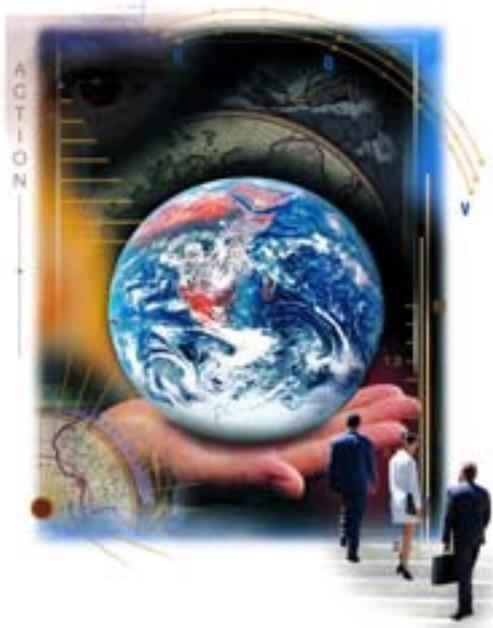


Revans University



Your route to personal and professional success through management development and lifelong learning

Globally resourced and proactively tutored
via the Internet
@ <http://www.revans-university.edu>



Revans University

About Revans University

Mission

Revans University is wholly committed to the use of action learning processes to enable further career development. For professionals who follow its programs on the Internet, action learning requires associates to work in their curriculum on real live issues in their workplace.

The University seeks to play an innovative and progressive role in the lifelong development of practicing managers and leaders in all the professions by working with organizations and professional institutions globally and internationally.

Background

Revans University has been established within the global framework of the International Management Centres Association (IMCA).

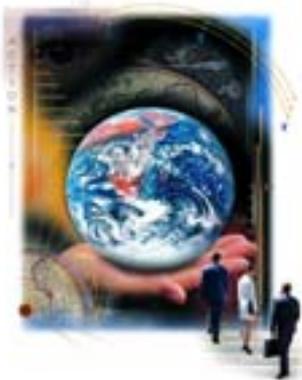
IMCA is the world's leading global Action Learning association. It is dedicated to lifelong action learning and continuing professional development on an individual, in-company and consortium basis. Founded as a professional society in 1964 by graduates of Britain's earliest business schools, IMCA launched its own action learning programs in 1982. By 1987 rapid growth outside the UK had led to the establishment of full-time offices in Kuala Lumpur and Brisbane. Over 35 other countries around the world have followed.

In 1994 IMCA became the first business school to offer action learning programs worldwide using the Internet as the main medium for information dissemination, delivery and communication.

Today, IMCA can boast almost more than twenty years experience of management development worldwide; its unique learning programs designed and implemented within a network of academic partners around the world.

The University's Charter for Management Action Learning and that for IMCA state:

Provided also that Revans University and IMCA shall in no manner whatsoever discriminate in the pursuit of its objects against any person on the grounds of their political opinions, religion, race, color or sex, rather it should seek deliberately to ensure equal opportunities for all in postgraduation management and take affirmative actions to enable such equality of opportunity to occur and flourish.



Five Key benefits of Revans University's management development programs for you

Five Key Benefits

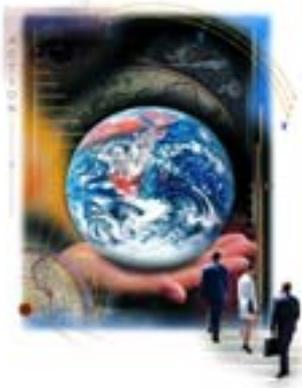
1. The needs of all levels of individuals and organizations can be met through a range of programs leading to valuable professional degrees.
2. Prior learning and experience are recognized, and individuals without traditional college prerequisites may be admitted into programs, following an assessment.
3. Underpinned by essential business theory, programs focus firmly on your specific business agenda and workplace challenges.
4. Successful workplace projects can be highly visible, promoting personal empowerment, enhancing professional reputations and increasing the prospects of promotion.
5. Tutoring, mentoring, course materials and library are delivered via the Internet to ensure easy and rapid access from any workplace worldwide.

A Revans University - University of Action Learning program has four basic features:

- Projects or problems on which to work
- Clients for whom to work
- A group of “cohorts in adversity” with whom to work, known as a “Set”.
- A “Set Adviser” and tutors to facilitate the learning process

Criteria for action learning programs

Programs are based on the principle of Action Learning, whereby participants use both their theoretical knowledge and practical experience to learn how to ask the questions. These are the questions that will help solve the real problems and tackle the real issues in their organization.



Your route to personal and professional success

Raise your professional profile

“ Knowledge is the beginning of practice; doing is the completion of knowledge.”

Wang Yang Ming

Personal effectiveness and professional development are key concerns for managers at all levels, and an increasingly competitive global economy means that individual managers must address the need, not only to *be* effective, but also to be *seen to be* effective. This requirement for a professional profile is a strong encouragement to improve managerial performance, continuously. The argument for career development programs and lifelong learning has never been stronger.

The challenges of management today are to compete, to innovate and to pull ahead of rivals. Market concentration, global competition and continually varying market conditions lead to constant change in nearly all sectors. Winning strategies and solutions are built on flexibility, tenacity and original thought - the products of enhanced knowledge and skills.

The issue then becomes the means of acquiring such knowledge and skills, and of ensuring that learning matches career development imperatives. Learning for learning's sake is an agreeable notion but hardly appropriate for the time-pressed professional. Meanwhile many traditional management courses focus on core theory backed up with hypothetical examples, or case studies, which inevitably mirror past corporate experience, i.e. yesterday's issues.

Revans University's action learning approach stands out because it concentrates on the realities of the individual professionals own business environment and priorities. Rather than being simply an intellectual exercise, Revans University's learning programs are uniquely and completely relevant to the business agenda, responding to the business imperatives and challenges of the present and future.

Professional development based on workplace learning is a very satisfying and motivating process, combining as it does the features of self-realization, project management and career enhancement.

It is also a highly visible process which can bring the individual manager into contact with a wider circle of top management - invaluable for career progression.

Develop your management skills

“The world comprises three kinds of people: a small group who make things happen...a larger group who watch things happen, and the great majority who do not even know what is happening.”

Nicholas Murray Butler

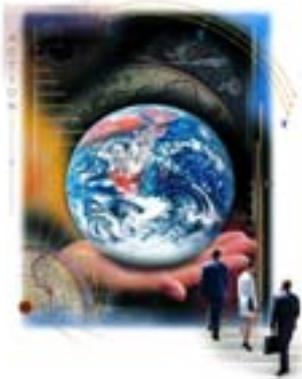
The career-minded manager cannot afford to watch things happen - let alone ignore what is happening. Today's realities of competition, empowerment, teamworking and leadership involve the acquisition of knowledge and development of specific skills to move the manager forward in his or her career.

Revans University has many years of experience in developing managers who are already established in their careers. Building on professionals' existing expertise and knowledge, Revans University's professional management programs are tailored to specific workplace priorities which encourage the support and collaboration of superiors. These programs - representing an unrivalled combination of essential business theory and focused workplace practice - have gained support and concurrent awards from professional institutions, universities and business schools worldwide.

Countless professionals around the world have chosen IMCA/ Revans University's learning programs, gaining significant management expertise and recognition in addition to intellectual satisfaction and professional qualifications.

“ The further development of effective management education is dependant upon a focus on issues that will make the future happen.”

Gordon Prestoungrange
President, Revans University



**Management Learning
where your action is**

Learning through workplace experience

“All experience is an arch to build upon.”
Henry Brooks Adams

The workplace is undoubtedly the most important business school that managers ever attend and action learning with its “hands on” approach - the formula IMCA/Revans University has promoted since 1982 - is without a doubt the optimum route to management learning.

Revans University management learning programs were inspired by the vision of Reg W. Revans, a prominent and founding exponent of action learning, who believed that learning should take place in the workplace; that it should be focused on workplace priorities; that managers should work together to learn from one another; and that essential management theory should underpin learning to enhance the abilities of the working manager, rather than stand alone as the end product.

Since then these ideas have been widely accepted and many leading business schools have adopted some aspects of them, notably within the framework of final project assignments. However, Revans' basic premise that *learning should take place in the workplace* is fundamental to success; it is this that determines that learning focuses on the issues, realities and best practice of today, and leads to tangible results.

Revans University has combined Revans' philosophy of action learning with two key learning organization philosophies - Senge's five core disciplines, and triple loop learning, an adaptation of Kolb's learning cycle - the goal being to link action learning, individual lifelong learning and organizational learning.

Learning associates are encouraged to develop their own understanding of the learning process to enable them to overcome any learning difficulties, and to build on their own learning preferences, transferring their understanding from off- to on-the-job opportunities and vice versa.

Being based on workplace experience, Revans University's action learning programs bring tangible benefits both to the individual manager and the company.

The study pursued by managers during the program focuses on equipping them to deal with real workplace challenges, thus visibly enhancing their competence as managers.

This leads on to project work for which managers may work together in teams with learning associates from other companies and industries, to encourage exchange of views and experience, and the development of a team, rather than an individual, approach to problem solving and strategy design.

As a result, managers benefit from enriched workplace experience, and the satisfaction of enhanced reputation at the completion of successful projects.

An investment for life

“There is nothing permanent except change”
Heraclitus

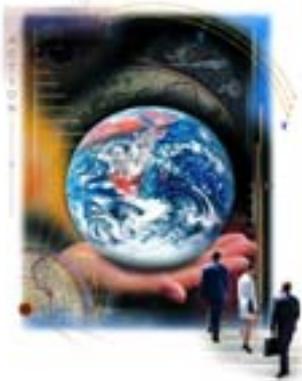
In the past, many managers worked in the knowledge that jobs were secure and career progression was more or less assured. Such certainties no longer exist.

However, the global economy offers unrivalled opportunities for those willing to seek them out. Job certainty has given way to job freedom. These are exciting and challenging times for those determined to move with them.

Lifelong learning is a fact of life for managers resolved to keep abreast of an ever more competitive and continually changing environment. For some, companies will offer learning opportunities. For many others, personal professional development will be on their own account. Costs can be high and clearly managers need to weigh these up against the potential benefits. We would argue that a Revans University management development program *could be the best investment you will ever make.*

“...this kind of learning we have to pick up from minute to minute as the changes and their risks come out of the blue.”
Reg Revans

“...new responses to new problems often suggest other things to do entirely; one innovation sets off another...”
Reg Revans



Choosing your learning approach

The benefits of Action Learning

Leaders of the future must be three-dimensional: they must be able to respond to the demands of the global marketplace, they must have personal vision, purpose and values, and they must have a solid grounding in classic and contemporary leadership theory and practice.

Workplace learning provides an important insight into management issues. Associates build on existing knowledge and skills, adding breadth through contact with faculty, mentors and fellow associates. Revans University's curriculum is challenging and stimulating, combining essential business theory, current thinking and practice, and research. Successful projects can promote personal empowerment and lead to professional recognition and promotion. Associates learn how to implement and follow up proposals as they build credits towards qualifications which enable them to study at their own pace and within the constraints of their work commitments.

Professional qualifications with Revans University

Revans University offers professional and academic qualifications for all levels of professionals from Bachelors through Certificate, Diploma and Masters. Some qualifications may be used as building blocks leading to higher degrees. Revans University's learning credits are recognized by all Revans University affiliated institutions and many other institutions worldwide.

Revans University Bachelor's degrees

Revans University Bachelor's degrees combine a rigorous academic curriculum with learning from experience. Program content is based around job or organizational areas, and participants act upon real issues. Through the application of practical knowledge underpinned by essential theory, learning associates are assisted in producing work-based projects of genuine and focused value to their organizations.

Learning associates are required to submit evidence of specific professional expertise and a minimum of 3 years' workplace experience. Minimum age of entry for a Bachelor qualification with Revans University is 22 years and the average is 26. The program runs for 24 months. A choice of programs is offered leading to Bachelor of Professional Studies (BPS), Bachelor of Management (BMgt) or Bachelor of Administration (BAdmin).

Revans University Bachelor's programs are a highly appropriate learning route for executives looking to develop their ability to handle the broad and complex projects confronting professionals at a time of continuous change. Such managers will tend not to have previous undergraduate or professional qualifications, but may already have professional standing.

Revans University Graduate Certificates and Diploma

The Revans University Graduate Certificate in Management Studies (CMS) and Diploma in Management Studies (DMS) are popular courses for supervisors and line managers. They accrue credits, which can count towards the award of MBA, MS or MPhil. Revans University also delivers specialist diplomas such as the Graduate Diploma (Quality Management), which offer a means of focusing on and contributing to areas of particular interest while gaining a valuable qualification.

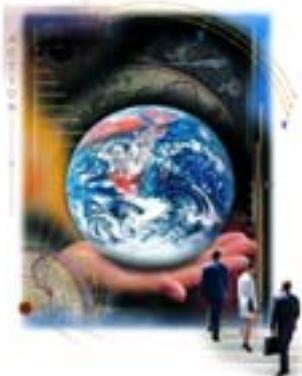
Graduate Certificate programs run for 12 months and Diploma programs run for 18 months.

Revans University Masters degrees

Revans University Masters programs are aimed at senior executives, trainers, consultants and educators in industry, the professions, commerce and the public sector. They are often undertaken as in-company initiatives, with groups of up to a hundred individuals from the same organization participating simultaneously or sequentially.

Masters programs are action learning by providing direct learning in areas most significant for the Associate - their place of work. Addressing key issues of strategic significance resulting in a very powerful strategic change and development initiatives. Associates are required to undertake projects that provide results that are relevant and act for the benefit of their organization and their own career.

Revans University's Masters programs are open to professionals with a minimum of 4 years' experience at senior/middle management level. Prior academic qualifications are not mandatory. Programs run for 24 months. These programs can lead to the Master of Business Administration (MBA), the Master of Philosophy (MPhil), the Master of Management (MMgt) and the Master of Science (MS).



Action Learning Forums

Additionally organizations can through discussion with Revans University, define the focus of their forums, e.g. leadership, performance management, customer care etc.

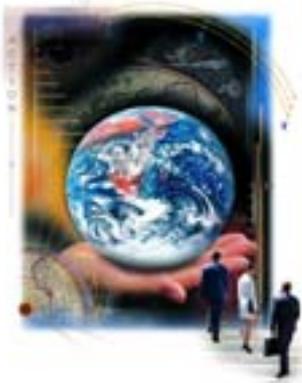
Socrates - The Complete Educational Service Provider

The Socrates learning platform is a unique product that is wholly aligned with your corporate business strategy. It enables a corporation to deliver its own propriety training and development courses via the Socrates learning platform.

In addition Revans University is able to accredit the efforts and achievements of an organization's team leaders and managers thus enabling them to work towards recognized professional degrees. The organization benefits immediately and in the long term from structuring, results and recognition of their learning and career development. The Revans University's continuing professional development framework, the Continuing Professional Development (CPD) ladder is designed to build on the accumulation of credits accruing through recognition and accreditation of individuals' prior learning and experience. The organizational learning effort (output) is uniquely tailored to the organizational agenda.

- Accelerated, building on existing experience, skills and training at all management levels.
- Integrating career development and change management priorities

Socrates delivers measurable return on investment "captured" as corporate knowledge for subsequent use by your organization and independent accreditation, leading to recognized qualifications and professional affiliation



Investing in your Future

The APEL route to qualification

For prospective associates lacking conventional academic qualifications, the Accreditation of Prior Experiential Learning (APEL) process offers recognition and accreditation of alternative learning achieved either through formal and certificated methods, or, as is frequently the case, through professional learning experiences. Credit based on prior learning may enable entry onto a program of study, lead to advanced standing within a program of study, or count towards an award.

Credit Mapping

The Credit Mapping process is the means by which the Revans University recognizes and grants credit for workplace and professional development programs. This process involves mapping the learning outcomes of workplace learning with the awards issued by Revans University.

By following Credit Mapped workplace and professional development programs learners receive credit towards Revans University programs.

Investing in your future

For the career-minded manager or executive, building core competencies is essential. The payback to the individual learner in terms of knowledge, skills and enhanced reputation, in addition to professional qualifications, means workplace learning offers a very significant return on investment. This learning formula effectively builds on existing knowledge and achievements, and it can open the door to rapid advancement.

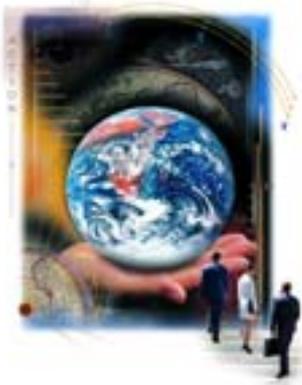
Workplace learning also provides a uniquely satisfying and challenging route to both self- and professional development. As one of our recent graduates, Elaine Saunders, commented: *"I'd recommend the course to anyone. At the very beginning we were told 'you get out of it what you put into it', so everyone has learned something different, something which is unique to them, and which they personally can take forward into both their personal and professional lives."*

Role Of the Internet

IMCA/Revans University was the first business school to offer action learning programs worldwide, using the internet as the main medium for information dissemination, course delivery, mentoring and communication. This method of delivery speeds and eases access to learning resources, and facilitates networking between learning resources, and facilitates networking between learning associates from a variety of organizations. Such global reach means associates around the world can learn from and with one another, which considerably enhances the learning experience. Internet communication also reduces to a minimum course-related absence from work. While Internet delivery provides unparalleled learning opportunities, optional intramural meetings can be offered for students who find face-to-face contact of value during the program.

The course and program materials online include a fine Virtual Library from EBSCO with full text access to over 1200 of the leading journals in the field. Additional articles can be obtained for a download fee as may be selected from free abstracting services provided with the Virtual Library.

The major focus for continuing professional development, Global News and Features is IMCA's "Action Learning Institute" on the Internet @ <http://www.revans-university.edu> This is the Web site that services the evolving professional needs of Affiliates, Associates, Graduates and Fellows together with all Faculty Members.

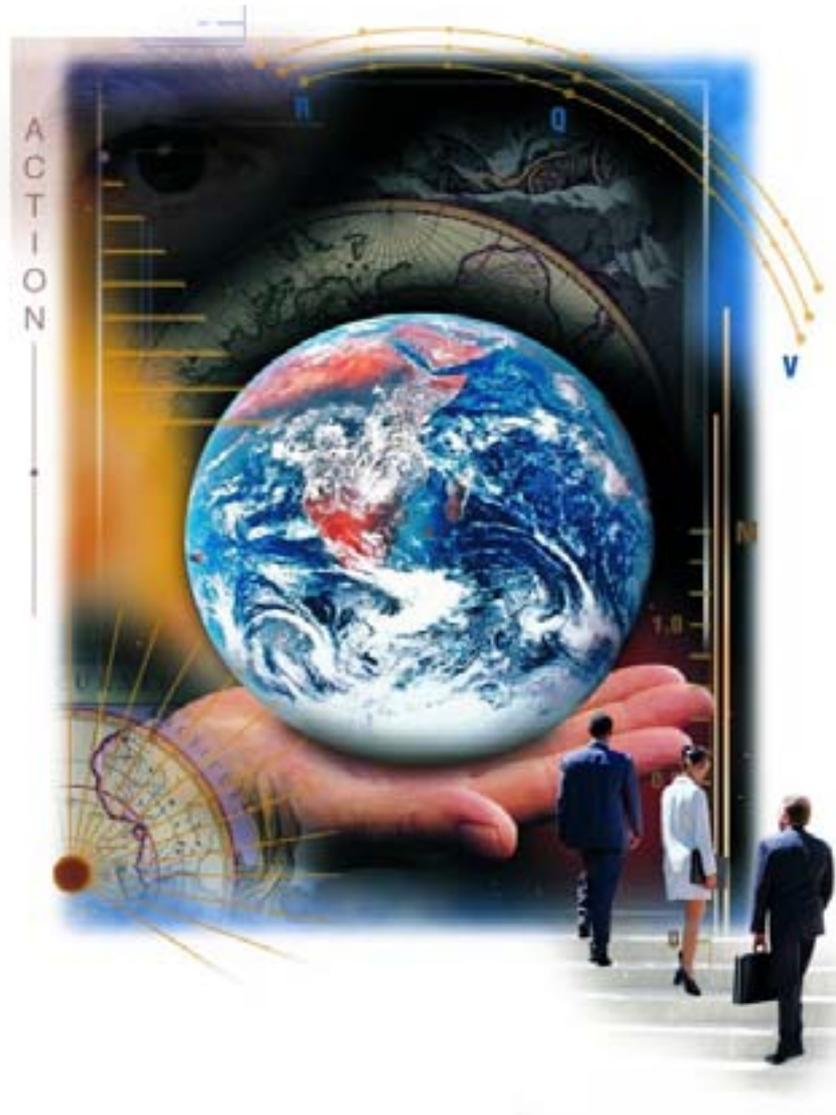


You are in great company
at IMCA/Revans University

The Council, on the advice and with the consent of the Academic Board under Article 20 and in accordance with Ordinance 6, elects to Honorary Membership from time to time individuals who have made an outstanding contribution to the objectives of IMCA/Revans University. These individuals constitute the Court of Honorary Members and at 1st January 2001 the following had been elected:

Kenneth Adams, UK, 1991
Digby Anderson, UK, 1987
Kenneth Andrew, UK, 1984
Professor Christopher Argyris, USA, 1987
Tan Sri Abdul Aziz Bin Abdul Rahman, Malaysia, 1990
Joseph Bamford, UK, 1991
Pat Barrett, UK, 1999
Thomas Bayer, Vanuatu, 2001
Michael Bett, UK, 1990
Sir Richard Branson, UK, 1999
Denis Brosnan, Ireland, 1990
Sir Adrian Cadbury, UK, 1985
Tan Sri Osman Cassim, Malaysia, 1985
John C C Chan, Hong Kong, 1997
Jayantilal K Chande, Tanzania, 1995
Sir Geoffrey Chandler, UK, 1986
Sir Chio Ho Cheong, Tommy, Hong Kong, 1995
Sir John Collyear, UK, 1987
Professor Anthony Cunningham, Ireland, 1985
David Dand, Ireland, 1988
Gaston Deurinck, Belgium, 1985
Sir John Egan, UK, 1988
Nigel Farrow, UK, 1991
Hon John Fremantle, UK, 1988
John Foster, UK, 1998
Edwin D. Fuller, UK, 1999
Dick Gerdzen, South Africa, 2001
James Gulliver, UK, 1989
Professor Charles Handy, UK, 1990
Datuk Hassan Harun, Malaysia, 1998
Sir John Harvey-Jones, UK, 1990
Tan Sri Dato Azman Hashim, Malaysia, 1992
Edward Haughey, UK, 1992
Liam Healy, Ireland, 1993
Noel Hepworth, UK, 1987
Ho Mook-Lam, William, Hong Kong, 1995
Peter Hobbs, UK, 2000
Sir Trevor Holdsworth, UK, 1986
Sir Geoffrey Holland, UK, 1988
Sir Peter Imbert, UK, 1989
Jim Kable, Australia, 2000
Thomas Kempner, UK, 2001
Sir Antony Jay, UK, 1988
Professor Ivor Kenny, Ireland, 1987
Derek Keogh, Ireland, 1996
John Kerridge, UK, 1993
Professor Malcolm Knowles, USA, 1990
Professor David Kolb, USA, 1988

Professor George Korey, Canada, 1985
Professor Philip Kotler, USA, 1990
Professor John Kotter, USA, 1987
Georges Legros, UK, 1999
Lui Chak-Wan, Macau, 1992
Michael Marquardt, UK, 1999
J. William Marriott Jr., UK, 1999
Kieran McGowan, Ireland, 2000
Linda McHugh, UK, 1991
Ahmad Mattar, 2000, Malaysia
Lekgau Mathabathe, South Africa, 1993
Phil Meddings, Australia, 1990
Boya Mohindar, Hong Kong, 1986
Stephanie Monk, UK, 1998
Barry Morris, Ireland, 2001
John Morris, UK, 1985
Ian Morrison, Ireland, 2000
John Neill, UK, 1989
Ng Kwan Wai, Hong Kong, 1992
Ng Siu-Chan, Hong Kong, 1996
Rai Bahadur Mohan Singh Oberoi, India, 1988
Edward O'Connor, Ireland, 1991
Kevin O'Malley, Ireland, 1998
Anthony O'Reilly, Ireland, 1994
Alan Parker, UK, 1997
C Northcote Parkinson, UK, 1988
Geoffrey Pitt, UK, 1989
Joseph Prokopenko, UK, 1999
Sir John Read, UK, 1989
Professor Reg Revans, UK, 1984
Cliff Richards, Australia, 1993
Gerry Robinson, UK, 1996
Gerald Scanlon, Ireland, 1988
Hiroaki Seto, Japan, 1986
Mir Shahariman, Malaysia, 1992
Lord Allen Sheppard, UK, 1989
V. Steve Shirley, UK, 1999
Elizabeth Shiu Ching Sing, Hong Kong, 1998
Jenny Simpson, UK, 2000
Sir Brian Smith, UK, 1989
Demot Smurfit, Ireland, 1997
Professor Gillian Stamp, UK, 1992
Donald Stradling, UK, 1987
Lo Yuk Sui, Hong Kong, 1998
Sir Peter Thompson, UK, 1988
Erkki Toivanen, Finland, 1996
Rev Canon George Tolley, UK, 1987
William Venter, South Africa, 1987
Perween Warsi, UK, 1999
Peter Wrighton, South Africa, 1993
David Wong, Hong Kong, 2000
Edward P H Woo, Hong Kong, 1998
Tan Sri Nik Mohamed Yaacob, Malaysia, 1998
Yan Poh Soon, UK, 1999
Yeoh Tiong Yong, Peter, Australia, 1996
You Poh Seng, Singapore, 1985
Zhuang Shan Yu, Hong Kong, 2001



If you would like further information please contact:

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