



## History

Revans University is dedicated to providing local as well as Internet resourced Action Learning professional qualification programs globally. Revans University is recognized by the Standing Commission of Workplace Action Learning.

Our University Mission is unique. We are wholly committed to the use of Action Learning processes to enable career development. Furthermore, we require that program participants be in employment, which can offer a rich and effective source of issues and challenges calling for action based learning. Assignments require Associates to confront a workplace problem, analyze it, draw conclusions and take action based upon their information and data.

Effectiveness and development are key concerns for professionals at all levels, and an increasingly competitive global economy means that individual managers must address the need to be effective. Revans University's learning programs are uniquely and completely relevant to the business agenda as they address the business imperatives and challenges of the present and future.

Although Associates may complete their studies in their own language, all virtual library resources are provided in the English language. Competency is an admission requirement.

The International Management Centres Association, the world's leading global Action Learning association, sponsors Revans University. All who commence our University programs automatically gain immediate gratis access to IMCA professional services for a year as Associate Members.

IMCA 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. 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 over twenty years' experience of management development worldwide; its unique learning programs are designed and implemented within a network of academic partners around the world.

## ACTION LEARNING

Most managers spend more time doing than thinking. Many management-training courses spend more **time on thinking than doing, emphasising the teaching of concept and theory. Action Learning, by focusing on doing and reviewing, suits most managers very well and, by providing them with** opportunities to solve real problems in their own workplace and learn from

that experience, helps them to improve their managerial performance and, in turn, can lead to increased profits.

The truth is that Action Learning is one of a number of effective management development techniques. It is particularly attractive to a great many managers while producing immediate and tangible dividends for their sponsoring organization through the project work, which is an intrinsic part of all IMCA programmes.

In Action Learning managers learn to take effective action by reviewing and interpreting their experience in order to identify what it is which they have learned.

A systematic approach to learning focused primarily on the dynamics of the manager's role and environment, rather than simply grasping random opportunities as and when they arise, ensures that managers learn much more efficiently. This can be achieved through Action Learning programmes, such as those offered by IMCA.

An IMCA program has four basic features:

- *Projects or problems on which to work*
- *A group of "comrades in adversity", with whom to interact, known as a "Set".*
- *Tutors to facilitate the learning process*
- *Flexibility to fit in with your own learning needs*

Action Learning is a sociable activity, not something that you do on your own. It needs a group of people - whether they are physicists, construction foremen, bank managers or a mixture of all three: real managers, working on real problems in a real time-frame, looking for real solutions using Action Learning techniques.

## **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.

# REVANS UNIVERSITY

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The International Management Centres Association (IMCA) is a professional association established in 1964 and a corporation noble granted the right to arms in the UK by the sovereign in 1985. IMCA conducts workplace action learning and awards professional qualifications. IMCA's work is supported by a distinguished Court of Honorary Members and work with more than 60 corporations around the globe.

IMCA is the leading global professional body for career and continuing professional development through lifelong action learning working in partnership with individuals and enterprise in Europe, The Americas, Asia, The Pacific and Africa.

IMCA is committed to advancing the professional and managerial careers of its Members both directly and with the support of the organizations with which they work and has exclusively espoused Action Learning and action research as the core processes for Member development. It intends to advance the understanding and dissemination of these processes of professional and managerial career development on a global basis.

IMCA believes that the 21st Century will see a major growth in demand for lifelong learning to meet both unavoidable and deliberate career changes and that its Members will receive from the Association the significant support required in such transitions. It is professionally independent in order to serve the interests of its Members first and last but works whenever it can to further advance its Members' interest with other organizations.

The IMC Association is a global and multinational professional institution and requires affirmative action from its Members on programs of career development to improve the opportunities for the disadvantaged as well as moving forward with well advantaged individuals and organizations.

## **Revans University 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