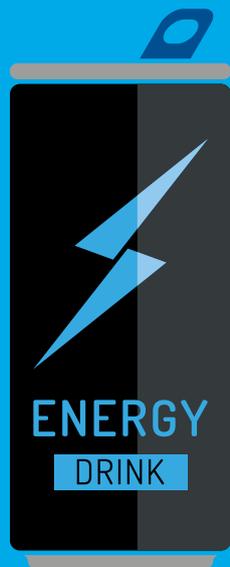




# ICM FOCUS



## Staying up all night?

Why cramming revision the night before an exam with the use of caffeine is extremely bad for your health!!

**Also in this issue:** How do you **COMMUNICATE** in a global market?

**EXAM TIPS**

Interview with **STRATEGY FIRST INSTITUTE**

New **ICM** Qualifications



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## A word from the CEO



countries in which ICM is present and active.

"Hello and welcome to our brand new monthly magazine ICM Focus. Here we hope to provide you with up-to-date news, reviews and information about our ICM Centres and Learners and what is happening in the countries in which ICM is present and active.

"At ICM, we endeavour to be adaptable and dynamic in our service to our Centres and Learners. We apply innovative research methods to collect primary data, which is used in the development of new qualifications. In the delivery and award of our qualifications we aim to guarantee accessibility by making sure the needs of communities are met, as well as the personal development of our Learners, such that all our new qualifications have a variety of assessment methods and structured progression routes. It is important for us to contribute to the economic growth of the countries in which we work, so our qualifications are designed to meet the needs of employers. I am always pleased to say that where I C Potential, I C Achievement, ICM.

"So as we approach the second series of ICM examinations for this year, I would like to take this opportunity to wish all our Learners the very best for your studies and great results. I hope the Exam Tips and Examiner's Point of View on pages 6 and 7 are helpful. Good luck!"

**Adair Ford**  
Chief Executive Officer

## Planning an all night study session?

### The effects of stimulants on your body



**Preparation for exams and the revision process can cause many Learners a high level of stress and nervous energy. A small amount of stress can be a positive thing and can contribute to good psychological preparation. However, when dealing with excess mental stress, the body pumps adrenalin, which causes feelings of anxiety and tension and, therefore, results in a potentially negative performance.**

A 2016 study conducted by Zhang and Walton on Canadian students concluded that:

'whilst exams can be highly anxiogenic, the first step toward mitigating exam anxiety, thereby ensuring exam performance is less confounded by anxiety, is to identify the common triggers.'  
(para: Conclusions)

Having an all night study session and cramming information into your head the night before an exam, with the use of caffeine, energy drinks, or even a stimulant drug, may seem like the last resort before an examination deadline.

Caffeine is a mild stimulant found in many foods and drinks that humans have been consuming for hundreds of years. Today caffeine is found in the common, and increasingly popular drink, coffee, as well as tea, cocoa, carbonated sodas, chocolate and even in some medicines. Many students feel they are more alert and can perform better after having a caffeine intake, but high doses of caffeine can cause anxiety, headaches, palpitations and dizziness, restlessness and difficulty sleeping. In some cases, it can even have an effect on heart rhythm. If you are already stressed or anxious, caffeine can heighten these feelings and make you feel worse.

Excess consumption of energy drinks can lead to a caffeine overdose, which can cause symptoms such as headaches and migraines, high blood pressure, insomnia, nausea and vomiting, convulsions and, in some cases, even death. A high intake of caffeine also reduces insulin sensitivity, which can be correlated to Type 2 diabetes.

Taking stimulants which are much stronger is common during exam periods and is very bad for you, as they can induce a feeling of boundless energy but can cause a deep depression after use. Whilst taking these types of legal

recreational drugs, a student may think their exam performance is better than in reality. These drugs can become extremely addictive and cause the user to need the drugs to maintain the highs. With continued usage, a student can suffer personality changes and serious depression.

Being fully prepared, planning and starting revision early are ultimately the most effective ways to overcome stress and anxiety about exams. Don't leave it to the last minute, start early and avoid panic. But you can also help yourself in other ways to improve the chances of doing well and achieving your full potential by trying these simple tips:

**Get a good night's sleep.** If you are tired, it is harder to concentrate and absorb information

**Eat well and be active.** Food and exercise can greatly affect how you feel and think and can influence your ability to concentrate

**Find a quiet comfortable place to work.** Get rid of any digital distractions

**Take plenty of breaks** - research shows every 20 minutes is optimum to nurture concentration

**Set realistic, bite-sized targets to keep you motivated.** Write lists and outline daily and weekly goals to feel a regular sense of achievement

**Seek support from tutors, family and friends** - sharing the burden could help reduce the pressure significantly and could uncover knowledge gaps

**Be imaginative** - use flashcards, mind maps and answer cards - anything to help embed that info into your brain!

'Why So Stressed? A Descriptive Thematic Analysis of Physical Therapy Students' Descriptions of Causes of Anxiety during Objective Structured Clinical Exams' - Nancy Zhang, BSc (Hons), David M. Walton, BScPT, MSc, PhD  
<https://utpjournals.press/doi/abs/10.3138/ptc.2016-102.e>





# Communicating in a global market



By definition, globalisation is the procedure by which businesses and organisations develop international influence, or start operating on an international scale through a system of transport, exchange and in particular, communication. Globalisation is arguably the best thing to have happened to advanced humanity. The benefits of globalisation are considered boundless and have helped a number of economies around the world achieve extraordinary heights.

Globalisation is increasingly demanding a change in the skills and knowledge of workers worldwide. Where previously the workplace was focussed on a city, a region or a country, companies are more frequently doing business in other parts of the world. As a result, for many working adults, their place of work requires a new and increased skill set, which is essential in order for the individual to succeed.

**“We are moving toward a global economy. One way of approaching that is to pull the covers over your head. Another is to say: It may be more complicated - but that’s the world I am going to live in, I might as well be good at it.”**

- Phil Condit, Former Chairman and CEO of Boeing

Globalisation creates positive opportunities but also generates challenges for working professionals because companies are looking for candidates who can find and seek opportunities that others may overlook. In today’s ever-changing business environment, continual professional development is not only crucial, but an effective way for working professionals to enhance their career and succeed in a competitive and global workplace.

Five skills that can strengthen a productive work ethic in a global organisational system are:

## Communicate confidently in a global environment

You don’t have to learn a second or third language in order to improve your communication skills. It can be much easier and simpler than that by adapting your current skills to compete in the global marketplace. Your success depends on your ability to work effectively with people who may understand and react to situations differently. So whether you are communicating via email, Skype or on the various social media platforms, you must develop and enhance your skills, knowledge and experience in order to be an effective communicator in an international business setting.

## Develop cultural awareness

It’s additionally useful as a global professional to think like your international colleagues, and recognise that cultural awareness is required when interacting in both individual or group situations. Learn to value and be aware of cultural sensitivities in your communications and consider what may not be appropriate.

## Learn to work in virtual teams

During a working relationship, it is often the case that colleagues and co-workers will never meet face to face. Therefore a skill that is increasingly valuable and becoming essential is effective communication in an entirely virtual environment. Professionals will often work online on a project in virtual teams, which provides collaboration and communication expertise, which are highly valued in a global economy and networked world.

## Build a global network

It is important and will prove extremely beneficial to build global networking opportunities and connections. This will help both in your current workplace and also as you progress in your career. You can do this using LinkedIn, or alternatively attend international conferences and seminars, or with online webinars and blogs. Exchanging best practices and sharing professional experiences will build a global network with online colleagues from other regions and countries, which will prove invaluable to a student or professional’s future career.

## Put into practice what you learn on the job immediately

Students and professionals are not only earning higher degrees, but are able to enhance and develop new skills and knowledge through professional development courses available in the workplace. In a global technology driven business climate, it is imperative that all new skills acquired be immediately applied to the job.

## Recommended Reading

### Communication and Presentation Skills ICM TUTORIALS

#### Video Tutorial



Watch the Communication and Presentation Skills video tutorial on our website: [www.icm.education/tutorials/communication-and-presentation-skills](http://www.icm.education/tutorials/communication-and-presentation-skills)



**Intercultural Communication for Global Business: How leaders communicate for success** - by Elizabeth A. Tuleja - 2016

Available on Amazon: £7.63 for a Kindle Edition or £19.15 for a paperback book

#### Useful links for online talks:

**TEDx** The myth of globalisation  
x = independently organized TED event Peter Alfandary TEDxAix  
<https://www.youtube.com/watch?v=xUYNB4a8d2U>

**TEDx** Cross cultural communication  
x = independently organized TED event Pellegrino Riccardi TEDxBergen  
<https://www.youtube.com/watch?v=YMyofREc5Jk>

**YouTube** International Business - Cross cultural communication  
<https://www.youtube.com/watch?v=at7srdUiRfM>



**ICM eLearning coming soon for registered students!**



# Examiner's point of view...



Hello, my name is Lizzie Gauntlett and it is a pleasure to introduce myself as the new Chair of Examiners for ICM. I am an experienced teacher, author and examiner who is committed to promoting high quality educational opportunities and improving access to learning.

I am looking forward to supporting candidates and Centres across our exciting range of vocational qualifications. While all of us may share a love of learning, it is true that for most students, revising for and taking exams is often a stressful experience!

Reflecting on the most recent exam session, I offer here a few tips for reducing the pressure of sitting exams:



### Make a study timetable

Work out how much time you have free to prepare for your exam. Leaving study until the last minute or trying to achieve too much in one revision session is often unhelpful. Break down the material you need to learn into manageable sessions.



### Understand how you learn best

Do you work better in the evening, or first thing in the morning? Is it better for you to discuss the subject with another student, friend or family member, or do you prefer reading/writing notes? Can you visualise yourself performing well in the exam?



### Revise with confidence

Exam preparation can seem daunting. Try to begin by looking at a topic that you feel you understood well. Set small goals to begin with, such as learning a couple of definitions or a particular model.



### Get support

Work with a 'study buddy' to check your understanding. Ask your teacher or instructor for ideas about how you can improve. Check out the ICM website for our videos which support candidates and Centres in preparing for exams.

[www.icm.education/tutorials](http://www.icm.education/tutorials)



# Last minute exam tips for the more organised Learner and for you crammers!

June exams are here and exam stress can be a bit overwhelming. Whether you are a last minute crammer or you keep up to date with work throughout the year and revise with plenty of time, it's typical for every Learner to feel nervous and stressed. Combating this stress is a difficult task. Here are some brief tips that could help you prepare yourself on the day of the exam.

### On the day

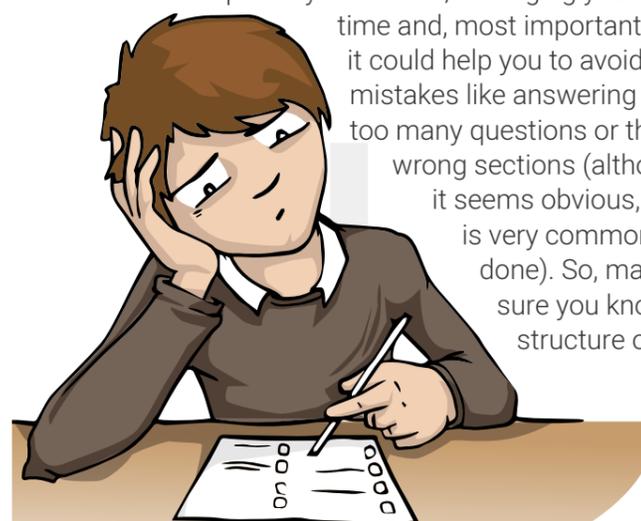
Preparing yourself by keeping calm on the day of the exam is important. Know where your exam is taking place and leave plenty of time to get to the venue to avoid stress. Make sure you are well rested, hydrated and full up from a good high protein breakfast so your brain can function at optimum level for the duration of the exam.

### During the exam

Remember, exams are a great opportunity! You are not expected or supposed to know every detail of the course content. Try not to just recite everything you can remember... use information smartly by creating a sophisticated argument through planning and being selective with the information you use. Avoid taking any vitamins or supplements that you don't normally take as they could impede your performance by causing nausea, rather than helping you focus.

### Know the exam like the back of your hand

To do well in an exam, knowing everything about it can help with your nerves, managing your time and, most importantly, it could help you to avoid mistakes like answering too many questions or the wrong sections (although it seems obvious, it is very commonly done). So, make sure you know the structure of the



exam, how long you have to answer the questions and the weightings of these questions so that you can plan to spend the right amount of time for the marks available for each question.

### At the start of the exam

Read through all the information supplied to you carefully. Always take care when reading questions and following the instructions. After reading all the information and questions thoroughly, choose which questions you feel you can answer best. Consider answering the question(s) you feel most confident with first, to get your brain flowing and to give you a chance to have more time than you planned for later questions. Write down the order of the questions you will answer and the times you should stop, try to stick to the time you have planned for answering each question to give yourself time to review your answers. Start each question by spending time planning your answers. Do not panic! A planned, synthesised argument is influential in getting a good grade. If you struggle to plan an answer under pressure, jotting down in brief note form all the information that comes to mind when thinking of the topic in the question could help remind you of your revision and spark thoughts to formulate an argument. Avoid writing out the question title, it will waste crucial time.

### Leave yourself time to review

Try to stick to the time you have planned for answering each question to give yourself time to review your answers. Review as many answers as you can, starting with the answers you feel least confident about and making sure you have answered each part of the question. Keep calm and good luck!





# Strategy First Institute



ICM's Country Coordinator for Myanmar, Myat Lay Tint, held an interview with Aung Chit Khin, Managing Director at one of our many extremely valued Centres, Strategy First Institute. Aung Chit Khin is an entrepreneur, marketer and educator with an active interest in promoting the role and responsibility of business organisations in Myanmar's development.

ML: Strategy First initially began with an international partnership with ICM, how many international partners do you have now?

ACK: We started with ICM, but we now have ten international partners, including Heriot-Watt University - Edinburgh Business School and Oxford Brookes University, in the UK.

ML: What makes you choose to deliver and market ICM qualifications in Myanmar? And what do you consider the benefits of ICM qualifications to Myanmar students?

ACK: We choose ICM because of the quality, structure and flexibility of the qualifications. We mainly offer Single Subject Diplomas. Most of our students are working professionals so these bite-size awards are important for their career development.

ML: Can you tell me how your relationship with ICM has grown over the years?

ACK: We began with just 22 students in the first series, but now we have over 7,000 students annually studying various ICM Single Subject qualifications at our Centres.

ML: Some dubbed the country of Myanmar as the last frontier, it is embarking on a very challenging



journey towards its development. How do you see Strategy First, together with ICM, play a role in human resource empowerment for Myanmar's economic development?

ACK: There are many exciting opportunities in Myanmar. We strongly believe that quality education will be a key driver for economic growth. Strategy First is now delivering ICM qualifications in three cities and through our students' personal development, we aim to contribute to the socio-economic development of the country. We believe that management education will drive the development of entrepreneurship in Myanmar and will provide professional managers needed by many businesses for their growth.

ML: You have 6 well-established Centres in three cities delivering ICM qualifications with one on the horizon, do you have any plans in the pipeline to expand the partnership with us beyond this?

ACK: We are planning to expand our Centres in every major city across Myanmar and we hope to provide quality learning opportunities to our students together with ICM.



Strategy First graduation at The Strand Hotel - 22nd October 2017



Hledam Campus



Mingalar Mandalay



Monywa Campus



Panchan Tower



Pyay-Road-Campus



U-Wisara Campus



# Celebration in Myanmar - Myanmar graduates



On 27th March 2018, a graduation ceremony was held for ICM students at Guarantee International College. ICM Country Coordinator, Myat Lay Tint, delivered a speech in both English and Burmese.

Here are the highlights:

"I understand that most of you are full-time employees. It is not an easy commitment to come on board with attending classes regularly and making time for studies while working full-time, and most importantly managing your time to prepare to sit and pass the exam.

"ICM qualifications are designed in a way that:

- they can be taken as single subject



qualifications; meaning they are bite-size and hence manageable, especially for learners who are in full-time jobs.

- they are competitively priced and value for money. Many learners comment on this.
- they are of good quality and provide learners with an extensive coverage to the subject area that they are taking.

"Education is life-long learning and educating yourself is a process. I do hope that you enjoy the benefits that our qualifications bring in your life and career and I do hope that you also come back to pursue more of our other qualifications of your interest and relevance for your continuing professional development."

# Admission Fair in Ghana



Maranatha University College Admission Fair was held at Independence Square in Accra on 6th February, 2018. ICM Regional Staff helped to explain the ICM Professional Qualifications, progression routes and opportunities to do National Service with an ICM qualification.

# ICM Resource Centre, Nairobi



Please feel free to visit the ICM Resource Centre at: Jubilee Insurance Exchange Building, 4th Floor. Suite 405/406, Mama Ngina/ Kaunda Street, Nairobi, Kenya





# Learner's view - new Psychology qualifications



Please be a part of ICM's research on a brand new Psychology Qualification. We'd like to know what areas of psychology teachers and Learners are interested in learning about.

Please let us know what topics in psychology interest you and what you, as a Learner, would like to study!



**Complete the questionnaire!**  
**The first ten responses will win a prize!**  
<https://www.surveymonkey.co.uk/r/SKYQDPS>

# Recent & Upcoming Events

## Kenya:

Thika Institute of Business Studies graduation ceremony - September 2018

Amboseli Institute of Hospitality & Technology Ltd graduation ceremony - 29th October 2018

Unity College of Professional Studies graduation ceremony - November 2018

Air Travel & Related Studies Centre graduation ceremony - December 2018

## Zimbabwe:

Harare Agricultural Show - 27th August - 1st September 2018

The annual Harare Agricultural Show is the premier event organised by the Zimbabwe Agricultural Society for the national facilitation and promotion of agricultural development in Zimbabwe.

# Benefits of ICM student registration

As well as privileged access to examiner moderated forums, eLearning, monthly Focus magazine, examiner tutorials, student ID card, learning resources, opportunities to win achievement prizes as study incentives, opportunities to contribute to the development of new ICM qualifications...

## WIN AN IPAD..!!



All registered Learners will be automatically entered into a draw for this fantastic prize! The winner will be drawn and announced in December 2018.

# Focus on a Kenyan trip



Air Travel & Related Studies Centre



Thika Institute of Business Studies



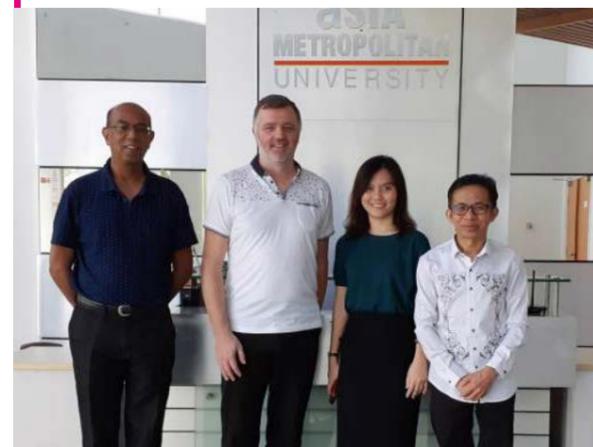
Amboseli Institute



Nairobi Institute of Business Studies

The ICM CEO, Adair Ford, and the Quality & Development Director, Dr Theresa Barlow, visited Kenya to meet with some of our Learners ahead of the June Examination Series. Best of luck to all!

# Focus on a Malaysian trip



The ICM Chief Examiner, Craig Roberts, was warmly welcomed when he visited Asia Metropolitan University in Cyberjaya to meet with Professor Datuk Dr Jayles Yeoh and his team to discuss the newly launched Retail Management qualifications.

Asia Metropolitan University have made quality British education more affordable and relevant for Malaysian students through its collaboration with ICM.

# Focus on Zimbabwe

## Zimbabwe International Trade Fair:

The annual Zimbabwe International Trade Fair took place on 24th - 28th April 2018 at the Zimbabwe International Exhibition Centre in Bulawayo. The multi-national expo welcomed both trade and public visitors to its 59th edition.

A regular visitor to the ICM exhibition stand is former ICM student Mr Owen Ncube, who studied for and attained a Diploma in Public Relations and a Diploma in Marketing. He studied at Kwekwe Commercial College between 1996 and 1998 for Public Relations, Business English, Economics and Marketing.

The Right Honourable Owen Ncube is currently the Minister for Provincial Affairs for Midlands, pictured on the left.





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