



Cardiff University
Continuing Professional Development
Short Courses: July to December 2019

cardiff.ac.uk/professional-development

Why choose Cardiff University for your Continuing Professional Development?



SMALL class sizes in a **city centre** location

We have extensive experience with **local**, national and international **businesses**

If you have any questions, call or email our friendly team and we'll be happy to help you find the right option for you or your business.

Our expertise

We are a world-leading Russell Group University, known for excellent teaching, outstanding research and links with business and industry.

Whether you are a business looking to develop your staff, an individual seeking career development via a short course, or a professional organisation exploring development opportunities, we have something to offer you.

With expertise encompassing many sectors and disciplines, Cardiff University offers extensive professional development opportunities designed to raise skill levels and equip participants with cutting-edge knowledge and techniques.

Our CPD training opportunities

This brochure provides details of the wide range of short Continuing Professional Development (CPD) courses available at Cardiff University, including our open programme of professional development options.

The open programme, designed for individuals and businesses, covers subjects such as marketing, online communications, project management and managing people. There are also a number of medical short courses, run by the School of Medicine, offering vital professional development training at cost-effective prices.

Towards the back of this brochure, you will find details of postgraduate standalone taught modules, which have been designed specifically for professionals to use as CPD. Detailed information is on our website.

We can also offer our open courses on a bespoke basis to meet your business/organisation's specific requirements. (See page 4 for details.)

A dedicated CPD Unit

Our team of experts at the Continuing Professional Development (CPD) Unit has extensive experience working with organisations both in the UK and internationally.

We are here to provide you with a gateway to access the huge range of expertise available within Cardiff University. We will guide you through the process, facilitating the translation of research and knowledge into practical, impactful training activities.

At the CPD Unit, we are proud to hold the Customer Service Excellence standard[®]. We are committed to providing a service which is welcoming, reliable and exceeds customer expectations.



We are a **customer focused** team within a prestigious **Russell Group** University

At least **90%** of CPD customers rate us as **good** or **excellent** for level of care and accuracy of information



Customer Service Excellence

We are committed to providing a service which is welcoming, reliable and exceeds our customers' expectations.

You can be confident that your experience of working with the CPD Unit at Cardiff University will be positive and friendly. We are very proud to hold the **Customer Service Excellence[®] standard**. In November 2018 we were awarded a third Compliance Plus for our continued customer care.

Backed by the Cabinet Office, the Customer Service Excellence[®] standard recognises organisations that truly put their customers at the core of what they do.

Bespoke and tailored training

We can create training activities that are specifically designed for your organisation. Talk to us about how we can create a customised or in-house programme for you.



What we can offer your business

We have extensive experience in working with businesses and organisations to develop and deliver high quality, relevant, cost effective and bespoke learning solutions.

At Cardiff University we can:

- Deliver courses from our existing programme specifically for your organisation
- Tailor content from our courses to suit your business
- Design a completely bespoke training programme or activity to meet your organisation's objectives.

Learning is practical, with a particular emphasis on discussion and interaction, and how new skills and knowledge can be applied in the workplace. We aim to ensure that employees continue to develop their skills to the fullest which will help organisations to remain innovative, competitive and up-to-date. Our training provision is constantly updated to reflect business objectives and the latest industry developments.

Courses are underpinned by world-class research and teaching expertise, and informed by our close links with industry, professional bodies and the public sector.

Depending on objectives and subjects, bespoke CPD activities are available in a range of formats - offering adaptability and catering for your individual business requirements.

The CPD Unit works with academics and industry experts across all 24 Schools within the three Colleges at Cardiff University.

Expertise across three Colleges

We have three Business Development Managers, each of whom works closely with one of the Colleges:

College of Arts, Humanities and Social Sciences - Phil Swan

College of Biomedical and Life Sciences - Charlotte Stephenson

College of Physical Sciences and Engineering - Kate Sunderland

A dedicated CPD Unit

The CPD Unit will act as your gateway, supporting you and your business to access Cardiff University's world-class expertise and research across a range of disciplines.

We will work collaboratively with you, from identification of your business issue through to course design and evaluation of the training.

This ensures that we thoroughly understand your business and deliver training specifically tailored to your organisation's requirements. Working in this way allows us to approach your training in a practical way, producing tangible outcomes, which can have an immediate impact on your business.

If you would like to discuss how working with Cardiff University can benefit your business, please call or email the CPD Unit for an initial informal chat.

Please also visit our website to find out more and take a look at our recent bespoke provision case studies.

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PRINCE2® blended learning course
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Project Management

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Expert LEAN Programme
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Palliative Care

DECIPHer (Development and Evaluation of Complex Interventions for Public Health Improvement)

Process Evaluation of Complex Interventions

Healthcare

WIMAT (Welsh Institute for Minimal Access Therapy)

Pharmacy and Pharmaceutical Sciences

Pharmacist Independent Prescribing
Clinical Pharmacy (MSc)
Clinical Research (MSc)

Postgraduate standalone taught modules

Available from the following academic Schools:

College of Arts, Humanities and Social Sciences

School of Geography and Planning
School of Law and Politics
School of Modern Foreign Languages
Cardiff Business School

College of Biomedical and Life Sciences

School of Healthcare Sciences
School of Medicine
School of Pharmacy and Pharmaceutical Sciences

College of Physical Sciences and Engineering

School of Engineering
School of Physics and Astronomy
School of Chemistry
Welsh School of Architecture

Communication

A series of 1-day CPD courses to help you improve your engagement, whether you're presenting to a group or one-on-one. Learn to convey messages clearly, efficiently and professionally, whether verbally or in writing. Book two courses (see selected categories) at the same time and save 10%.

Business Writing Skills
12 September 2019
£198

This 1-day course will help participants communicate more clearly and confidently in all business-related writing they produce, from simple emails to full-scale reports. By getting it right first time and avoiding time-consuming re-writes, participants will become more efficient and more productive. And by writing in plain English, businesses and organisations can ensure their written communications are more transparent and inclusive and read by more people.

Who is it for?

Anyone who uses the written word in their work and wants to improve the quality, impact and efficiency of their writing.

What will I learn?

- How to write in plain English
- How to avoid the common mistakes in punctuation and grammar
- How to write for people of different reading abilities
- To influence readers with persuasive writing techniques
- The power that great presentation can bring to your work.

Confident Communication
27 September 2019
£198

People with excellent communication skills are more likely to be successful in their work. How well you communicate determines how you and your ideas come across and whether or not you achieve your objectives. This 1-day course will explore tactics and methods to improve your ability to communicate with confidence.

Who is it for?

Those who need to increase their confidence in a variety of work situations, including during networking events, meetings and interviews.

What will I learn?

- How to build rapport and improve relationships
- What nerves are, why they are there and controlling them
- How body language can help or hinder
- Presence and the power of being in the moment
- The power of listening and getting your message across
- Personal branding
- Maintaining a positive state.

Presentation Skills
12 July 2019
25 October 2019
£198

Giving an engaging performance can really boost customer experience, sales, internal/external communication and company profile. This 1-day course will teach performance techniques that will ensure you can both impress and successfully convey information to an audience.

Who is it for?

People who need to develop their presentation skills and boost their confidence in their ability to speak publicly.

What will I learn?

- How to develop an energetic and engaging presentation
- How to focus your audience's attention and deliver high impact presentations
- Tactics that will help you to be a confident, authoritative and memorable presenter
- To understand the impact of your voice
- How energy can motivate you and your audience
- How to target your presentation to suit the needs of your audience.

Marketing and online communication

Develop practical skills in digital and online marketing. These courses are designed to complement each other to enhance your understanding of marketing in the digital age. Book two courses (see selected categories) at the same time and save 10%.

Google Analytics
3 October 2019
£198

By the end of this 1-day course, you will be able to open up a new Google Analytics profile and start getting actionable insights you can use to make your site and your business work better. You will be able to answer questions about your website traffic and how different parts of the site are working, and generate interactive, powerful dashboards that make monthly reporting easier and faster.

Who is it for?

Website administrators and managers, bloggers, e-commerce retailers of all sizes, digital advertising, SEO and social media managers, web developers and designers. You don't need to be familiar with Google Analytics. If you have a Google Analytics account already that's an advantage but those who don't can use a fully featured demonstration account.

What will I learn?

- What the key Google Analytics variables and metrics mean (e.g. Bounce Rate, Source and Medium) and which are most important to your own site
- How to identify bottlenecks and design problems, and see what's working well and what's not
- How to monitor and investigate performance by page or by visitor source
- How to build and share custom dashboards using Google Data Studio
- How to set up custom segments and what kind of questions they can answer
- How to properly track campaigns and measure ROI
- How to set up goals and events.

Search Engine Optimisation
17 September 2019
£198

This course covers the basics of SEO and touches on more advanced topics as well. It will help you improve both the breadth and the quality of your rankings with Google and the other major search engines, and make sure you get the most from every hour invested in SEO tasks.

Who is it for?

Those who manage or create content for their website and want to learn how to get more high quality organic search traffic.

No prior SEO knowledge is required.

What will I learn?

- How to assess your current standing within the search market
- How to improve your search engine rankings
- Common SEO mistakes to avoid
- How to measure ROI on your efforts.

Developing a Communication Strategy
16 September 2019
£198

Developing a strategy for both internal and external communications is vital in ensuring your key messages are reaching your stakeholders and your customers. This 1-day course covers the complete process of building a comprehensive communication strategy, from core concepts to development methodologies.

Who is it for?

This course is for those with some responsibility for either internal and/or external communications.

No prior knowledge is required.

What will I learn?

- What is communication, how do we communicate and its role within a management structure
- How to maximise benefit from all areas of communication within your organisation, ensuring that they are directed at the right markets and stakeholders via a range of media
- A step-by-step process to planning a strategy, defining goals and objectives, and presenting your strategy in a clear and practical framework
- Organisational communications strategy, internal and external communications strategy and campaign strategy.



You can find out more and book online - or call our friendly team on (029) 2087 5274



Find full details on our website: cardiff.ac.uk/professional-development

Marketing and online communication

Develop practical skills in digital and online marketing. These courses are designed to complement each other to enhance your understanding of marketing in the digital age. Book two courses (see selected categories) at the same time and save 10%.

Introduction to Digital Marketing
14 October 2019
£198

Learn how to use the main digital marketing techniques and develop a cost-effective digital marketing plan in this hands-on, 1-day course.

We will take you beyond Google, introducing you to free tools for competitor analysis, then showing you how to develop PPC ads, social media strategies, effective email and content marketing. We'll also help you get to grips with essential SEO and web analytics.

Who is it for?

- Businesses and organisations wanting to develop a cost-effective digital marketing plan
- Traditional marketing personnel seeking to learn or refresh their digital skills
- Managers and administrators wishing to improve their skill-set with these much sought-after techniques.

What will I learn?

- The pros and cons of different techniques, including their cost-effectiveness
- How to find out about other companies' digital marketing strategies
- How to produce an efficient and effective digital marketing plan.

Advanced Digital Marketing
5 November 2019
£198

Learn the latest digital marketing techniques and develop advanced strategies for marketing both B2B and B2C businesses and brands.

Get smart with SEO, make online copywriting engaging and create powerful search ads. Learn about remarketing, the key aspects of video, the special applications of social media and the power and pitfalls of email marketing. Then choose the techniques that work best for you and bring them all together in a well-orchestrated, multi-channelled marketing plan.

Who is it for?

- Businesses and organisations wanting to upskill their marketing teams
- Marketing personnel seeking to broaden and strengthen their digital skills
- People from other roles but with experience of using digital marketing techniques.

What will I learn?

- Advanced techniques and the latest ideas for using different digital platforms
- Which strategies work best for different goals and different target audiences
- How to produce an efficient and effective multi-channelled digital marketing plan.

Media Relations
19 November 2019
£198

This practical, hands-on 1-day course will focus on how to engage with the media, whether print, broadcast, online or social, in an effective and creative way. You will gain an understanding of how the media works, how to pitch and evaluate a story and how to implement an effective media campaign.

Who is it for?

Whether you are completely new to media relations, have some experience, or have no formal training, this course has something to offer everyone who has responsibility of engaging with the media for your organisation.

No prior knowledge is required.

What will I learn?

- How to develop an approach that is strategic and an essential part of your marketing mix
- Knowledge and methods to plan an effective and successful media relations campaign
- How to gain positive coverage for stories
- How to engage journalists using innovative tactics.

Copywriting
6 November 2019
£198

This highly practical 1-day course will help participants understand how to write professional and effective copy.

Participants will gain an understanding of what makes a good story and the key techniques for writing engaging copy, as well as the importance of successful proofreading.

Who is it for?

Those who need to write effective promotional copy to help promote and generate business or who wish to improve their communication skills.

What will I learn?

- How to develop creative writing skills
- The importance of different styles and tone needed for the diverse range of media
- How to proofread your copy successfully
- Learn to understand the audience you are writing for and how to appeal to them.

Writing for the Web
2 October 2019
£198

If your website is going to be effective, you need to write copy that both search engines and people love. This 1-day course shows you how to produce copy that really works for your needs online.

Who is it for?

- Content developers
- Anyone writing or editing copy for websites and social media site
- SEO specialists wanting to develop writing skills.

What will I learn?

- The principles and techniques specific to successful online writing
- How to produce web content that is appealing, effective, easy to use, and appropriate for your target audience
- How to optimise copy for search engines
- Understand the differences between online and offline copy.

Google Ads
18 November 2019
£198

Formerly known as Google AdWords, Google Ads is probably the world's most popular online advertising platform. Like any paid marketing activity, it should be carefully set up.

Making use of the right features, keywords, advertisements and landing points will lead to a far better return on any investment.

Who is it for?

This course is intended for those setting up a Google Ads account from scratch, or dramatically expanding upon one that already exists. This course is also suitable if you wish to gain valuable expertise in the digital marketing sector.

What will I learn?

- Which campaign types are right for your organisation
- How to select keywords and audiences
- How to create text and image ads
- How to set up standard search, simple remarketing, and display campaigns
- How to link Google Ads and web analytics information
- Adjusting bids by device, time and location.



You can find out more and book online - or call our friendly team on (029) 2087 5274



Find full course details on our website: cardiff.ac.uk/professional-development

Management and organisational skills

We'll help you excel as a manager. Learn to develop and nurture your team. Courses include the popular Train The Trainer course and more challenging areas of management such as performance appraisal and coaching skills. Book two courses (see selected categories) at the same time and save 10%.

Workplace Coaching Skills for Managers
23 September 2019
£198

Today's manager knows that coaching is a key element of team development. Successful people management is no longer about telling people what to do; effective leaders understand how coaching and development contributes to business success.

This practical course includes coaching skills practice in a friendly, supportive environment.

Who is it for?

The perfect choice if you're a line manager wishing to develop your coaching style and challenge individuals within your organisation to reach their full potential.

Also a good opportunity to refresh skills if you haven't coached in the workplace for some time.

What will I learn?

- Develop and challenge people to enhance productivity and motivate them to reach their full potential
- Reflect on observed workplace behavior to enhance team effectiveness
- Employ emotionally intelligent strategies to optimise business performance indicators
- Implement the theory and discover your coaching 'signature'
- The relationship between coaching, mentoring and training.

Managing Performance for Results
7 November 2019
£198

Effective performance management engages employees to show discretionary effort towards their manager – which helps productivity, foster motivation, staff retention and good working relationships.

The course will offer practical techniques to help participants take a dual-pronged approach: developing your employees via robust observation and incisive feedback – which then means your efforts to communicate and coach continuous improvement delivers desired outcomes. This approach is flexible enough for all performance management and appraisal processes, as the focus is on developing your skills and approach to measuring and monitoring staff.

Who is it for?

Managers and team leaders, whether they are new to a line management position or are experienced, and would like to refresh and improve their skills.

What will I learn?

- Skills and techniques to help maximise staff performance
- The role of performance management within staff development
- How to develop staff and set clear, focused performance plans
- How to conduct constructive appraisals and deal productively with under-performers.



“ I am absolutely thrilled by my experience at Cardiff University. The catering was delicious and customer service was outstanding...I felt you went above and beyond! ”

Marsine Kousarieh
Linc Cymru
Housing Association

Train the Trainer
22-23 October 2019
£398

2-day course

Immerse yourself in two days of learning to embed the foundations of planning, preparing, developing and delivering effective work-based training. With budgets being squeezed, organisations are increasingly recognising the opportunity for both capitalising on their internal talent and offering job enrichment to their top performers.

You may not have considered training others as a core part of your job description but it's a highly marketable and relevant skill and hugely rewarding. A win-win developmental opportunity for both you and your employer.

Who is it for?

Any employee at any level (existing or potential team leader, supervisor, manager) who can add value to the organisation through imparting their skills, knowledge and expertise to their colleagues.

What will I learn?

- How to identify learning needs (vs wants) to design, develop and deliver effective learning interventions
- Putting into practice a bite-size piece of training, having developed it from the start – right through to delivery
- Giving and receiving constructive feedback to enhance individual and group learning – participants get the opportunity to have a 'dry run' with their own specific training material.

Effective Self-Organisation
13 November 2019
£225

NEW for 2019

These days we all have to deal with a tsunami of information and the multiplicity of channels through which it comes; email, text, Twitter, LinkedIn, newsletters etc. Often we find ourselves servicing huge amounts of messages which fragment our attention and cause us to neglect what truly matters. There has to be a better way and this 1-day course addresses that need, providing practical tools and techniques that can be used immediately.

Who is it for?

People of all levels of seniority and experience, irrespective of job role. Those who want non-gimmicky practical tools and techniques to improve their productivity, effectiveness and job satisfaction. Everyone who feels that their daily challenge resembles an uphill climb.

What will I learn?

- New practical tools and techniques for personal and team use
- How to select those most appropriate for you and apply them at work or at home, in any context
- How to manage stress and map team responsibilities.

ANY QUESTIONS?



If you have any questions about the CPD short courses available through Cardiff University, or if you'd like to explore creating a similar course for your organisation, please get in touch and we'll be happy to talk to you about all the options.



Find full course details on our website: cardiff.ac.uk/professional-development

Project Management

Our suite of project management courses caters for those who are looking to develop their practical project management skills as well as for more experienced practitioners seeking a formal qualification.

All courses include **free** membership of Cardiff University's Project Management Alumni Network, established to help those working in the field to network, share best practice and keep up-to-date.

Accredited courses

PRINCE2® Foundation and Practitioner
5-9 August 2019
£1,425

PRINCE2® (PProjects IN Controlled Environments) is the international standard method for project management and provides a framework to cover a wide variety of disciplines and activities required within a project. The method embodies many years of best practice and provides a flexible and adaptable approach to suit all projects.

This 5-day course offers a comprehensive and practical understanding of the PRINCE2® method and prepares delegates for the Foundation and Practitioner examinations, which are taken as part of the course.

Who is it for?

- Project managers who wish to develop their skills and learn about managing projects using the PRINCE2® method
- Professionals who wish to learn about project management and the PRINCE2® method in particular
- Anybody who needs to know how to run projects more effectively.

What will I learn?

- Introduction to the PRINCE2® method, including its Principles, Themes and Processes
- How to apply the PRINCE2® method to real-life work scenarios
- How to tailor each element of the PRINCE2® method to suit the needs of the project and the organisation.

AgilePM® Foundation and Practitioner
7-11 October 2019
£1,345

NEW for 2019

Delivering projects using an Agile approach requires different ways of thinking and different ways of working for the Project Manager and all those involved.

This 5-day course offers a complete and practical understanding of the AgilePM® approach and prepares delegates for the Foundation and Practitioner examinations, which are taken as part of the course.

Who is it for?

This course is ideal for any staff managing or involved in the delivery of a project that is to be delivered using an Agile approach, for example:

- Project or Business Sponsors
- Project Managers and their teams
- Business Change Managers
- Technical team members involved in solution design, development and testing
- Programme and Project office staff
- Business Analysts.

What will I learn?

- Understanding of the roles involved in successfully delivering an Agile project
- Understanding the sequencing of activities in an Agile project
- Understanding and practiced use of appropriate tools and techniques for Agile projects
- Understanding of effective control measures in Agile projects.

PRINCE2® blended learning
8-9 July 2019 (face to face days)
£1,295

Study at home

This blended learning course offers a comprehensive and practical understanding of the PRINCE2® method and prepares delegates for the Foundation and Practitioner examinations, which are taken as part of the course. **See details in gold box (below).**

PRINCE2® (PProjects IN Controlled Environments) is the international standard method for project management and provides a framework to cover a wide variety of disciplines and activities required within a project. The method embodies many years of best practice and provides a flexible and adaptable approach to suit all projects.

Who is it for?

- Professionals who wish to study flexibly
- Project managers who wish to develop their skills and learn about managing projects using the PRINCE2® method
- Professionals who wish to learn about project management and the PRINCE2® method in particular
- Anybody who needs to know how to run projects more effectively.

What will I learn?

- Introduction to the PRINCE2® method, including its Principles, Themes and Processes
- How to apply the PRINCE2® method to real-life work scenarios
- How to tailor each element of the PRINCE2® method to suit the needs of the project and the organisation.

MSP® blended learning
9-10 September 2019 (face to face days)
£1,295

Study at home

This blended learning course offers a complete and practical understanding of the MSP® framework and prepares delegates for the Foundation and Practitioner examinations, which are taken as part of the course. **See details in gold box (below).**

Managing Successful Programmes (MSP®) offers a structured approach to programme management that will help organisations successfully deliver transformational change.

Who is it for?

Ideal for professionals who wish to study flexibly. This course is ideal for staff involved in Programme Management roles who wish to gain a qualification, for example:

- Programme leader
- Programme office staff
- Business Change Managers
- Business consultants
- Operations staff involved in change programmes.

What will I learn?

- Understanding of the MSP® framework, based around 3 core concepts – Principles, Governance and Transformational Flow
- Identify the vision for a programme
- How to design, plan and control programmes using the appropriate elements of MSP®.

Non-accredited courses

Project Management
30 September - 1 October 2019
£398

2-day course

As project management becomes more widespread in all aspects of life, this course makes this all-important discipline broadly accessible to delegates who need to understand and have practical experience of project management without requiring professional accreditation.

Through a very practical workshop, delegates will leave feeling confident in their ability to manage projects as well as appreciating some of the broader change management and stakeholder engagement issues.

Based on the best management practice PRINCE2® method, the workshop focuses on the need for a business case and well-structured plans but also recognises that things don't always go according to those plans.

Who is it for?

This is primarily designed as an introductory course for anyone needing to understand and have a practical experience of project management.

What will I learn?

- How to establish projects, develop business cases and how to get started in a controlled way
- What is involved in controlling execution - planning, change control, risk & issue management and working with teams
- Why stakeholder analysis and engagement is important as well as the principles of successful change.



PROJECT MANAGEMENT ALUMNI NETWORK

This is free and exclusive to anyone who has attended our Project Management courses.

Our network offers delegates who take part in Cardiff University's Project Management courses a unique opportunity to share experience and ideas with others working in the field of project and programme management.

BENEFITS INCLUDE:

- Priority access to **FREE** project management events and workshops
- **EXCLUSIVE** promotions and discounts
- Invitations to Cardiff University events.

WANT TO KNOW MORE?



For more information about the Alumni network contact Kate Sunderland, Business Development Manager, by phone or email (**below**).

All accredited courses are delivered by our partners Aspire Europe Ltd, an Accredited Training Organisation of The APM Group Ltd. PRINCE2® and MSP® are registered trademarks of AXELOS Ltd. All rights reserved. AgilePM® is a registered trademark of Agile Business Consortium Limited. All rights reserved.

Executive Education

We offer a number of exciting programmes which will enable you to gain new perspectives on a variety of business and management issues. Our open programmes are perfect for individuals wanting to network and share knowledge with others from different sectors and industries.

ABOUT EXECUTIVE EDUCATION

Our Executive Education provision translates world-leading academic research into relevant, operational and impactful business practice for individuals and organisations.

Our programmes are focused on implementation - turning the concepts and ideas into specific actions that improve individual and organisational performance.

Studying with us will give you access to researchers working at the frontiers of knowledge in their disciplines.

As a research-led institution, you can be assured that our teaching is derived from the very latest thinking. Learning is delivered through a variety of different methods, case studies, simulations and practical applications, to ensure effective knowledge transfer.

Leadership in Business Administration (LBA) Programme
April - November 2020 (dates TBC)

The Leadership & Business Administration (LBA) programme is designed to offer a specific work-related insight into our Executive MBA.

Modules will be wholly applicable to the participants' workplace so that, following a session, participants can begin practically applying their learning straight away.

Many examples will be provided from a range of different sectors, in order to illustrate key learning points.

7 topics:

- Leadership and Professional Development
- Operations Management
- High Performing Teams
- Digital Leadership
- HR and Performance Management
- Finance for Non-Financial Managers
- Strategic Management

Lean Six Sigma
Set 1
12-13 Sept / 9-10 Oct 2019
Set 2
Spring 2020 (dates TBC)

'Six Sigma' is a well-established approach that seeks to identify and eliminate defects, mistakes or failures in business processes or systems.

The 5-day Lean Six Sigma Green Belt training is a very practical programme that enables attendees to start applying tools and techniques for improving the efficiency and effectiveness of business processes, irrespective of type or size of industry.

Attending the first two days of the programme will enable participants to achieve a yellow belt accreditation, whilst completing the 5-day programme allows progression to green belt.

Introduction to Lean and Operational Excellence
Spring 2020 (dates TBC)

All proceeds in aid of Llamau

Our Director of Executive Education, Sarah Lethbridge, is offering a day of training in Lean and Operational Excellence for Llamau, a charity that seeks to eradicate homelessness for young people and vulnerable women.

This session will explore the core principles of Lean, Continuous Improvement and Operational Excellence and will introduce some key tools to bring about positive change.

Expert LEAN Programme
Summer 2019 (dates TBC)

This 5-day programme is designed to equip change agents, managers and leaders with the necessary knowledge and skills to lead successful transformations, particularly those within service organisations.

It will provide new insights to those who already have a good understanding of lean, and also to those who are experienced in the application of lean within a manufacturing context and wish to understand the latest contributions discovered in the world of service.

KEEP ME UPDATED

Contact Executive Education for the latest information on dates and to find out more about these courses:

executive-education@cardiff.ac.uk
(029) 2087 5096



EXECUTIVE EDUCATION BESPOKE PROGRAMMES

We have a great deal of experience, and a long track record of excellence, in designing and delivering bespoke education and training programmes for organisations.

We take the time to understand your learning requirements and to get to know your organisation and its culture, in order to create tailor-made courses that meet your needs.

If you would like to discuss possible opportunities then please contact Sarah Lethbridge:

LethbridgeSL@cardiff.ac.uk

CUSTOMISABLE PROGRAMMES FOR DELIVERY 'IN-HOUSE':

The Cardiff Innovation Project

Professor Robert Morgan, Sir Julian Hodge Professor in Strategy and Innovation will work with organisations to assess their current innovative capability and develop the innovation capability of participants so as to effectively harness and increase their innovation potential.

Lean Six Sigma

This five-day Lean Six Sigma Yellow and Green Belt training is a practical programme that enables you to start applying the tools and techniques to improve efficiency and effectiveness of business processes, irrespective of the size or type of industry.

Service Improvement Innovations

We offer organisations and individuals a unique perspective on service improvement thanks to the School's prestigious improvement heritage. This course discusses different types of service innovation and improvement methodologies.

It assists you to understand and practice a range of techniques, whilst considering the practicalities of how to deploy these tactics within your organisation, winning hearts and minds.

BESPOKE SHORT COURSES

Cardiff Business School is a very large School with academic experts in most business disciplines.

So get in touch with any short course requirements that you might have and we'll do our best to assist.

BREAKFAST BRIEFING SERIES

The Executive Education Breakfast Briefing series is just one way in which we are engaging with our local business community.

This series offers business practitioners, policy makers, media and other stakeholders the opportunity to hear the latest School research and work with our partners.

Recent topics have included gender pay disparity, building innovation into organisations, tempting talent in to business and information management and organisational liability.

For information about upcoming Breakfast Briefings, please email our team at:

executive-education@cardiff.ac.uk



The School of Medicine pursues the highest standards of research, education and training. We exist to create and share knowledge and to educate and train individuals to become exemplary clinicians, scientists, teachers and innovators. We offer a range of short CPD courses and standalone credit-bearing modules which can be flexible and cost-effective for the busy medical professional.

The Development and Evaluation of Complex Interventions for Public Health Improvement is a UKCRC Public Health Research Centre of Excellence.

Essential Updates in Therapeutics Study Day
October 2019
£125

Residential option available

The Essential Updates in Therapeutics study day is brought to you by the team behind the MSc/PgDip/PgCert in Therapeutics.

This annual event is consistently very highly evaluated and aims to provide practitioners with a forum to update their knowledge on key topics in primary care. This is achieved through a series of short, informative, interactive lectures incorporating case studies and the opportunity for discussion with colleagues and peers.

Your learning will be supported by copies of all of the programme materials to take away, as well as ample opportunity for networking and interprofessional discussion.

Who is it for?

Any healthcare professional (eg doctor, nurse, pharmacist, paramedic) with an interest in the evidence-based management of commonly encountered conditions.

The focus of the day is on providing practical continuing professional development to benefit practice and patients.

What will I learn?

Topics will be confirmed nearer the time so that delegates receive the most up-to-date information available. Previous subject areas have included:

- Chronic obstructive pulmonary disease – an ever-changing landscape
- Advancing inhaler technique – making inhaled drugs count
- Difficult cases in hypertension – what do I do next?
- Polypharmacy in older people – cases from the front line
- Healthcare is team care – building resilience into the healthcare model.

Introduction to Dermoscopy
September 2019
£995

Online over 12 weeks

Dermoscopy is a non-invasive, widely used diagnostic tool that aids the diagnosis of skin lesions and is proven to increase the accuracy of melanoma diagnosis.

Who is it for?

This course is designed specifically for doctors who are involved in the care of dermatology patients with skin lesions, and who are interested in the management of benign and malignant skin lesions, or who wish to learn about dermoscopy to improve their skill in the diagnosis of melanoma. The course is also for specialist nurses actively working in skin cancer clinics, subject to appropriate qualification.

What will I learn?

This programme aims to develop competency in using a dermatoscope to:

- Differentiate melanocytic from non-melanocytic skin lesions
- Differentiate malignant from non-malignant skin lesions
- Assist in the early diagnosis of melanoma
- Assist in management decisions relating to pigmented skin lesions
- Assist in the diagnosis of some non-melanocytic skin lesions.

Eligibility criteria

Applicants must fulfil all of the following criteria to be considered eligible for this course:

- Hold a medical degree
- See patients with skin lesions regularly
- Have an excellent command of English
- Own or have access to a computer with high speed internet
- You do not need to have completed a previous dermatology or dermoscopy course but some knowledge of dermatology is required in order to participate effectively.

Community Oncology
Please contact us for dates
Kindly funded by MacMillan Cancer Support

Cancer treatments are at their most effective and patients have the most options, the earlier a diagnosis is made. The complications of cancer and its treatment need early recognition and management to improve safety and outcomes.

This course is a response to the need for increasing the awareness of community health care practitioners about cancer - recognition, diagnosis and referral.

Who is it for?

Suitable for all community healthcare practitioners.

What will I learn?

During the face to face day delegates will gain the knowledge and skills to positively impact patient care – diagnosis, communication, community management and timely referral to appropriate patient pathway.

WANT TO KNOW MORE?

To discuss possible bespoke CPD opportunities in medicine, please contact Charlotte Stephenson, Business Development Manager by phone or email (**below**).



Effective Teaching Skills (for Clinicians)
19-20 September 2019
£325

2-day course

A highly interactive and practical 2-day course to introduce those interested in learning more about teaching in clinical settings to fundamental principles in medical education.

Your trainers will be the Academic Section of Postgraduate Medical Education, School of Medicine.

Who is it for?

Designed for clinical supervisors, lecturers, trainers, educational supervisors and course leads who are involved in teaching in medicine/dentistry/pharmacy/nursing or other health professions.

What will I learn?

- Skills and techniques to help you improve and refresh your teaching
- How to identify learning opportunities within the workplace and strategies for supporting learners
- Principles of designing instructional materials to support learning
- Benefits and limitations of large and small group teaching
- How to meaningfully assess others' performance and provide constructive feedback.

Palliative Care
Please contact us for dates
£200

2-day course

The MSc/Diploma delivery team have developed this 2-day face to face CPD course as a response to the rising morbidity and mortality of incurable conditions.

It provides a good grounding in palliative medicine and care, covering cancer, dementia, end-stage respiratory and end-stage cardiac conditions.

Who is it for?

This multi-professional short course is suitable to all healthcare professionals in all health care settings including GPs, consultants and specialist nurses.

What will I learn?

Increased knowledge and confidence in caring for patients with palliative care needs. Communication skills, including working with the families of patients in palliative care. The teaching will be case based and clinically focused.

Delegates will benefit from increased knowledge and confidence when caring for patients with palliative care needs. Reflection on communication skills strategies and ethical frameworks underlying practice will enhance performance and the session of improving an aspect of palliative care delivery within the team or setting will benefit clinical services.

Process Evaluation of Complex Interventions
11 September 2019
£225

The aim of this 1-day course is to provide participants with a working knowledge of the theory and practice of process evaluation of complex interventions. The teaching team includes authors of numerous empirical and methodological works related to process evaluation, including Dr Rhiannon Evans, Dr Britt Hallingberg, Dr G.J. Melendez-Torres and Dr Jeremy Segrott.

Who is it for?

Researchers, PhD students, practitioners and policy makers interested in the development and evaluation of complex interventions, specifically in public health.

What will I learn?

- The role of process evaluation in understanding complex intervention
- The importance of intervention theory and logic models
- Fidelity and implementation of complex interventions
- Relationships and resource issues
- Identifying questions and combining methods
- Analysis and dissemination of process data.



DECIPHer is led by Professor Simon Murphy of Cardiff University, in a strategic partnership with colleagues at the University of Bristol, led by Professor Rona Campbell, and Swansea University, led by Professor Ronan Lyons.

Healthcare

We are dynamic, innovative and forward looking, and recognised for our excellence in learning, teaching and research.

WIMAT

Located in Cardiff Medicentre at the University Hospital of Wales, the Welsh Institute for Minimal Access Therapy (WIMAT) runs multi-disciplinary training courses across a range of surgical and medical specialties for trainees and career grades across the UK and beyond.

Short courses and Postgraduate level taught modules

Visit our website for details

CPD courses are available for registered nurses, midwives and healthcare professionals who would like to continue their education, discover new skills and enhance their learning.

Our standalone modules and short courses offer flexibility in developing your knowledge and skills whilst working.

We offer level 6 and level 7 standalone modules which will provide you with opportunities to develop clinical skills together with an ability to utilise the latest research to support your practice.

More information can be found on our School web pages so if you are interested in attending one of our free public events, a bespoke 1-day event or you are considering enrolling on one of our standalone modules, we would love to hear from you.

Short courses and Postgraduate level taught modules

Visit wimat.org for details

Did you know?

- WIMAT is one of the first and best equipped laparoscopic training centres in the UK, and is now among the busiest multi-disciplinary training centres in the country
- Forefront providers of postgraduate surgical and gastroenterological education and training for core trainees, specialty trainees and consultants
- We do basic, intermediate and advanced courses in a range of medical and surgical specialties including Cardiothoracic Surgery, Endoscopy, ENT, General Surgery, Intensive Care, Obstetrics and Gynaecology, Orthopaedics, Urology and Nursing and welcome delegates from across the UK and worldwide
- We support bespoke training for industry and one to one training for individual skill practice
- We link professional learning to development of clinical innovations.

Access to facilities including:

- Spacious multi-modal skills
- 10 fully equipped training stations, with a range of low to high fidelity simulation models
- Flexible didactic training areas
- Live link to the OR1 facility in the University Hospital of Wales.

We are here to develop you!

As a flexible training environment, the team are happy to facilitate specific training requests and can assist in developing bespoke specialist courses.

We regularly support such events for the NHS and industry, enabling specialties such as nutritionists, tracheostomy practitioners, cardio physiologists and others to train in a conducive environment.



For further details about WIMAT, please visit: wimat.org | (029) 2068 2131 | wimat@cardiff.ac.uk | [@surgeryskills](https://twitter.com/surgeryskills)

Pharmacy and Pharmaceutical Sciences

We have an international reputation for the quality of our teaching and research and we are among the leaders in clinical skills development. We strive to equip current and future pharmacists with the skills, knowledge and confidence they need to thrive in their chosen careers so that they, in turn, can positively affect patients' lives.

Pharmacist Independent Prescribing Contact us for dates

Independent prescribing aims to make the best use of the skills of pharmacists and provide patients with quicker, and more efficient, access to medicines.

Who is it for? The 40-credit module is designed to equip qualified pharmacists with the consultation and patient assessment skills they need to practice as Independent Prescribers.

What will I learn? The programme will further develop your consultation, communication, clinical assessment and decision-making skills through interactive workshops, simulated role-based scenarios with patients and actors, tutorials, web based learning and time in practice under the supervision of a designated medical practitioner.

“ This is easily the most enjoyable and relevant course I’ve done and it was great to be able to put theory into practice immediately. It has not only given me new skills and knowledge but also changed the way I practice day-to-day. It has renewed my enthusiasm for the profession and for this I’m most grateful. ”

Ceri Phillips
Antimicrobial Pharmacist

P Clinical Pharmacy (MSc) Contact us for dates

The MSc in Clinical Pharmacy integrates a traditional academic course with your everyday role as a pharmacist, with the aim of developing vital skills and knowledge to apply to your work.

Who is it for? This part-time distance-learning course is for qualified pharmacists, employed in either primary or secondary care. The flexibility built into this course will enable you to complete it at your own pace.

What will I learn? The course offers an exceptionally wide variety of experiential learning, with a new area every three months for the first two years of the course. This allows you to gain a broad experience of pharmacy, under the guidance of a local practitioner, trained by the University to be your tutor. The course has been developed by practitioners, and provides the opportunity to compare practices and learn from each other.



P Clinical Research (MSc) Contact us for dates

If your line of work involves clinical research, this course is designed to help you advance and enhance your career. This part-time MSc programme is recognised by the pharmaceutical industry and the Health Service as being of outstanding quality and practical value in the work place to clinical research professionals.

Who is it for? Whether you work in the pharmaceutical industry, health service, for a contract research organisation, regulatory authority, data management organisation or in medical writing, we have tailored this programme to give you an outstanding grounding in clinical research skills and knowledge.

What will I learn? The programme presents an overview of clinical trial processes and the regulations for bringing in a new chemical entity, and explores a broad range of therapeutic areas and their treatments in relation to clinical trials, drug registrations and drug safety.

We will support you to move confidently between these therapeutic areas and, in your dissertation year, you'll be encouraged to carry out projects which have direct value to your employer.

The programme is run over three calendar years of part-time study. Teaching happens over four 2-day sessions per year which takes place within the University's School of Pharmacy and Pharmaceutical Sciences.

These sessions are always scheduled at weekends to accommodate students' existing employment commitments.

P Postgraduate course Part-time. Runs over 3 years.

Postgraduate modules for CPD

Cardiff University offers a select range of modules that can be taken on a standalone basis. Many of the modules are designed specifically for professionals already working in the field who need to keep their knowledge and skills up to date.



College of Arts, Humanities and Social Sciences

School of Geography and Planning

We offer a range of standalone postgraduate modules that address contemporary policy and research issues. Aimed at professionals working in planning, logistics, transport and sustainability.

- Debates in Eco-City Planning and Development
- Governance of the Eco-City Development Process
- Renewable Energy Development and Planning
- Transport Analysis
- Sustainable Food Systems
- Sustainable Transport Policies

School of Modern Foreign Languages

We offer a range of specialist translation short courses to those working as professional translators in the public and private sectors.

- Translation of Minority Languages
- Translation and Adaptation in the Arts
- Translation and Cultures

Cardiff Business School

Executive MBA

- MSc Public Leadership:
 - Contemporary Challenges in Public Service Leadership
 - Leading Public Service Change
 - Leading Policy and Delivery
 - Innovation and Creativity in Public Service

School of Law and Politics

Continuing Professional Development in Law

SPOTLIGHT ON...

Sustainable Food Systems

Spring Semester
20 credits
£930

This module explores the role of food in delivering the objectives of sustainable development. Through the prism of food, the module addresses key critical questions on resource shortfalls, environmental pressures and social development. Drawing on the perspectives of different actors in the food chain –producers, retailers, consumers, regulators and campaigners – the module explores the scope for (and the limits to) the development of food systems that promote sustainability outcomes, with a focus on both developing and developed countries.

On completion of the module a student should be able to:

- Demonstrate in-depth knowledge of how and why socio-economic development and environmental integrity are relevant in food production, consumption and disposal
- Demonstrate a critical understanding of why food origins, production methods and consumption patterns are at the forefront of debates on sustainable development
- Appreciate and systematically understand the different adjustments actors in food chains are making in order to align their role and actions to the new issues, policies and practices surrounding sustainable development
- Evaluate the potential impact of them on academic debate and assess the prospects of sustainable food systems in practice.

How the module will be delivered:

A combination of lectures, guest speakers and group project work.

Why choose a standalone module?

Our standalone modules give you the flexibility to study at postgraduate level whilst also managing your existing work and life commitments.

Instead of signing up for a full postgraduate degree (which amounts to 180 credits), you can take one or more modules (10 - 40 credits) from our offering.

- Access flexible and affordable study at a prestigious Russell Group university
- Further your career whilst also balancing work and life commitments
- Test out your appetite for a full postgraduate degree
- Put the credits you've gained towards a postgraduate qualification*
- Establish wider links with Cardiff University
- Fulfil CPD requirements for your professional body membership.

*Eligibility and timescales for transferring credits will vary from one qualification to another.

How modules are taught

In most cases you will be joining postgraduate students who are taking a full degree programme, so you will be joining them for one module.

The modules we offer on a standalone basis have been carefully chosen, to ensure they are suitable to be taught in this way.

Please note that it may be possible to take modules that aren't currently listed as part of this offering. Please contact us for details.

Typically modules are taught over one or two academic semesters (autumn and/or spring), with lectures held at the same time each week. However please note that arrangements do vary from one module to another and so it's best to enquire about your chosen module.

How to apply

You can find full module information and application details on our website. We will ask you to complete a short application form that details your previous qualifications and/or experience.

WANT TO KNOW MORE?

Visit our website for full details of every postgraduate standalone taught module currently offered at Cardiff University.

We welcome applications from those who may not have the traditional entry requirements, but who can demonstrate relevant work experience or prior learning.

Call or email us for an informal chat.

✉ train@cardiff.ac.uk

☎ (029) 2087 5274



ANY QUESTIONS?



Call or email Phil for an informal chat.

You can also find full module information and application details on our website:

cardiff.ac.uk/professional-development



We offer a vast range of standalone postgraduate taught modules across a number of Schools in the College of Biomedical and Life Sciences.

Broad topics include:

- Healthcare Sciences
- Optometry
- Pain Management
- Diabetes
- Pharmacist Independent Prescribing
- Quality and Safety
- Research Statistics and Evidence Based Practice
- Wound Healing
- Genomics and Genetics
- Advanced Surgical Practice
- Ageing Health and Disease
- Public Health
- Neonatal Medicine
- Medical Education
- Pharmacy and Pharmaceutical Sciences



RETURNING IN OCTOBER!

FREE online course: **Global Water Security** created by the Water Research Institute

This free course will run for 4 weeks.

Please contact Charlotte for more information.

SPOTLIGHT ON...

Counselling Skills for Genomics

Spring Semester
10 credits
£900 (for Home/EU students)

This is an introduction to counselling skills for genomics. Students undertaking this module will be taught how to communicate and provide appropriate support to individuals and their families. Development of counselling skills will be achieved via theoretical and practical sessions. Students will understand the importance of a family history and communication of pathogenic and/or uncertain results.

On completion of the module a student should be able to:

- Explain and justify the importance of and application of informed consent in the field of genomic medicine generally and as applied to the 100,000 Genomes Project
- Understand the different purposes of genomic testing in patients with rare inherited diseases, cancer and infectious diseases
- Explain genomic results in terms of diagnosis prediction and uncertainty
- Acquire an understanding of the skills necessary to support individuals who have genomic results that affect their care

- Critique the concepts of genetic and genomic predispositions to illnesses
- Critique the consequences of genomic test results on the patient and the wider family including incidental findings
- Analyse and discuss the communication and counselling skills needed to engage and communicate effectively in a compassionate manner with patients
- Demonstrate a critical understanding of screening pathways used to test for inherited and acquired disorders
- Demonstrate an in depth understanding of the ethical, legal and social issues around genome testing and whole genome sequencing.

YOU MAY ALSO LIKE...

- Counselling Skills in Genetic Healthcare
- Genetic Science for Health Professionals
- Practical Skills in Genetic Healthcare
- Introduction to Genetic and Genomic Counselling
- Introduction to Genetics, Genomics, Molecular Science and Bioinformatics
- Applied Genetics and Bioinformatics in Clinical Care.

HOW TO APPLY

You can find full module information and application details on our website.

Any questions? Call or email Charlotte for an informal chat.

cardiff.ac.uk/professional-development



We offer a diverse suite of standalone postgraduate taught modules across a number of Schools within the College of Physical Sciences and Engineering.

School of Chemistry

Modules are offered in the following topic areas:

- Biocatalysis
- Heterogeneous Catalysis
- Industrial Heterogeneous Catalysis
- Homogeneous Catalysis
- Catalyst Design
- Electrocatalysis
- Bioinorganic Chemistry
- Molecular Modelling
- Drug Development
- Drug Discovery
- Medicinal Chemistry
- Biosynthesis
- Retrosynthetic Analysis

School of Engineering

- Environmental Building Studies
- Sediment Transport Dynamics
- Fundamentals of Micro and Nanotechnology
- High Frequency Device Physics and Design
- Advanced CAD Fabrication and Test
- Software Tools and Simulation
- Distributed Generation System
- Design and Regulation

School of Physics and Astronomy

- Compound Semiconductor Fabrication
- Compound Semiconductor Application
- Specific Photonic Integrated Circuits
- Concepts and Theory of Compound Semiconductor Photonics

Welsh School of Architecture

We are pleased to offer a selection of modules from the MSc in Environmental Design of Buildings:

- Earth & Society
- Investigation of the Built Environment
- Low Carbon Buildings

MINERALS & MINING IS RANKED **43** IN THE **TOP 50** WORLD RANKINGS!*

COMING SOON!

FREE online course: **Structural Geology for Exploration and Mining** (runs for 4 weeks)

Please contact Kate for more information.

ARCHITECTURE/ BUILT ENVIRONMENT IS RANKED **37** IN THE **TOP 50** WORLD RANKINGS!*

HOW TO APPLY

You can find full module information and application details on our website.

Any questions? Call or email Kate for an informal chat.

cardiff.ac.uk/professional-development



SPOTLIGHT ON...

Low Carbon Buildings

Spring Semester
10 credits
£520 (for Home/EU students)

This module takes a holistic approach to the energy use of a building. We look at working with goals for building design, such as zero carbon standards, and with ways of off-setting energy consumption with renewable technologies. We introduce techniques for assessing the energy footprint and sustainable performance of the building using benchmarking.

Practical skills developed in the module will include the ability to evaluate how well a building attains low carbon design, and assess the impact of the various building services options on building performance.

On completion of the module a student should be able to:

- Explain how buildings use energy, the demands and loads with buildings and the impact of occupancy on energy use
- Explain the use of renewable technologies and low energy cooling technologies within buildings
- Show a basic knowledge of the concept of embodied energy
- Show an understanding of assessment tools for sustainable design
- Evaluate how well a building attains low carbon design
- Assess the impact of the various building services options on a building design problem.

How the module will be delivered:

- Lectures
- Short tasks
- Workshops
- Use of software modelling methods.

* Reference: QS World University Rankings by Subject 2019.

To discuss professional development opportunities for your business, please contact the team at Cardiff University's CPD Unit.

Latest information

Some changes to the information in this brochure will inevitably occur in the interval between publication and the year to which the CPD course/module relates. Therefore, you should visit our website cardiff.ac.uk/professional-development for more up-to-date information.

Suggestions for improvement

We make every effort to check the accuracy of the information in this brochure at the time of going to press. However, if you feel that any of the information is misleading then please contact: Clare Sinclair, Head of CPD Unit, at the below address.

Sustainability

This brochure is printed on paper sourced from sustainably managed sources using vegetable-based inks. Both the paper used in the production of this brochure and the manufacturing process are FSC® certified.

The printers are also accredited by ISO14001, the internationally recognised environmental standard. When you have finished with this brochure it can be recycled, but please consider passing it onto a friend or leaving it in a library for others to use.

Thank you.

Office hours:
Monday - Friday 09:00 - 16:30

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