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?

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 expertise
We are a dedicated CPD Unit
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.)

Our CPD training opportunities
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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.

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.

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.

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

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

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.

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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, cost effective and up-to-date.

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.

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.

A dedicated CPD Unit

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

Executive Education
Leadership in Business Administration (LBA) Programme
LEAN Six Sigma
Introduction to Lean and Operational Excellence
Expert LEAN Programme
Executive Education Bespoke Programmes

Medicine
Essential Updates in Therapeutics
Introduction to Dermoscopy
Community Oncology
Effective Teaching Skills (for Clinicians)
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)

Communication
Business Writing Skills
Confident Communication
Presentation Skills

Marketing and online communication
Google Analytics
Search Engine Optimisation
Developing a Communication Strategy
Introduction to Digital Marketing
Advanced Digital Marketing
Media Relations
Copywriting
Writing for the Web
Google Ads

Management
Workplace Coaching Skills for Managers
Managing Performance for Results
Train the Trainer
Effective Self-Organisation

Project Management
PRINCE2® Foundation and Practitioner
AgilePM® Foundation and Practitioner
PRINCE2® blended learning course Managing Successful Programmes (MSP®) blended learning course
Project Management

Contents

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 Institute for Minimal Access Therapy
- University of Glamorgan
- University of South Wales
- University of West Wales
- University of Wales Cardiff

Professional Development

- CPD - Cardiff University Professional Development
- CPD - Professional Development
- CPD - Cardiff University
- CPD - University of Cardiff
- CPD - Cardiff UniCPD
- Company/CardiffUniCPD
- train@cardiff.ac.uk
- (029) 2087 5274
- Company/CardiffUniCPD

Cardiff University

School of Engineering
College of Physical Sciences and Engineering
College of Biomedical and Life Sciences
College of Arts, Humanities and Social Sciences
School of Modern Foreign Languages
School of Law and Politics
School of Geography and Planning
School of Medicine
School of Pharmacy and Pharmaceutical Sciences
School of Healthcare Sciences
Welsh Institute for Minimal Access Therapy
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

Confident Communication
Please contact us for dates

Presentation Skills
25 October 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 presentation skills and boost their confidence in their ability to speak publicly.

What will I learn?
• How to develop an energetic and engaging presentation
• Tactics that will help you to be a confident, authoritative and memorable presenter
• To understand the impact of your voice and body language
• To focus your audience's attention and deliver high impact presentations
• Personal branding
• Maintaining a positive state.

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, both in clarity and readability of their communications are more transparent and inclusive and read by more people.

What will I learn?
• Writing techniques
• Punctuation and grammar
• How to target your presentation to suit your audience
• How to monitor and investigate performance by page or by visitor source
• How to measure ROI on your efforts.

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.

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• To understand the impact of your voice and your audience
• How to target your presentation to suit the needs of your audience.

Communication

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

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 measure ROI on your efforts.
• How to properly track what the key Google Analytics variables and metrics mean (e.g., Bounce Rate, Source and Medium) and which are most important to your 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 set up custom dashboards using Google Data Studio.
• How to properly track campaigns and measure ROI.
• How to set up goals and events.

Book two of these courses

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

10% off

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 looking 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 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 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
• Knowledge 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.

Copywriting
6 November 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.

Writing for the Web
2 October 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.

Google Ads
18 November 2019
£198

Learn how to link Google Ads and web analytics information.

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 inclusive 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.

Effective Self-Organisation
22 November 2019
£225

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.

Train the Trainer
22-23 October 2019
£398

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!

Marine Kousarieh
Linc Cymru
Housing Association

“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

ANY QUESTIONS?

CPD Unit | cardiff.ac.uk/professional-development

10

train@cardiff.ac.uk
(029) 2087 5274
CardiffUniCPD
Company/CardiffUniCPD

NEW for 2019

10% off

Book any 2 of these courses and get 10% off
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.

**Accredited courses**

**MSP® Foundation and Practitioner**  
25-29 November 2019  
£1,425

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  
• Consultants  
• People who manage a number of related projects  
• Programme leaders and office staff  
• 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  
• Use the key concepts of MSP® on any programme  
• Identify the vision for a programme  
• How to design, plan and control programmes using the appropriate elements of MSP®

**Entry requirements**  
Minimum of 6 months' project management experience for PRINCE2® and AgilePM® or programme/change management experience (for MSP®)  
Additional pre-course work and e-learning study must be completed prior to the course start date.

**Teaching (5-day courses)**  
• 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 40 hours of pre-course work as well as evening study during the week of the course.

**Blended learning courses**  
• These courses are a blend of private e-learning study and face to face teaching.  
• The eLearning element requires around 18-24 hours of private study  
• Delegates must complete the full eLearning course before the face to face workshop days.

**Teaching (Blended courses)**  
• Teaching hours are normally 09:00 - 17:00  
• Face to face teaching comprises two days of exam preparation workshops, with examinations on both days (Day 1: Foundation; Day 2: Practitioner)  
• These are intensive courses involving evening work on Day 1  
• For full details, visit our website.

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.

**Non-accredited courses**

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

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 or business stakeholders 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 practical use of appropriate tools and techniques for Agile projects  
• Understanding of effective control measures in Agile projects.

**AgilePM® Foundation and Practitioner**  
30 September - 1 October 2019  
£398

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As project management becomes more widespread in all aspects of life, this course makes this an 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?**
• Understanding of the roles involved in successfully delivering an Agile project  
• Understanding the sequencing of activities in an Agile project  
• Understanding and practical use of appropriate tools and techniques for Agile projects  
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**Why stakeholder analysis and engagement?**

Stakeholder management is a discipline that is broadly accessible to delegates who need to understand and have practical experience of project management without requiring professional accreditation.

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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

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- Strategic Management

Lean Six Sigma

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

All proceeds in aid of Llamau

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.

EXECUTIVE EDUCATION BESPOKE PROGRAMMES

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 Belt training is a practical programme that enables you to start applying tools and techniques to improve efficiency and effectiveness of business processes, irrespective of type or size of industry.

At the end of the programme, you will be able to:
- Define and improve processes within your organisation
- Create a problem statement and identify improvement opportunities
- Select improvement tools and methodology
- Identify and prioritise improvement opportunities
- Measure the current performance of a process
- Implement improvements
- Measure the impact of improvements
- Sustain improvements

The results will have a direct impact on organisational performance.

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 practicability of how to deploy these tactics within your organisation, winning hearts and minds.

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 Belt training is a practical programme that enables you to start applying tools and techniques to improve efficiency and effectiveness of business processes, irrespective of the size or type of industry.

At the end of the programme, you will be able to:
- Define and improve processes within your organisation
- Create a problem statement and identify improvement opportunities
- Select improvement tools and methodology
- Identify and prioritise improvement opportunities
- Measure the current performance of a process
- Implement improvements
- Measure the impact of improvements
- Sustain improvements

The results will have a direct impact on organisational performance.

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 practicability of how to deploy these tactics within your organisation, winning hearts and minds.

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, targeting 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

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.

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@cardiff.ac.uk

LethbridgeSL@cardiff.ac.uk
### 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 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.

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

### 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**

**September 2019**

Please contact us for dates

Kindly funded by MacMillan Cancer Support

**Effective Teaching Skills**

**(for Clinicians)**

19-20 September 2019

£25

**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.

**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 teaching
- Benefits and limitations of large and small group teaching
- How to meaningfully assess others’ performance and provide constructive feedback.

**WANT TO KNOW MORE?**

To discuss possible bespoke CPD opportunities in medicine, please contact Charlotte Stephenson, Business Development Manager by phone or email (below).
We are dynamic, innovative and forward looking, and recognised for our excellence in learning, teaching and research.

Located in Cardiff Medicecentre 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.

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 specialists 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

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 School web pages so if you are interested in attending one of our free public

Healthcare
WIMAT
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.

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.

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 workplace 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.

Contact us for dates

Postgraduate course
Part-time. Runs over 3 years.

Train @cardiff.ac.uk
(029) 2087 5274
CardiffUniCPD

FIND OUT MORE

cardiff.ac.uk/healthcare-sciences
(search for courses, continuing professional development)
(029) 2068 7689
healthcaredeanery@cardiff.ac.uk
Follow us on Twitter:
@CUHealthSci

18 CPD Unit | cardiff.ac.uk/professional-development

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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.

**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 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 Transport Policies

**School of Law and Politics**

Continuing Professional Development in Law

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

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 professional body membership.

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.

College of Arts, Humanities and Social Sciences

**School of Law and Politics**

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 Modern Foreign Languages**

Translation and Adaptation in the Arts

Translation of Minority Languages

Translation and Cultures

**School of Geography and Planning**

Renewable Energy Development and Planning

Sustainable Transport Policies

**School of Law and Politics**

Governance of the Eco-City

Development Processes

Spring Semester

20 credits

£930

The purpose of this module is to provide a theoretically informed base from which to analyse the nature and variety of forms of governance that characterise eco and low carbon developments around the world.

It does so by examining conceptual approaches to governance - the interactions between public and private sectors and citizens.

Module content

The module will cover: critical perspectives on governance and urban development, and the nature of governance in different settings (for example, Europe and Asia). This will provide the basis for exploring how citizens, governments and economic actors interact to construct ideas (eg through the use of indicators) of eco-city development.

The module will then go on to explore how these actors deliver a range of eco-developments, and how bundles of technologies (eg for transport) and design can become labelled as ‘eco’ and why the label eco matters in the development process.

The module will conclude by assessing how different models of governance can best deliver eco-city development.

How the module will be delivered:

A combination of lectures, seminars and directed reading.

**Governance of the Eco-city Development Processes**

Spring Semester

20 credits

£930
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

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

**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

**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.

Counselling Skills for Genomics

**SPOTLIGHT ON...**

**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
- Bioinformatics
- Retrosynthetic Analysis

**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

**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

**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...

**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.

**(029) 2087 5274**

Please contact Kate for more information.

**MINERALS & MINING**

IS RANKED 43 IN THE TOP 50 WORLD RANKINGS!

**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!
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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