

# The IMM: Builder Plus Course

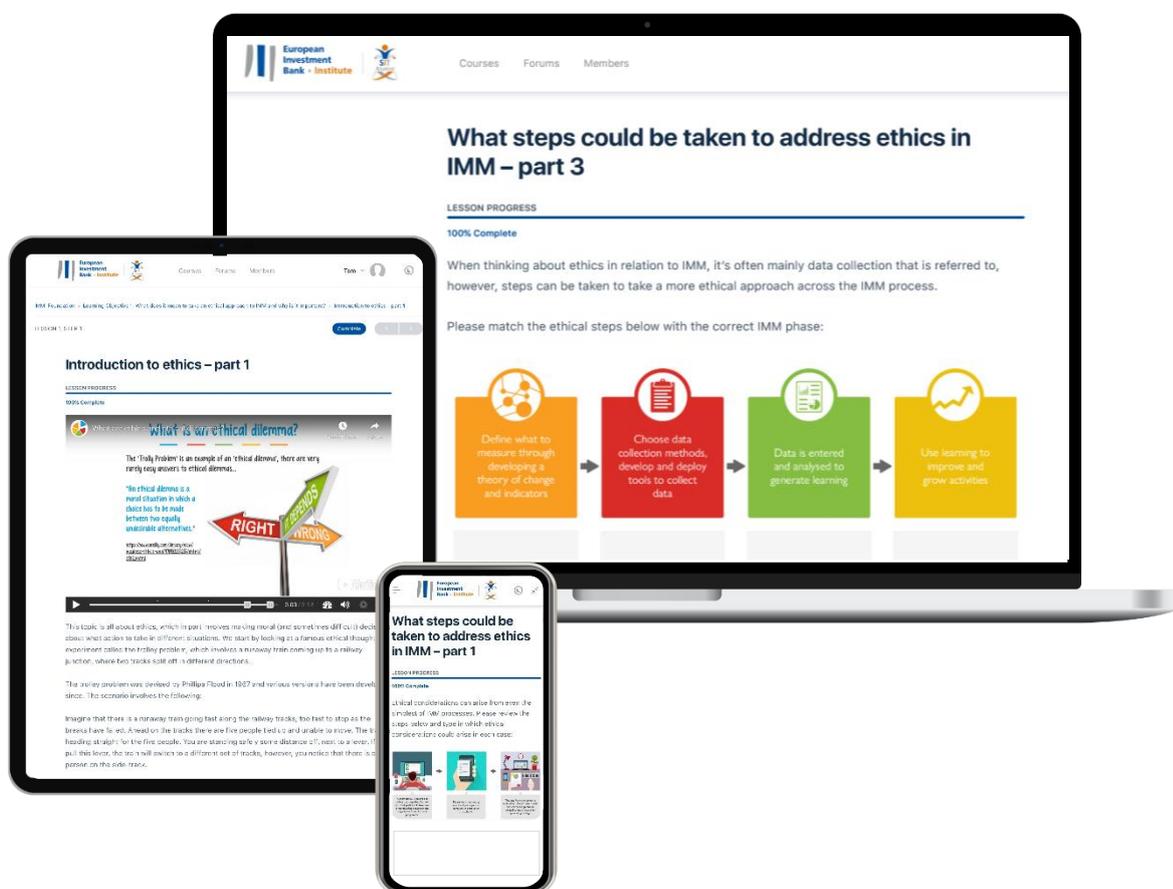
The **Impact Measurement and Management (IMM) Builder Plus** course takes users on an in-depth journey into how to develop the tools and processes needed to effectively:

- ▶ **Measure social impact:** monitor and evaluate the social or environmental impact generated from a service or product
- ▶ **Manage social impact:** unlock the potential of measuring impact to improve and grow.

The course includes 11 eLearning modules to complete in your own time (each takes an average of one hour to complete), and six optional 90-minute webinars where you can practice your new IMM techniques with other learners from around the world. A summary of the eLearning modules and webinars follows on page 3.

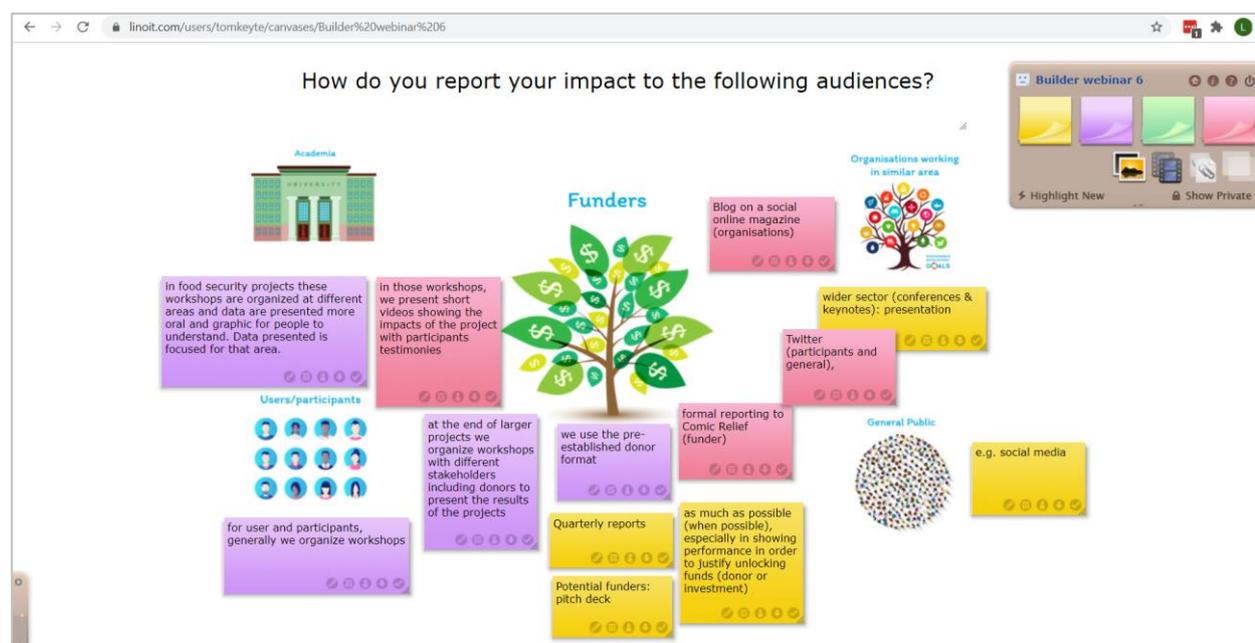
## IMM: Builder eLearning modules

The eLearning modules, cover IMM topics in a fun and engaging way using videos, articles, interactive exercises and case-studies. The focus of the IMM: Builder course is on content that helps to develop IMM systems and processes, including templates that can be applied to users own IMM. [Click here](#) to access the eLearning modules on the inFocus eLearning site.



## IMM: Builder Plus webinars

The course also includes seven 90-minute webinars alongside the eLearning content where users can interact with IMM practitioners from around the world. As shown on page 3, after an initial introductory webinar, each week focuses on discussions and practical exercises covering different topics from the eLearning modules (see example below). Users can either complete the eLearning modules ahead of the webinars or use the webinars as a practical introduction to the modules. The latest series of webinars [can be accessed here](#) on the inFocus eLearning site (when logged in).



## What do you get from the courses?

There is an automated assessment at the end of the course and all users passing the assessment will receive a certificate. Each course will also include course materials including practical 1-page guides and workbooks.

## Where does the course fit?

The IMM: Builder Plus course is the most comprehensive of three courses designed by experienced IMM practitioners and experts in Digital Education from the University of Edinburgh. All users with IMM: Builder **Plus** membership have access to all three courses **PLUS** the webinars. The IMM: Introduction course can be helpful for users of all levels as it introduces key terminology used across the courses, and the IMM Foundation course is recommended for users that are new to the topic of IMM.

### IMM: Introduction

A brief introduction to the topic of IMM and why it is important. The course includes 1 hour of online content and the option to join a 90-minute group tutorial.

### IMM: Foundation

The course builds on the IMM *Introduction* to help organisations to understand and speak confidently about key IMM topics. The course includes 8 hours of online content and the option to join an introductory webinar.

### IMM: Builder (and IMM Builder Plus)

This course builds on the IMM *Foundation*, taking users on an in-depth journey into how to develop the tools and processes needed to effectively measure and manage impact. The course includes 10 hours of online content and the option to join 7 weeks of 90-minute group tutorials.

## IMM: Builder Plus – Course map (September to November)

The map below shows how the IMM webinars and eLearning modules interrelate for next run of the IMM: Builder Plus course in late 2021. While all of the eLearning modules are available at the start of the course, we recommend completing them in the order below as content can be updated ahead of each webinar.

