'organisation behaviour' but with more in-depth study, particularly around talent management and employee engagement.



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The Dean further commented, "Our courses are aimed at a global audience of any in-situ people manager, and, of course, HR practitioners. We are committed to raising standards of people management in organisations around the world in the most effective way and in a way that positively affects organisation performance. I think it is also important to mention here that all student-practitioners who obtain an HCM qualification will receive a certain allocation of free shares as recognition of achievement and support. Thus when we say all of our students can celebrate in their success and ours, by definition, we really mean it. This is truly unique in the management education industry."

A full interview transcript featuring the Dean explaining the rationale and philosophy of the school together with an insight into course architecture and the introduction of the innovative CMAS® (continuing management assessment system) technology is available for download from www.ISHCM.com or download/view from <http://www.slideshare.net/njhceo01/ishcm-transcript-online-m-sc-in-hcm-200712>.

Those who want to pre-register their interest can do so at <http://hcmiadmissions.questionpro.com> or for further information contact the admissions team on +44 (0) 20 7887 6121.

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