

## YOUR ORGANISATION + DMU = WORLD CLASS HR

Increases the analytical, strategic and practical skills of HR professionals improving their ability to manage the complexity of contemporary HR challenges.

### Overview

This highly regarded programme offers HR professionals and line managers the theoretical and practical skills necessary to achieve a professional approach to managing employees in the contemporary organisation. The programme is fully aligned with the latest CIPD professional standards, allowing HR practitioners working in the general field of people management to achieve the postgraduate qualification most relevant to their needs and aspirations.

### Who Will Benefit?

- **HR managers** who currently work in any HR field and who would like to underpin their practical experience with academic theory and best-practice.
- **Line managers** who would benefit from a broader understanding of the principles of effective human resource management.
- **Organisations** seeking to develop an academy approach to the development of their HR managers.

### Key Learning Outcomes

The overarching aim of the programme is to develop the skills, knowledge and abilities of HR managers thus empowering them to approach employee management in a more strategic, professional and effective way. Students will benefit from a greater understanding of HR management within the contemporary economy and the ability to inform their day to day management practice with best practice and latest management theory.

### Programme Structure

The programme consists of a two-tier pathway allowing students to obtain either a postgraduate Diploma or Masters Degree. The learning materials developed by De Montfort University have been validated by the Chartered Institute for Personnel and Development (CIPD) and the programme provides the underpinning knowledge to support progression to professional grades of CIPD membership.

- **Delivery** is by progressive methods of blended learning which include face-to-face group workshops at your choice of location, supported by online activities, mentor support, work-based tasks, organisational research and personal study.
- **Resources** available include the University's virtual learning environment, **Blackboard**, and a personalised, student portal, **myDMU**. These provide internet based materials, access to electronic journals and academic databases, interactive student-staff forums and the University library. Students who are new to study, or returning to it post-experience, can find study skills support material from the library website.
- **Assessment** methods are varied to develop a range of skills and abilities; these include essays, management reports, skill based activities and examinations.
- **Tailoring Options** to meet your organisation's needs include

contextualisation of materials, adaptation of delivery format and duration and development of new modules. We also support organisations' HR Academies with both accredited and non-accredited learning options. Please contact one of our Business Development Managers to explore how we can best tailor our provision to meet your needs.

#### – Diploma Module Titles

- Leading, Managing and Developing People
- Developing Skills for Business Leadership
- HRM in Context
- Investigating a Business Issue from an HR Perspective
- Designing, Delivering and Evaluating Learning and Development Provision
- Employee Resourcing
- Managing Employment Relations
- HRM in a Legal Context

#### – Masters Degree Module Titles

In addition to the Diploma modules, students must complete a Research Methods and Dissertation module.

### Learning Pathway

Postgraduate Diploma Management  
of Human Resources

MA Management of Human Resources

*“My course was worthwhile as it has given me a greater understanding of HR and business which has in turn enabled me to perform better in my role and gain a promotion. This course was a good investment in my career.”*

Management of Human Resources Diploma Graduate

We would welcome the opportunity to explore how De Montfort University could support your staff development strategy. For more information or to discuss your requirements, please contact one of our Business Development Managers:



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**ADD DMU. PROFIT FROM OUR EXPERTISE**

## JAGUAR LAND ROVER + DMU = WORLD CLASS HR

### The Organisation

Jaguar Land Rover is a business built around two great British car brands that design, engineer and manufacture in the UK. Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Freelander 2, Discovery 3, Range Rover Sport and Range Rover each define the world's 4x4 sectors, with 78% of this model range exported to 164 countries.

Few marques on the road today have a heritage as rich and distinguished as Jaguar. Founded in 1922 the company has delivered innovative safety enhancements, world beating engines and a stable of iconic sports cars. Jaguar remains true to the founding vision of providing drivers with a unique blend of style, luxury and performance.

### The Jaguar Land Rover Brief

With a large work force undertaking varied and disparate activities essential to effective and efficient business operations, the HR function must ensure that the Company attracts, develops and retains the most able people. This requires a well informed, talented and skilled team of HR professionals.

To ensure that the UK HR function develops, and can strategically demonstrate, appropriate skills it was determined that all HR personnel should be graduate members of the Chartered Institute of Personnel and Development (CIPD).

A university was sought to provide:

- An accredited CIPD programme tailored to meet the flexible learning needs of the dispersed HR team
- A delivery approach which would bring together a group of HR managers to share experience, develop collaborative learning skills and network effectively

### Leicester Business School Solution

In response to the brief, a supported distance learning version of the Postgraduate Diploma in Managing HR was developed and validated by the CIPD. This has proved ideal to enable HR managers, based across various sites, to achieve a highly sought after professional qualification.

A supported distance learning programme ensures that students receive all the necessary academic material in written form, along with required readings, but that they also meet together for 'study days'. These study days are offered at a Jaguar Land Rover site and enable students to network, collaborate around group projects, discuss and debate with lecturers and express any fears, problems or current learning challenges.

All students also have access to an e-learning network through the University's virtual learning environment and are able to use up to three local university libraries of their own choice.

### Jaguar Land Rover Benefits

- **Professional Accreditation**  
Successful Jaguar Land Rover HR Managers are professionally accredited as Graduate Members of the CIPD. These managers achieve a highly regarded, valuable, professional qualification of benefit to both their employer and themselves.
- **Flexible Supported Learning**  
The delivery approach employed keeps the students and teaching team in regular contact, working together to meet the programme requirements. For the Jaguar Land Rover managers this is an ideal scenario allowing them to:
  - access detailed, contemporary material and academic readings
  - be flexible around their work demands
  - build new support networks and contacts with other internal HR professionals
- **Multi-qualification Pathway**  
Students benefit from multiple qualifications. On successful completion of a two year programme, candidates achieve two distinct awards: Graduate Membership of the CIPD and the Postgraduate Diploma in Management of HR. For those wanting to continue on a qualification pathway, a Masters Degree can be achieved by completing a dissertation which also results in full membership of the CIPD.

