Cardiff University
Continuing Professional Development
Short Courses: Spring-Summer 2020

cardiff.ac.uk/professional-development
Why choose Cardiff University for your Continuing Professional Development?

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

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

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

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

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

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

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

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 very proud to hold the Customer Service Excellence standard®. We are committed to providing a service which is welcoming, reliable and exceeds customer expectations.

Special offers
We run a number of special offers, including 10% off selected CPD short courses when you book two or more courses/places at the same time. Look out for this symbol for eligible courses.

NEW FOR 2020!
We are delighted to be able to offer Cardiff University Alumni 10% off selected courses. Please contact us for details at train@cardiff.ac.uk

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 2019 we were awarded thirteen Compliance Plus awards for our continued world class 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.

10% off

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

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.

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

10% off
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. The CPD Unit will act as your gateway, supporting you and your business to access Cardiff University’s world-class expertise and resources across a range of disciplines.

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 tailored 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 alook at our recent bespoke provision case studies.

Communication
Confident Communication
Presentation Skills
Business Writing Skills

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

Leadership and Lean
Leadership in Business Administration (LBA) Programme
LEAN Six Sigma Yellow Belt
LEAN Six Sigma Yellow and Green Belt

Management and Organisational Skills
Train the Trainer
Effective Self-Organisation
Managing Performance for Results
Leading a Bilingual Organisation

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

Executive Education
Bespoke Programmes

Medicine
Essential Updates in Therapeutics
Introduction to Dermoscopy
Community Oncology
Problem Solving in Paediatric Palliative Care

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

Healthcare
WIMAT (Welsh Institute for Minimal Access Therapy)

Pharmacy and Pharmaceutical Sciences
Pharmacist Independent Prescribing
Clinical Pharmacy (MSc)
Clinical Research (MSc)

Postgraduate standalone taught modules

Available from the following academic Schools:

College of Arts, Humanities and Social Sciences
School of Geography and Planning
School of English, Communication and Philosophy
School of Modern Foreign Languages
Cardiff Business School
School of Law and Politics

College of Biomedical and Life Sciences
School of Healthcare Sciences
School of Medicine
School of Pharmacy and Pharmaceutical Sciences

College of Physical Sciences and Engineering
School of Engineering
School of Physics and Astronomy
School of Chemistry
Welsh School of Architecture
People with excellent communication skills are more likely to be successful in their work. How well you communicate determines how you and your ideas come across and whether or not you achieve your objectives. This 1-day course will explore tactics and methods to improve your ability to communicate with confidence.

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

What will I learn?
• How to build rapport and improve relationships
• How body language can help or hinder communication – e.g. by using visual aids and technical information into clear writing techniques
• How to create a connection with your audience and keep them engaged
• How to manage nerves.

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.

What will I learn?
• How to effectively plan, structure and develop an engaging presentation, including:
  • How to target your presentation to suit the needs of your audience
  • The impact of your voice and awareness of body language
  • The importance of energy, enthusiasm and choosing positive words
  • Tactics for distilling complicated and technical information into clear communication – e.g. by using visual aids
  • How to create a connection with your audience and keep them engaged
  • How to manage nerves.

This 1-day course will help participants communicate more clearly and confidently in all business-related writing they produce, from simple emails to fullscale 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?
People who need to develop their presentation skills and boost their confidence in their ability to speak publicly.

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.

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

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

What will I learn?
• What is Google Analytics and how to measure ROI on your efforts.
• How to assess your current standing compared to your competition.
• How to monitor what users are doing on your website.

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?
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 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.

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.

Confident Communication
24 June 2020
£198

Presentation Skills
9 July 2020
£198

Business Writing Skills
23 September 2020
£198

Google Analytics
15 July 2020
£198

Google Ads
18 November 2020
£198

Search Engine Optimisation
21 May 2020
£198

New for 2020! Continue your learning - take a look at page 23 for new Postgraduate level taught modules from the School of English, Communication and Philosophy.

Find full details on our website: cardiff.ac.uk/professional-development
Marketing and online communication

Book two courses (see selected categories) at the same time and save 10%. Look out for the 10% off stamp for courses included in this offer.

Introduction to Digital Marketing
8 April 2020
£198

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

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

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

What will I learn?
• The pros and cons of different techniques, including their cost-effectiveness.
• How to find out about other companies’ digital marketing strategies.
• How to produce an efficient and effective digital marketing plan.

Advanced Digital Marketing
17 June 2020
£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-channeled 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-channeled digital marketing plan.

Introduction to Copywriting
30 March 2020
£198

Gain confidence in writing for different platforms and learn how to pinpoint the right tone of voice and style in this 1-day course taught by an industry professional.

This introductory course is ideal for those who want to improve their copywriting skills and feel more confident in areas such as tone of voice, writing for different platforms (eg web, press releases and social media), and how to edit and proofread.

Who is it for?
• Anyone who regularly writes copy to promote, inform or sell in their organisation or may do so in the future.

What will I learn?
• How to write benefit-led copy.
• Writing different materials including web copy, press releases and social media.
• How to develop an approach that is strategic and an essential part of your marketing mix.
• How to produce an efficient and effective digital marketing plan.

Advanced Copywriting
21 July 2020
£198

In this 1-day course you’ll hone your conceptual copywriting skills and learn new techniques to increase creativity, structure your copy and banish writer’s block.

This is our more advanced copywriting course, and goes into depth about structuring your copy, meeting a brief, strengthening headlines, and techniques to eliminate writer’s block.

Who is it for?
• Anyone with significant marketing and communications experience who wants to continue learning and improving.

What will I learn?
• The ‘7-stage’ technique for writing copy to engage the reader from beginning to end.
• How to produce an efficient and effective digital marketing plan.

Copywriting

A HANDY GUIDE TO CHOOSING THE RIGHT COURSE.

DIGITAL MARKETING
• Are you working without a detailed digital marketing plan?
• Do you need help understanding who your target audiences are?
• Do you want to know which digital platforms are best for reaching your target audiences?
• Would you like to learn how to generate engaging content ideas?
• Do you just need a confidence boost to get digital marketing started?

If you answered yes to any of these questions, choose Introduction to Digital Marketing.

• Would you like to make your digital marketing plan more efficient?
• Would you like to learn advanced digital marketing techniques, such as:
  • How to produce the best ads for specific digital platforms?
  • How to understand social media sentiment and keep abreast of Google algorithms help you?
  • How to find and recruit influencers and micro-influencers?

If you answered yes to any of these questions, choose Advanced Digital Marketing.

COPYWRITING
• Do you need help writing in a clear, concise and compelling way?
• Do you want to know how to effectively use tone of voice?
• Do you need support to clearly define your target audience for each piece of writing?
• Would you like to learn how to write effortlessly for different platforms and purposes?
• Do you want to become confident in using tried and tested copywriting techniques?

If you answered yes to any of these questions, the Introduction to Copywriting course can help you.

We hope this has given you some ideas for your training and development. To find out more, you can call us on 029 2087 5274 or visit our website at cardiff.ac.uk/professional-development.

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

NEW FOR 2020!!
A HANDY GUIDE TO CHOOSING THE RIGHT COURSE.

COPYWRITING

• Do you have significant marketing and communications experience but need to increase your flair and versatility?
• Do you want to think and write in a more conceptual way?
• Do you want to learn how to write – and respond to – a killer brief?
• Would you benefit from learning approaches to brainstorming and developing concepts?
• Are you keen to understand more how words and images can work together?

If you answer yes to any of these questions, the Advanced Copywriting Skills course can help you.

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

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

No prior knowledge is required.

What will I learn?
• How to develop an approach that is strategic and an essential part of your marketing mix.
• Knowledge and methods to plan an effective and successful media relations campaign.
• How to gain positive coverage for stories.
• How to engage journalists using innovative tactics.
Marketing and online communication

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 sites
• 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.

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.

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

Leadership and Lean: Executive Education

Leadership in Business Administration (LBA) Programme

March - November 2020

£2,000

Our Leadership & Business Administration (LBA) programme is designed to be a mini, work-based taster of our Executive MBA programme. It will help you gain essential business knowledge and will enhance your professional performance to enable you to realise your career potential and take a leading role within your organisation.

The LBA Programme is designed to fit around your work and home commitments as teaching is delivered in 1-day sessions across 12 months. You can choose to participate in all sessions or can just pick those of most interest to you.

All sessions will provide multiple opportunities for participants to appreciate how the discussed concept relates to and/or affects their work.

After each session you will be able to practically apply your learning straight away.

Who is it for?
Yellow Belts are people at the grass root level in the organisation (ie shop floor employees or supervisory teams).

The Lean Six Sigma Yellow Belt course is for people who are going to be involved in a Six Sigma project as a team member, assisting Black Belts and Green Belts executing sponsored projects. The Yellow Belt collects data, participates in problem solving exercises and adds their personal experiences in resolving the complex problems in organisations.

No prior knowledge of Lean Six Sigma is required for attending this course.

What will I learn?
• Understand the Lean Six Sigma tools and techniques for problem solving
• Understand the project selection methodology used within Lean / Six Sigma programme.

Accredited courses
Lean Six Sigma: Yellow Belt

14-15 May 2020

£1,000

Six Sigma' is a well-established approach that seeks to identify and eliminate defects, mistakes or failures in business processes or systems. It achieves this by focusing on those process performance characteristics that are of critical importance to customers.

'Lean' offers a set of proven concepts, tools and techniques which reduce lead times, set up times, equipment downtime, rework and other wastes, and increases the quality of a product or service.

The integration of these two improvement methodologies can achieve fantastic results, far greater than the deployment of one methodology alone.

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No prior knowledge of Lean Six Sigma is required for attending this course.

What will I learn?
• Understand the key metrics of Lean & Six Sigma
• Develop skills to use Minitab software for Lean Six Sigma projects
• Apply Lean Six Sigma DMAIC methodology in problem solving scenarios
• Apply basic and advanced statistical concepts (such as regression analysis, hypothesis testing, design of experiments, statistical Process Control charts) for process improvement
• Understand the roles and responsibilities of Green Belts and learn how to execute projects and write up the report.

ACCREDITED COURSES
Find more information and full details of how you’ll achieve accreditation: cardiff.ac.uk/professional-development (search for Lean Six Sigma)

Developing a Communication Strategy

25 September 2020

£198

A step-by-step process to planning a communication strategy, from core understanding and knowledge of business processes or systems.

How to maximise benefit from all the options.

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

We’ll help you excel as a manager and teach you to develop and nurture your team. Courses include the popular Train The Trainer course and more challenging areas of management such as performance appraisal.

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 expertise to their colleagues.

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

Effective Self-Organisation
 effective learning interventions
• What agile management can bring to the organisation.
• How to manage stress and map team relationships.

Who is it for?
Managers and team leaders, whether they are experienced and would like to refresh or potential team leader, supervisor, manager who can add value to the organisation through imparting their expertise to their colleagues.

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

Effective performance management helps foster motivation, staff retention, productivity 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 – regardless of personality or generation.

Who is it for?
Managers and team leaders, whether they are new to a line management position, or managers and team leaders, whether they are new to a line management position, or

What will I learn?
• Skills and techniques to help maximise staff’s performance
• The role of performance management within staff development
• How to develop staff, set clear, focussed performance plans
• Having constructive conversations to deal effectively with under-performers
• Understand how to identify, set and agree standards and goals with your staff
• Develop your questioning and active listening skills to identify core issues
• Know how to give and receive effective and constructive feedback
• Recognise how to tailor interventions to meet individual needs
• Practice effective performance improvement strategies.

£398
10-11 June 2020
£398
10-11 June 2020
£198
22 October 2020
£398
Contact us for dates

Train the Trainer
9-10 September 2020
£398
2020: 2-DAY COURSE

Managing Performance for Results
22 October 2020
£198
2020: 2-DAY COURSE

Leading a Bilingual Organisation
Contact us for dates
£398

Cardiff Business School and the School of Welsh have co-developed and will co-deliver a 2-day workshop to introduce key themes and concepts related to leading a bilingual organisation.

Your trainers will be Dr Sarah Hurlow (Leadership Behaviours), Richard Strudwick (Communication), and Dr Dylan Foster Evans.

Who’s it for?
Any leader or managers within public, private, or third sector organisations. Also, those responsible for championing the Welsh language, or ensuring compliance with the Welsh Language Standards at organisational or departmental level.

What you’ll learn
• The importance of the Welsh language context for all organisations in Wales
• How communication works and will explore the personal qualities for communicating effectively across language groups
• Best practices and practical strategies for communicating in English-Welsh teams
• An introduction to sociolinguistics, professional communication, critical language awareness, and the role culture and cultural identities may play in communicating in a professional context
• How leaders can increase their self-awareness and understand how their leadership behaviour impacts on others
• The leadership behaviours which are required to positively impact bilingualism in the workplace.

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Project Management

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

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

**Accredited courses**

MSP® Foundation and Practitioner

30 March – 3 April 2020

£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.

Why choose this course?

• Professionals 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

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• Programme leaders and office staff
• Operations staff involved in change programmes

Who is it for?

• Professionals 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?

• 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®.

Why choose this course?

Gain a thorough understanding of this framework for delivering best practice. The MSP® framework provides a guiding set of principles and processes to be used when managing a programme.

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.

Why choose this course?

PRINCE2® is the most popular project management methodology in the UK. This in-depth, intensive course provides you with the tools you need to tailor the PRINCE2® process to any project or organisation.

MSP® blended learning

Contact us for details

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

Who is it for?

• Professionals who wish to study flexibly
• Anybody who needs to know how to run projects more effectively.

What will I learn?

• Understanding of the MSP® framework 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.

Why choose this course?

This blended learning course offers a complete and practical understanding of the MSP® framework and prepares delegates for the Foundation and Practitioner examinations, which are taken as part of the course.

AgilePM® Foundation and Practitioner

Contact us for dates

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?

• Ideal for professionals who wish to study flexibly
• Anybody who needs to know how to run projects more effectively.

What will I learn?

• Understanding of the roles involved in successfully delivering an Agile project
• Understanding the sequencing of activities in an Agile project
• Use the AgilePM® framework to plan and control programmes using the appropriate elements of AgilePM®.

Why choose this course?

Choose this intensive project management course if you work in a project-focused environment and wish to gain a thorough understanding of the roles and sequencing of activities involved in successfully delivering an Agile project.

Entry requirements

• Minimum of 6 months’ project management experience (for PRINCE2® and AgilePM®), or prerequisite change management experience (for MSP®)
• All pre-course work and eLearning study must be completed prior to the course start date.

Teaching (Blended 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 10 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 eLearning study and face to face teaching days
• The eLearning element requires around 15-24 hours of private study
• Delegates must complete the full e-learning course before the face to face workshop days.

Teaching (5-day 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.
Executive Education

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

ABOUT EXECUTIVE EDUCATION

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 forefronts 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.

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

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.

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

Executive Education bespoke

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.

For information about upcoming Executive Briefings, please email our team at: executive-education@cardiff.ac.uk

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 more information, call 029 2087 5274 or email train@cardiff.ac.uk
The Development and Evaluation of Complex Interventions for Public Health Improvement

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

What will I learn?
The vision of the course is to improve patient care by delivering accessible education through which we aim to support health-care professionals to solve problems in paediatric palliative care, whatever their setting or area of interest.

Who is it 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.

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.

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

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.

Problem Solving in Paediatric Palliative Care
March-June 2020
£550

A Masters level short course in paediatric palliative care. Organised by Cardiff University in collaboration with Ty Hafan Children’s Hospice and the All Wales Managed Clinical Network for Children’s Palliative Care.

Who is it for?
The course is open to physicians, nurses, psychologists, therapists and other professionals working with children. Those interested in end-of-life/palliative care and those with a commitment to implementation and dissemination of paediatric end-of-life/palliative care education within your institution or organisation.

What will I learn?
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Healthcare

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

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

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

Ceri Phillips
Antimicrobial Pharmacist

“...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.”

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.

For further details about WIMAT, please visit:

wimat.org | (029) 2068 2131 | wimat@cardiff.ac.uk | @surgeryskills

Pharmacy and Pharmaceutical Sciences

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

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

WIMAT

Located in Cardiff MediCentre at the University Hospital of Wales, WIMAT runs multi-disciplinary training courses across a range of surgical and medical specialties for trainees and career grades across the UK and beyond.

Short courses and Postgraduate level taught modules

Did you know?

• Welsh Institute for Minimal Access Therapy (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.

We are here to develop you!

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

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

Access to facilities including:

• Spaceship 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.

Clinical Research (MSc)

Contact us for dates

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

Who is it for?

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

What will I learn?

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

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

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

Those sessions are always scheduled at weekends to accommodate students’ existing employment commitments.

Postgraduate course
Part-time. Runs over 3 years.

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 pharmacists, and provides the opportunity to compare practices and learn from each other.

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 and Professional Development

Contact us for dates

Did you know?

• For individual skill practice
• From across the UK and worldwide
• High fidelity simulation models
• Stations, with a range of low to high fidelity simulation models
• Live link to the OR1 facility in the University Hospital of Wales.

For further details about WIMAT, please visit:

wimat.org | (029) 2068 2131 | wimat@cardiff.ac.uk | @surgeryskills
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.

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.

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.

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Call or email us for an informal chat.

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

Genetics and Genomics modules
Genetics and genomics are an integral part of our healthcare service and our range of Genetics modules will enhance your skills, knowledge and insight in the growing sector of genetic healthcare. Our Masters-level modules provide a practical and theoretical foundation in genetics, genomics, and research methods for those working in clinical healthcare, who wish to learn more about genetics and genomics, or who are considering a career in genetic counselling.

Counselling Skills in Genetic Healthcare
This course is designed to enable the development of the student’s counselling skills through providing an understanding of the theoretical underpinnings and to their counselling and through extensive practical work.

Students will develop competence to support service users through periods of stress, when making an adjustment to the genetic condition or their genetic status, or when making life decisions related to the genetic condition.

Genetic Science for Health Professionals
Increasing genetic knowledge is impacting on all areas of healthcare. This course provides an understanding of the basic mechanisms of human genetics and inherited genetic disease. It introduces students to the main structures and functions of the human genome, to the chromosomes and the critical protein-coding genes. The molecular and structural basis of the many different types of human mutations, and how they are mapped, characterised and routinely diagnosed will be outlined.

Practical Skills in Genetic Healthcare
With genetics and genomics becoming increasingly important across healthcare, this module is designed for healthcare professionals to build a foundation of knowledge and skills for work in genetic healthcare. It includes development of practical clinical skills such as family history taking and writing patient correspondence, scientific concepts underpinning genetic healthcare and use of counselling skills.

School of Chemistry
Modules are offered in the following topic areas:
- Biocatalysis
- Bioinorganic Chemistry
- Biosynthesis
- Catalyst Design
- Drug Development
- Drug Discovery
- Electrocatalysis
- Heterogeneous Catalysis
- Homogeneous Catalysis
- Industrial Heterogeneous Catalysis
- Medicinal Chemistry
- Molecular Modelling
- Retrosynthetic Analysis

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

School of Physics and Astronomy
We offer a vast range of standalone modules from the MSCs in Environmental Design of Buildings:
- Earth & Society
- Investigation of the Built Environment
- Low Carbon Buildings

School of Architecture
We are pleased to offer a selection of modules from the Welsh School of Architecture:
- Design of Buildings:
- Architectural Computing
- Geopolitics
- Theory and Architectural Practice
- Urban Design

SPOOTLIGHT ON...
FREE online course: Global Water Security created by the Water Research Institute
This free course will run for 4 weeks. Please check futurelearn.com for dates.

HOW TO APPLY
You can find full module information and application details on our website. Any questions? Call or email Charlotte for an informal chat.
cardiff.ac.uk/professional-development

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

Free 6 week online course: Structural Geology for Exploration and Mining
Please contact Kate for details.
Course runs: 9 March - 17 April 2020

FIND OUT MORE
Visit cardiff.ac.uk/professional-development
(Search for ‘Postgraduate standalone modules’, then ‘Genomics and Genetics’)

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 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 attained 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

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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@CardiffUniCPD

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