

Prospectus

Developing Asset Management Professionals

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Version 8.0(UK-English)

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Foreword

The Asset Management Academy (AMA) was founded in 2012 on the belief that the future prospects of Asset Management rest squarely on the investment that is made in people. Our mission is to develop outstanding Asset Management professionals and leaders who can deliver the benefits that good Asset Management brings to business, investors and societies. To date we have trained over 10,000 individuals globally.

Our internationally recognised education and training services help create successful Asset Management professionals and improve the performance of the organisations they work for. They are built on our unrivalled experience of helping asset intensive organisations around the world to build their capabilities and develop the competences of their managers and staff.

From new entrants through to main board directors, we have a tremendous track record of providing high-impact courses. In addition to our range of public courses we also develop and run in-company programmes tailored to specific needs. All of our courses and learning support options are designed to provide people with the tools and expertise they need to deal with day-to-day challenges, improve decision making and deliver organisational objectives.

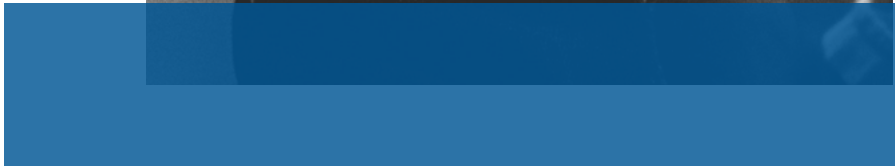
This prospectus tells you more about our philosophy and the services we offer. To find out more about how we can help you meet your individual or business needs, please contact our team at: enquiries@am-academy.com.



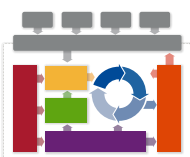
Richard Edwards
Chairman

Asset Management thinking and practices have an indispensable part to play in delivering better value services, sustainable environmental and economic performance and improved shareholder & stakeholder returns from asset intensive businesses. Governments, companies, regulators and investors around the world now recognise this and the demand for competent professionals and clear career paths continues to grow.

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We have a range of courses to suit every level of an organisation from people new to Asset Management through to senior executives.



Our courses

We offer a range of courses to suit different experience levels. Our courses are available online, either through eLearning or live webinars and in face-to-face classroom training.

- **IAM Foundation:** Designed for people needing an understanding of why Asset Management is important to their organisation and stakeholders. Builds the core concepts of AM within all functions and creates alignment & understanding between divisions/breaks down silos.
- **IAM Certificate:** Designed for new entrants to Asset Management roles, or people with limited experience. It teaches delegates to think from first principles and covers the full Asset Management syllabus. The IAM Certificate is accepted in place of the CAMA examination for those seeking CAMA certification.
- **IAM Diploma:** Designed for people being prepared for management responsibilities or specialist roles in Asset Management and teaches the practical application of Asset Management theory. The Diploma qualification is also supports the knowledge requirements for those seeking Asset Management Professional status.



IAM Foundation Award

1 DAY



3 MODULES



UP TO 8 HRS



BEGINNER

- Full digital PDF notes
- Test preparation & Award test
- CPD Certified
- eLearning or Classroom. Self hosted eLearning package available.



IAM Certificate

3 - 5 DAYS



5 MODULES



20 - 48 HRS



INTERMEDIATE

- Full hardcopy or digital PDF notes
- Exam preparation & Exam
- CPD Certified
- eLearning, Classroom or Virtual/remote.



IAM Diploma

7 DAYS



7 MODULES



UP TO 70 HRS



ADVANCED

- Full hardcopy or digital PDF notes
- Exam preparation & Exam
- CPD Certified
- Classroom or Virtual/remote.



“I attended a 5 day Asset Management certificate course with a final examination on day 6 arranged through the Asset Management Academy. The AMA course content was comprehensive and professionally presented by a highly experienced industry expert in Asset Management. Each and every day was a full learning experience and the excitement in the lecture room among the 15 company delegates was palpable. The certificate course content in my opinion is vital for industry professionals who work with and manage an aging infrastructure asset base. We achieved a 100% pass rate.”

The IAM Foundation Award

Developing an appreciation of Asset Management

The IAM Foundation Award is an Asset Management awareness and appreciation course designed for people needing an understanding of why Asset Management is important to the organisation and stakeholders. Available as eLearning and in-person or remote corporate delivery formats. An optional formal test is available to confirm understanding. Successful participants will receive the IAM Foundation Award.



More information and upcoming course dates

Who is the Foundation for?

- New entrants to organisations (including trainees), who may go on to work in Asset Management roles.
- People moving within organisations to undertake their first Asset Management role.
- People who do not work in Asset Management roles, but support or interact with their organisation's Asset Management activities.
- People working in an organisation's supply chain, who provide the client organisation with Asset Management services.
- People working in an organisation's supply chain, who support the Asset Management services provided to the client organisation.

Benefits

- Build alignment within your organisation.
- Embed the Asset Management culture and put everyone on the same page.
- Develop a common understanding within the organisation.

What does the course involve?

A training course with optional short knowledge test. Participants who successfully complete the knowledge test will be eligible for the IAM Foundation Award. Available in eLearning and in-person/remote classroom based training. The course delivers to the IAM Foundation Award syllabus.

Module	Module Title	Overview
F1	Asset Management Principles	<ul style="list-style-type: none"> What is Asset Management and why is it Important? Scope of Good Practice Asset Management
F2	Good Practice Asset Management	<ul style="list-style-type: none"> Stakeholders Alignment Risk Life Cycle Monitoring and Assurance Team Working and Collaboration
F3	The Asset Management Journey	<ul style="list-style-type: none"> The Organisational Asset Management Journey The Individual Asset Management Journey IAM Resources



The IAM Certificate in Asset Management

Training you to think from first principles

The IAM Certificate is concerned with knowledge and comprehension of Asset Management principles, practices and the business benefits these can deliver. It is an ideal first step in developing your Asset Management career.

Our training is designed by Asset Management experts and our trainers are knowledgeable practitioners. We prepare candidates for the specific demands of the IAM Certificate examination.

Our Certificate training is available in eLearning and in-person/remote classroom based training. Delegates are able to take the IAM Certificate exam at the end of the course, either immediately on a face-to-face course, or at a later date via a Pearson Vue centre or remotely using the OnVue functionality.



 *More information and upcoming course dates*

Who is the Certificate for?

The Certificate is designed for people who are new to Asset Management roles or looking to formalise existing experience. This includes graduate starters, new recruits, or staff moved into Asset Management roles from other functions.

Benefits to individuals

- Develop your CV - getting certified shows employers that you have a clear understanding of the core concepts of Asset Management.
- Find new jobs - becoming certified shows you have strong Asset Management knowledge and that you're motivated to learn: two essential qualities in the workplace. Asset Management is rapidly becoming a sought after skill.
- Develop your career - Improving your Asset Management knowledge can help you get promoted.

Benefits to organisations

- Significant improvement in performance through the application of newly acquired knowledge, methods and techniques.
- Formal development of high calibre individuals.
- Our practical course assignments deliver immediate benefits back into the workplace.

What does the course involve?

Course participants will be introduced to the scope and principles of Asset Management and how it helps organisations optimise the relationships between risk, investment and performance. The course consists of five mandatory modules, as follows:

Module	Module Title	Overview
C1	Asset Management Policy, Strategy & Strategic Requirements	<ul style="list-style-type: none"> Asset Management policy Strategy & strategic requirements demand
C2	Assessing and Managing Asset Management Risks	<ul style="list-style-type: none"> Risk Contingency planning Review
C3	Asset Management Planning and Whole-life Costing	<ul style="list-style-type: none"> Asset Management planning Whole-life costing
C4	Managing Asset Life-cycle Decisions and Activities	<ul style="list-style-type: none"> Managing asset life-cycle decisions and activities from requirements to disposal
C5	People and Information in Asset Management	<ul style="list-style-type: none"> Asset Management culture Contractor & supplier management, Asset Information
Cx	Exam Preparation Content	<ul style="list-style-type: none"> Preparation for the IAM Certificate exam.

The IAM Diploma in Asset Management

Developing well-rounded Asset Management Professionals

The IAM Diploma qualification is for people experienced in Asset Management. Our Asset Management Diploma course combines action learning, group work and supported learning to provide a challenging, engrossing experience. All IAM Diploma candidates receive free access to our IAM Certificate eLearning as part of this course.

The IAM Diploma course aims to develop the personal skills you need to succeed in Asset Management roles as well as the underpinning knowledge, recognition of best practices, analytical and synthesising techniques. The contents are based on specifications published by the IAM and, therefore, fully aligned with the 2014 IAM Competences Framework, the requirements of ISO 55001 and the GFMAM Asset Management Landscape.

Currently only available as in-person or remote classroom training. Our eLearning Diploma is under development. Delegates are able to take the IAM Diploma exam at the end of the course, either immediately on a face-to-face course, or at a later date via a Pearson Vue centre or remotely using the OnVue functionality.



 *More information and upcoming course dates*

Who is the Diploma for?

- The IAM Diploma is the leading international qualification for people who have chosen Asset Management as their career path. It is tailor-made for experienced Asset Management practitioners seeking to consolidate their knowledge and credentials or secure higher level responsibilities.
- The IAM Diploma qualification is designed for people who are experienced in Asset Management roles and are being prepared for taking on more specialist or managerial responsibilities for people, processes and performance.

Benefits to individuals

- Develop your CV** – achieving the IAM Diploma shows employers that you are serious about Asset Management and have the skills required by asset intensive organisations.
- Develop your career** – the IAM Diploma is the leading global qualification. Achieving this advanced qualification demonstrates to employers that you are able to apply Asset Management theory in real life situations and are ready to be promoted to senior roles.

Benefits to organisations

- Drive real change in performance through the application of advanced Asset Management knowledge, methods and techniques developed by industry thought leaders.
- Formal development of high calibre individuals for senior roles in Asset Management.
- Our practical course assignments deliver immediate benefits back into the workplace.

What does the course involve?

Our Diploma delivers to the IAM Diploma syllabus. It has been restructured in this course to enhance the flow of the subjects.



Module	Module Title	Overview	
D1	The practice of Asset Management	<ul style="list-style-type: none">What is Asset ManagementKey Asset Management practicesRisk appetiteAsset Management policyAsset Management objectives	<ul style="list-style-type: none">SAMP or top level AM strategyImplementing AM in practice: Asset Management systemThe role of top management & governanceWhere you are now, where do you want to go?
D2	Asset Information	<ul style="list-style-type: none">Principles of asset information managementAsset inventory	<ul style="list-style-type: none">Work managementInformation quality & standards
		<ul style="list-style-type: none">Asset information strategyAsset information processesAsset information systems	<ul style="list-style-type: none">Knowledge managementCurrent topics in asset information
D3	People & Asset Management	<ul style="list-style-type: none">Asset Management, organisation & cultureAsset Management & leadership	<ul style="list-style-type: none">Organisational structure
		<ul style="list-style-type: none">Asset Management competencesCommunications	<ul style="list-style-type: none">Change managementThe Asset Management team
D4	Lifecycle Decisions	<ul style="list-style-type: none">Defining and delivering lifecycle activitiesDemand forecastingCapital Investment decision-making	<ul style="list-style-type: none">Asset acquisition & creationreliability engineering
		<ul style="list-style-type: none">Operations & Asset ManagementAsset failuresMaintenance strategiesAsset condition	<ul style="list-style-type: none">RefurbishmentStrategic failure modesSustainability
D5	Understanding Whole Life Costs & Risks	<ul style="list-style-type: none">Third party overview of lifecycle costsBuilding a WLC modelModelling best practiceOther costsComparing options using WLC models	<ul style="list-style-type: none">Next stepsSpecificationsContractsManaging suppliers
D6	Contractor & Supplier Management	<ul style="list-style-type: none">Risks and benefits of third party deliveryPrinciples of procurement	<ul style="list-style-type: none">Managing suppliersAsset Management in supplier management
D7	Course Summary and Examination Preparation	<ul style="list-style-type: none">Financial termsPractice examsExam structureExam booking	<ul style="list-style-type: none">Learning management systemCompletion certificateFurther development

Examinations

IAM Foundation Award

The IAM Foundation Award is achieved by successfully completing a short multiple choice knowledge test online.

IAM Certificate and CAMA

The IAM Certificate examination consists of a 2 hour multiple choice examination which is hosted by global examinations provider Pearson Vue.

IAM Diploma

The IAM Diploma examination consists of a 3 hour multiple choice examination which is hosted by the global examinations provider Pearson Vue.

All our training courses prepare delegates for examinations which are optional. The training is stand alone and designed first and foremost to teach Asset Management principles.

The methods for taking the Certificate and Diploma exams are:

01 From a Pearson Vue exam centre. These are available globally, [find your nearest one](#).

02 At home on a Windows or Mac computer using the Pearson Vue OnVue software.




03 At a hosted examination venue – the Asset Management Academy host exams with dedicated laptops at public and corporate face-to-face courses (UK only).

- The IAM Certificate is accepted in place of the CAMA examination for those seeking CAMA certification.

- The IAM Diploma examination can be sat without sitting the IAM Certificate.



Course comparison

Course	eLearning 	Face-to-face Classroom 	Virtual/ remote 	Delivery time	Accreditations
eFoundation	✓			2-3 hours	CPD
eFoundation Award	✓			2-3 hours	CPD, IAM Foundation Award
Foundation Award		✓	✓	1 day	CPD, IAM Foundation Award
eCert	✓			Up to 20 hours	CPD, IAM Certificate
eCert+	✓			Up to 40 hours	CPD, IAM Certificate, CAMA
eCert+ Live	✓		✓	Up to 40 hours	CPD, IAM Certificate, CAMA
Focused IAM Certificate		✓	✓	3 x 8 hour days	CPD, IAM Certificate, CAMA
Full IAM Certificate		✓	✓	5 x 8 hour days	CPD, IAM Certificate, CAMA
IAM Diploma		✓	✓	7 x 8 hour days	CPD, IAM Diploma

Testimonials

“The Asset Management Academy has proved to be truly flexible in tailoring their training package to meet our Asset Management training requirements. The training provided has not only delivered outstanding IAM Certificate results, it has proved invaluable in ensuring people from the different areas and levels of our organisation have a good understanding of the value that effective Asset Management can deliver to our business.”

BAE SYSTEMS

“I have no hesitation recommending the suitability of the course material, presenter and interaction with participants as it provided an up-to-date opportunity to be appraised of the latest standards and integrated practices in Asset Management. I am looking forward to continuing the professional development and accreditation in this path in due course, as I see high relevance and practical benefits of all the insights and frameworks presented.”



“The AMA course content was comprehensive and professionally presented by a highly experienced industry expert in Asset Management. Each and every day was a full learning experience and the excitement in the lecture room among the 15 company delegates was palpable.

Back in the work place (a month later) the delegates are fully engaged about what they learned and seeking opportunities to apply their extended Asset Management knowledge. The certificate course content in my opinion is vital for industry professionals who work with and manage an aging infrastructure asset base. We achieved a 100% pass rate.”

nationalgrid

“I attended the IAM Certificate course in Calgary, Canada, which was intense and informative. Although there was a lot of ground to cover the trainer was very knowledgeable and helpful to all participants. AMA has a great support system in place and I would recommend them to anyone who has a desire to learn more on Asset Management or who may be just starting out. Thank you AMA, I look forward to future courses!”



“Although I was pretty confident of my Asset Management knowledge beforehand, I took the AMA's Certificate course to make sure I had all the bases covered before sitting the IAM exam. It proved a wise decision. The course was well delivered, I felt comfortable with the exam and most importantly, I passed!”



“The AMA certificate course was enlightening, enjoyable and very relevant to my work. I was extremely impressed with the course delivery, and I found the personnel and material both excellent, and very helpful. As was all dealings with the AMA. I would recommend it to anyone who wants to start a career in Asset Management.”



“The course for the IAM Certificate was informative, well delivered and perfect for my needs. I have learned a large amount in the two days with many elements that can be taken back and applied to our business processes and policies to improve our Asset Management capability.”

Balfour Beatty

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