



Cardiff University
Continuing Professional Development
Short Courses: January to June 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. 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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Assertiveness and Conflict Management
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DECIPHer (Development and Evaluation of Complex Interventions for Public Health Improvement)

Feasibility Studies for Complex Public Health Interventions
Developing and Evaluating Complex Public Health Interventions
Process Evaluation of Complex Interventions

Postgraduate standalone taught modules

Available from the following academic Schools:

College of Arts, Humanities and Social Sciences

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

College of Biomedical and Life Sciences

School of Healthcare Sciences
School of Medicine

College of Physical Sciences and Engineering

School of Engineering
School of Physics and Astronomy
School of Chemistry

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
27 March 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
8 March 2019
14 June 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. Whether you are new to the world of work or experienced, this course has something to offer you.

Who is it for?

Those who need to increase their confidence in a variety of work situations – 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
22 March 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 delegates 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.

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
4 June 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.

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
26 March 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 April 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.



INTERESTED IN ADWORDS?

Setting up and Editing Adwords
£198

Register your interest in this course at our website and we'll let you know as soon as dates are released in 2019.



Find full course 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
23 May 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 use each technique to maximum effect
- How to find out about other companies' digital marketing strategies
- How to produce an efficient and effective digital marketing plan.

Advanced Digital Marketing
25 June 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
25 March 2019
27 June 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. Delegates will gain an understanding of how the media works, how to pitch and evaluate a story and how to write an effective media campaign.

Who is it for?

Designed for those with some responsibility for dealing with the media. Whether you are new to media relations, or experienced, this course has something to offer.

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
29 March 2019
12 June 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 copy to help promote and generate business.

What will I learn?

- How to develop promotional writing skills
- The importance of different styles and tone needed for the diverse range of media
- How to successfully proofread.

Writing for the Web
9 April 2019
£198

This 1-day course explores the skills needed to approach writing for the web with confidence and equips delegates with an understanding of the principles and techniques needed for effective online writing.

Who is it for?

Those responsible for preparing or editing copy for websites.

Technical knowledge is not a requirement.

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.

Web Design and Management
7 March 2019
£198

With the internet being an instrumental tool in the world of marketing, it is important that businesses are able to create, maintain and develop websites.

This 1-day course will give participants the knowledge to help design a stand-out website, the processes involved in creating it and the most cost effective ways of maintaining and developing it.

No technical knowledge of website design or development is required.

Who is it for?

Those looking to create a new website for a business or those who wish to improve their current website.

What will I learn?

- What should be included on web sites and what to avoid
- The processes and fundamentals of web development
- Creating the correct specification for web developers
- Choosing the right web developer for your requirements.



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
8 April 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 optimize business performance indicators
- Implement the theory and discover your coaching 'signature'
- The relationship between coaching, mentoring and training.

Effective Interviewing Techniques
11 June 2019
£198

Acquire the specialist knowledge and practical skills to prepare for and undertake different types of selection interviews. The practical structure of this course (using mock interviews) will help you grasp sound interviewing techniques to gather accurate, objective (un-biased) information about your candidates.

We will also look at specialist tools and touch on legislation to enhance robustness of your decision-making.

Who is it for?

Designed for those with responsibility for assessing candidate suitability for organisational roles.

What will I learn?

- How to identify your ideal candidate 'avatar' using generic competencies
- How to develop an effective 'menu' of assessments to use in recruitment
- Ways to measure and monitor candidate behaviour
- How to be more objective and robust in making assessment and selection decisions.

Managing Performance for Results
6 March 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.

Train the Trainer
8-9 May 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. Ensure that they acquire a strong platform and get the training basics right to enable and enhance performance in others.

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
3 June 2019
£225

NEW FOR 2019

This course provides empowering techniques to drive personal productivity and projects.

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.

“ 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



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.



All our courses include lunch and hot and cold refreshments.

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, established to help those working in the field to network, share best practice and keep up-to-date.

Accredited courses

PRINCE2® Foundation and Practitioner
11-15 March 2019
13-17 May 2019
£1,425

PRINCE2® (PROjects 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.

Managing Successful Programmes (MSP®)
1-5 April 2019
£1,495

Managing Successful Programmes (MSP®) offers a structured approach to programme management that will help organisations successfully deliver transformational change. This 5-day 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.

Who is it for?

- Programme and Project Directors, Change Managers, Business Strategists and Consultants
- People who manage a number of related projects.

All participants should have some experience of leading or managing change. See entry requirements below.

What will I learn?

- 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 levels of MSP®
- How to apply MSP® techniques to manage risks and benefits.

PRINCE2® and MSP® courses are delivered by our partners Aspire Europe Ltd, an Accredited Training Organisation of AXELOS Ltd. PRINCE2® and MSP® are registered trademarks of AXELOS Ltd.

Non-accredited courses

Project Management
20-21 May 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.

Starting from firm foundations, the workshop also 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?

Primarily designed 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.

Implementing Organisational Change
10-11 April 2019
£398

2-day course

This 2-day course brings together the three elements that are required to implement change in an organisation - programme management, change management and benefits management.

Who is it for?

Primarily designed for those with roles such as Programme or Project Managers and Business Change Managers, it is also beneficial for senior decision-makers who are responsible for formulating and deploying strategy but who do not require professional accreditation.

What will I learn?

- How a programme and its constituent projects function
- How to deliver benefits in step changes in order to take advantage of them as early as possible
- How to define and measure benefits and who is accountable and responsible for their delivery
- Knowledge and methods to engage with stakeholders in order to plan and deliver the change into 'business as usual'.

NEW - AGILE PROJECT MANAGEMENT®

NEW for 2019!
We're introducing an Agile project management course to our CPD programme.

Contact Kate Sunderland for further details or to express your interest.



PROJECT MANAGEMENT ALUMNI MEMBERSHIP NETWORK

The Alumni Membership Network 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?



UPCOMING EVENTS

5 March 2019
MANAGING PROJECTS IN CHANGING TIMES

Keynote speaker, Richard Rose, will speak on topics including short term planning, Agile project delivery and Agile management techniques.

Check our website for announcements of further speakers - and to book.

MORE EVENTS AND ACTIVITIES BEING RELEASED IN 2019

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

Entry requirements

- Minimum of 6 months' project management experience (for PRINCE2®) or programme/change management experience (for MSP®)
- All pre-course work must be completed prior to the course start date.

Teaching

- Course teaching hours are normally 09:00 - 17:00
- These courses comprise four days of teaching, with an examination on the final day
- These are intense courses involving a recommended 10 hours of pre-course work as well as evening study during the week of the course.

GOOD TO KNOW

We're introducing blended learning versions of PRINCE2® and MSP® from Summer 2019. Contact Kate Sunderland for further details or to express your interest.



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 2 April - 12 November 2019

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: 11-12 March / 15-17 May 2019 Set 2: 12-13 September / 9-10 October 2019

'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 18 April 2019

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 17-18 June and 3-5 July 2019

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.

WANT TO KNOW MORE?

Visit our website for further details and prices:

cardiff.ac.uk/business-school



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



Medicine

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.

COMING SOON!

Keep an eye on our website for news of a BRAND NEW 10-credit Genetics module - launching in 2019.

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
March 2019
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
20 March 2019
£25 (deposit refundable on attendance)

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**).

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.

Medics Leadership 1/2 day Masterclass

Time Management
16 January 2019
Register your interest for further dates
£75

Distractions! Demands! Phone calls! Meetings! Email! Work! Family! We often wish we had more time.

What/who are you giving away your time to?

Effective delegation and prioritising, assertiveness and saying 'no' are skills we can learn and practice.

This half-day session will teach you techniques to help develop your time management skills, as well as showing you how to identify and understand the thought processes that may currently be standing in your way.

Who is it for?

This practical workshop is suitable for doctors and other healthcare professionals at any stage in their career who may be struggling with their time management. It provides an opportunity to identify your less useful habits and the thought-processes behind them, and some strategies for changing your behaviour and working more efficiently.

What will I learn?

- Understand your own thought patterns relating to time management – and how to overcome unhelpful habits
- Develop personalised strategies to help you to prioritise tasks (daily, weekly, longer-term tasks)
- Top tips for effective time management.

Medicine

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Medics Leadership 1/2 day Masterclasses

Negotiating and Influencing 16 January 2019

Register your interest for further dates
£75

When you understand the tools and techniques involved in negotiating effectively, you can think differently about what happens in your working life.

Learn how you can adapt your influencing style to approach situations in an alternative way. This half-day workshop will provide you with the skills and understanding to negotiate and influence more effectively, both in and out of the workplace.

Who is it for?

This practical workshop is suitable for doctors and other healthcare professionals at any stage in their career who may need help in learning and identifying successful negotiation techniques.

What will I learn?

- Negotiation styles and how to aim for a win:win scenario so that all parties benefit
- How to use language and theory effectively to achieve successful outcomes
- An individual approach to negotiating.

Assertiveness and Dealing With Conflict

18 January 2019
Register your interest for further dates
£75

Individuals may be deterred from speaking up by hierarchical structures and personal characteristics and self-belief.

Building confidence aids understanding of when and where to be assertive and how to say 'no' convincingly without causing conflict. When conflict arises at work it can impact on patient safety and team working.

This half-day workshop will give you the opportunity to think about how you can be more assertive in the workplace. You will also practice these skills in a safe and confidential supportive environment.

Who is it for?

This practical workshop session is suitable for doctors and other healthcare professionals who wish to develop skills in assertiveness and learning to deal with conflict in the workplace.

This course is suitable for professionals at any stage of their career.

What will I learn?

- Challenges around assertiveness and how to identify different types of behaviour
- Techniques for assertive behaviour without causing conflict
- How to defuse potentially difficult situations.

Career Development & CV Building 18 January 2019

Register your interest for further dates
£75

AIMED AT
WOMEN CLINICIANS

This interactive half-day course is focused on the development of career management skills and exploring barriers to leadership roles for women clinicians.

Despite much progress over past decades, women still face challenges in their medical careers, which continue to be influenced by societal expectations and their life choices.

This practical workshop will include exercises, and contains plenty of opportunity for discussion.

Who is it for?

This practical workshop session is suitable for female doctors and other healthcare professionals who wish to develop skills in career management and learn how to build their CV.

Attendees will be encouraged to share their stories and aspirations for the future in a confidential environment.

This course is suitable for professionals at any stage of their career.

What will I learn?

- An understanding of the challenges that women face, particularly in the health industry
- Identify your individual leadership style and how to adapt it
- How to make the most of your transferable skills
- Tips to build and improve your CV.

DECIPHer

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

Feasibility Studies for Complex Public Health Interventions

Contact us for dates
£225

The aim of this 1-day course is to provide participants with an introduction to feasibility studies of complex public health interventions, also described as 'pilot' and 'exploratory' studies. Such studies generate the evidence needed to decide whether and how to proceed with a full scale effectiveness study.

Participants will learn about the different aims of feasibility studies and their associated methods, as well as how to use feasibility study findings to inform decision making to a full evaluation, and how to report findings from feasibility studies.

Who is it for?

Academics, practitioners and policy makers interested in the development of complex public health interventions.

No prior knowledge is assumed.

What will I learn?

- Pre-requisites for conducting a feasibility study
- Why feasibility studies are conducted
- How they can be used to address uncertainties related to the intervention and future evaluation design
- How feasibility study findings can be used to inform decision making for progression to a future evaluation study
- How to report feasibility studies
- Typologies and examples of feasibility studies of complex public health interventions
- A working knowledge of the new guidance on feasibility studies for complex public health interventions, funded by MRC/NIHR
- Introduction to novel study designs for feasibility studies.

Developing and Evaluating Complex Public Health Interventions

24-28 June 2019
£1,125

5-day course

The aim of this course is to provide you with an introduction to the socio-ecological model of health and how it can be used as a framework for designing public health improvement interventions. You will also learn about different research methods used for developing new interventions, how to develop an intervention 'logic model', and how DECIPHer works with policy-makers, health professionals and the public to co-produce interventions.

It will also provide you with a working knowledge of the key frameworks and methodologies currently used to evaluate complex interventions.

Who is it for?

Academics, practitioners and policy makers interested in the development and evaluation of complex public health interventions.

No prior knowledge is assumed.

What will I learn?

- The theory and rationale underpinning the socio-ecological model
- Complex systems perspectives
- Typologies and examples of complex interventions
- Research methods and tools for intervention development
- Logic model development to inform the design and future evaluation of new interventions
- Methods for involving policy makers, practitioners and the public
- The MRC framework for evaluating complex interventions
- The RE-AIM framework for public health intervention
- MRC process evaluation guidance
- Pilot trials and feasibility studies
- Randomised controlled trials (RCTs), including pragmatic, "realist" and policy trials
- Natural experiments and data linkage
- Economic evaluation of complex interventions.

Process Evaluation of Complex Interventions

Contact us for dates
£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?

Academics, practitioners and policy makers interested in the evaluation of complex public health interventions.

No prior knowledge is assumed.

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.

WANT MORE INFO?

For further details on Cardiff University's medical CPD courses, please visit our website pages or contact our friendly CPD team by email, phone or via social media.

All details are below.



ABOUT DECIPHer

DECIPHer brings together experts from a range of disciplines to tackle public health issues, such as diet and nutrition, physical activity, and alcohol, tobacco and drugs, with a particular focus on developing and evaluating multi-level interventions that will have an impact on the health and wellbeing of children and young people.

We engage strongly with policy, practice and public user communities as our stakeholders, to translate results into practical outcomes.

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.



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



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

School of Law and Politics

Continuing Professional Development in Law

Cardiff Business School

Executive MBA

SPOTLIGHT ON...

Sustainable Transport Policies

Autumn Semester
20 credits
£928

This module considers the complexities involved in meeting society's mobility needs whilst minimising negative impacts associated with surface transport. The module has three main focii: 1) understanding the environmental, social and economic impacts of different transport modes; 2) identifying and evaluating the efficacy of different sustainable transport solutions; 3) exploring the social, environmental and ethical consequences of different policy, behavioural, spatial and technological solutions for achieving more sustainable transport.

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

- Define the main environmental, social and economic impacts of a range of transport modes and spatial arrangements
- Identify and critically evaluate the main components of transport project appraisal
- Assess the social, distributional and ethical impacts of a range of sustainable transport policies
- Examine the efficacy of solutions at a range of scales and in different political and national contexts.

How the module will be delivered:

- Lectures
- Seminars
- Guest speakers
- 'Live' project work.



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



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.

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

cardiff.ac.uk/professional-development



SPOTLIGHT ON...

Pharmacist Independent Prescribing

Please contact us for dates
40 credits

At Cardiff University's School of 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 are passionate about the profession of pharmacy and our rich heritage forms a solid foundation upon which our cutting-edge research and innovative approach to education is built.

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.

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

The 40 credit module, managed by the School of Pharmacy and Pharmaceutical Sciences, 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

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

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

COMING SOON!

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

Please contact Kate for
more information.



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...

Compound Semiconductor Application Specific Photonic Integrated Circuits

Spring Semester
10 credits
£500 (for Home/EU students)

In this module, we will study the nature of a Compound Semiconductor generic foundry model for Application Specific Photonic Integrated Circuits, from the definition of basic building blocks based on simplest unit of physical mechanism to composite building blocks and full scale photonic integrated circuits and the physics they utilise.

We will consider industrially relevant and cutting edge research examples based on Silicon and Compound Semiconductors to emphasise the conceptual similarities and differences.

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

- Understand the context and principles of a generic foundry approach and the elements that makes such an approach possible
- Critically analyse and synthesise these underlying principles and apply such an approach to unseen systems
- Understand underlying physical principles of photonic circuit elements and synthesise overall circuit functionality based on this understanding by combining elements
- Demonstrate a working knowledge of standard photonic design tools
- Design practical Photonic Integrated Circuit that can be manufactured and characterised, utilising a generic foundry
- Demonstrate a working knowledge of standard data acquisition apparatus and characterisation equipment to obtain, record, export and store experimental data.



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

Mae'r prosbectws hwn ar gael yn Gymraeg, cysylltwch â ni am gopi.

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.

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.

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