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.

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.

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

NEW FOR 2020!
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.

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Customer Service Excellence
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We are a customer focused team within a prestigious Russell Group University.
Bespoke and tailored training
We can create training activities that are specifically designed for your organisation. Talk to us about how we can create a customised or in-house programme for you.

What we can offer your business
We have extensive experience in working with businesses and organisations to develop and deliver high quality, relevant, cost effective and bespoke learning solutions.

At Cardiff University we can:
• Deliver courses from our existing programme specifically for your organisation
• Tailor content from our courses to suit your business
• Design a completely bespoke training programme or activity to meet your organisation’s objectives.

Learning is practical, with a particular emphasis on discussion and interaction, and how new skills and knowledge can be applied in the workplace. We aim to ensure that employees continue to develop their skills to the fullest which will help organisations to remain innovative, competitive and up-to-date.

Our training provision is constantly updated to reflect business objectives and the latest industry developments.

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

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

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

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

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

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

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

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

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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 English, Communication and Philosophy
School of Modern 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
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.

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

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

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

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

Who is it for?
People who need to develop their presentation skills and boost their confidence in their ability to speak publicly.

What will I learn?
• How to effectively plan, structure and deliver 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?
Anyone who uses the written word in their work and wants to improve the quality, impact and efficiency of their writing.

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

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

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

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

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.

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• How to monitor and investigate performance by page or by visitor source
• How to build and share custom dashboards using Google Data Studio
• How to set up custom segments and what kind of questions they can answer
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This course covers the basics of SEO and touches on more advanced topics as well. It will help you improve both the breadth and the quality of your rankings with Google and the other major search engines, and make sure you get the most from every hour invested in SEO tasks.

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

No prior SEO knowledge is required.

What will I learn?
• How to assess your current standing within the search market
• How to improve your search engine rankings
• Common SEO mistakes to avoid
• How to measure ROI on your efforts.
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.

Digital Marketing

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.

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.

Who is it for?
• Anyone with digital marketing experience who wants to broaden their horizons and strengthen their digital skills
• People with an understanding of online and offline marketing who want to improve their skills

What will I learn?
• How to produce the best ads for specific digital platforms?
• Could understanding social media sentiment and keeping abreast of Google algorithms help you?
• Would you like to know how to find and recruit influencers and micro-influencers?

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

Advanced Digital Marketing
17 June 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 choose the right tone of voice for your audience(s)
• Writing different materials including web copy, press releases and social media
• How to write benefit-led copy
• How to edit and proofread.

If you answer yes to any of these questions, choose Introduction to Copywriting.

Introduction to Copywriting
30 March 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 comms 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
• World-famous creativity exercises to elevate your copy
• Simple techniques for generating effective headlines
• Techniques streamline your writing process.

If you answer yes to any of these questions, choose Advanced Copywriting.

Advanced Copywriting
21 July 2020
£198

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

Who is it for?
• Anyone with significant marketing and communications experience but need to increase your flair and versatility?

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 generate positive coverage for stories
• How to engage journalists using innovative tactics.

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

Media Relations
6 October 2020
£198

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

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

No prior knowledge is required.

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

train@cardiff.ac.uk
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CardiffUniCPD
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.

Developing a Communication Strategy
25 September 2020
£198

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

What will I learn?
• How to write and edit online copy.

Who is it for?
HR and communication professionals.

What will I learn?
• The principles and techniques specific to successful online writing

Leadership and Lean: Executive Education

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.

Lean Six Sigma: Yellow Belt
14-15 May 2020
£1,000

Who is it for?
Anyone writing or editing copy for your organisation, please get in touch with Cardiff University, or if you’d like to explore creating a similar course for your organisation, please get in touch with Cardiff University.

What will I learn?
• The principles and techniques specific to successful online writing

Leaders in Business Administration (LBA) Programme
March - November 2020
£2,000

Who is it for?
Executive-level managers to improve their understanding of and to be able to apply leadership principles to their work.

What will I learn?
• Leadership and professional development

A Green Belt (GB) is an individual who is able to practically apply your learning straight away.

Who is it for?
The programme has been designed to meet the needs of experienced middle managers looking for ways to develop their understanding and knowledge of business to further their career.

What will I learn?
The programme is completely flexible; however, the topics below have been selected to give you the broad spectrum of expertise needed to influence and effect real change.

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

Writing for the Web
14 October 2020
£198

What will I learn?
• How to produce web content that is appealing, effective, easy to use, and appropriate for your target audience

Who is it for?
Anyone writing or editing copy for websites and social media sites

What will I learn?
• How to optimise copy for search engines

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 with Cardiff University.
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 development 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 their organisation through imparting their skills, knowledge and expertise to their colleagues.

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

Often, we find ourselves dealing with a huge number of information, fragmenting our attention and causing us to neglect what truly matters. We need efficient and effective techniques to help keep the problem under control and this 2-day course produces you with practical tools that can be used immediately.

Day 1
• An introduction to tools and techniques – including Getting Things Done (GTD**)
• Use of RACI Matrix
• The Kanban system
• How to prioritise your work
• Understanding how to use delegation to help reduce stress
• Making the most of your Prime Time
• Doing ‘one thing at a time’ and other useful tips and action plans.

Day 2
• Agile management - including skills, tools and techniques required to run your organisation in an agile manner
• Leadership skills necessary to run an agile business.

Who is it for?
Managers and team leaders, whether they are experienced and would like to refresh their knowledge, or are new to a line management position, or 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 up-hill climb.

What will I learn?
• New practical tools and techniques for personal, management and team use
• How to select those most appropriate and apply them at work or at home
• How to manage stress and map team responsibilities
• What agile management can bring to the organisation.

* David Allen, Getting Things Done: How to achieve stress-free productivity (Warhus, 2002).

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 experienced and would like to refresh and improve their skills.

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.

* David Allen, Getting Things Done: How to achieve stress-free productivity (Warhus, 2002).

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 it’s for
Any leaders 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.
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

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<thead>
<tr>
<th>Course</th>
<th>Date</th>
<th>Fee</th>
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<tbody>
<tr>
<td>MSP® Foundation and Practitioner</td>
<td>30 March - 3 April 2020</td>
<td>£1,495</td>
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<tr>
<td>MSP® Foundation and Practitioner</td>
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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
- All participants should have some experience of managing or leading change.

**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 guide to principles and processes to be used when managing a programme.

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

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 embeds many years of best practice and provides a flexible and adaptable approach to suit all projects.

**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.

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

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

**Who is it for?**
- Ideal for professionals who wish to study flexibly. This course is ideal for staff involved in Programme Management roles who wish to gain a qualification, for example:
  - Programme leader
  - Programme office staff
  - Business Change Managers
  - Business Consultants
  - Operations staff involved in change programmes.

**What will I learn?**
- Understanding of the MSP® framework, 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?**
Choose this course if you would prefer to study flexibly, and attend an exam workshop to consolidate your learning and prepare for the Foundation and Practitioner exams.

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.

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. This course is ideal for staff involved in Programme Management roles who wish to gain a qualification, for example:
  - Project or Business Sponsors
  - Project Managers and their teams
  - Business Change Managers
  - Technical team members involved in solution design, procurement 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
- Use of appropriate tools and techniques for Agile projects
- Understanding of effective control measures in Agile projects.

**Why choose this course?**
Choose this intensive project management course if you wish to attend an exam workshop to consolidate your learning and prepare for the Foundation and Practitioner exams.

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.

### More courses

#### CPD Unit
[cardiff.ac.uk/professional-development](cardiff.ac.uk/professional-development)

#### Contact us
[train@cardiff.ac.uk](mailto:train@cardiff.ac.uk)  (029) 2087 5274
CardiffUniCPD
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**USEFUL INFO**

**Entry requirements (all accredited courses)**
- Minimum of 6 months’ project management experience (for PRINCE2® and AgilePM®) or programme/change management experience (for MSP®)
- All pre-course work and eLearning 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 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 project eLearning study and face to face teaching days
- The eLearning element requires around 115-24 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.
Executive Education

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

PROJECT MANAGEMENT

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

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

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

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

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.

Customisable programmes for delivery ‘in-house’

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

Lean Six Sigma

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

Service Improvement Innovations

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

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

For information about upcoming Breakfast 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 to business and information management and organisational liability.

Executive Education Breakfast Briefings, please email

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

16

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

17
Essential Updates in Therapeutics
Study Day
Spring 2020
£125

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

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

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

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

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

What will I learn?
Topics will be confirmed nearer the time so that delegates receive the most up-to-date information. Previous subject areas have included:
- Chronic obstructive pulmonary disease – an ever-changing landscape
- Advancing inhaler technique – making inhalers 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.

Who is it for?
The Essential Updates in Therapeutics is brought to you by the University of Cardiff.

Introduction to Dermoscopy
March 2020
£1195

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

Who is it for?
Suitable for all community healthcare practitioners.

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

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

Who is it for?
For networking and interprofessional discussion.

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?
The Essential Updates in Therapeutics is brought to you by the University of Cardiff.

Community Oncology
Spring 2020
Kindly funded by MacMillan Cancer Support

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

Who is it for?
For networking and interprofessional discussion.

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?
The Essential Updates in Therapeutics is brought to you by the University of Cardiff.
Healthcare

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.

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

For further details about WIMAT, please visit: wimat.org | (029) 2068 2131 | wimat@cardiff.ac.uk | @surgeryskills

WIMAT

Healthcare

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

VISIT OUR WEBSITE FOR DETAILS OF ALL OUR CPD COURSES

Short courses and Postgraduate level taught modules

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.

Access to facilities including:

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

We are here to develop you!

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

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

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

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

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

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

FIND OUT MORE

cardiff.ac.uk/healthcare-sciences
(search for courses, continuing professional development)
(029) 2068 7689
hcareenquiry@cardiff.ac.uk

Follow us on Twitter: @UHealthSci

Short courses and Postgraduate level taught modules

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

Did you know?

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.

Who is it for?

The 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.

Pharmacist

Clinical Pharmacy (MSc)
Contact us for dates

Clinical Research (MSc)
Contact us for dates

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

If your line of work involves clinical research, this course is designed to help you advance 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.

Clinical Research (MSc)
Contact us for dates

For further details about WIMAT, please visit:

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

Cardiovascular Therapeutics

Clinical Research (MSc)
Contact us for dates

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Cardiovascular Therapeutics

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Cardiovascular Therapeutics
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 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.

NEW FOR 2020

College of Arts, Humanities and Social Sciences

SPOTLIGHT ON...

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 to which characterise eco and low carbon developments.

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.

22

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23

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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

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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
Sustainable Transport Policies
Transport Analysis

School of English, Communication and Philosophy

Critical Approaches to Discourse
Consciousness and Cognition
Collective Responsibility
Discourse and Social Interaction

School of Law and Politics

Continuing Professional Development in Law

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

Cardiff Business School

Executive MBA
MSC Public Leadership:
Contemporary Challenges in Public Service Leadership
Innovation and Creativity in Public Service
Leading Public Service Change
Leading Policy and Delivery
We offer a diverse suite of standalone postgraduate taught modules across a number of Schools within the College of Physical Sciences and Engineering.

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

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 offsetting 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:
- Explain how buildings use energy, the demands and loads within 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.

On completion of the module a student should be able to:
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How the module will be delivered:
- Lectures
- Short tasks
- Workshops
- Use of software modelling methods.

SPOTLIGHT ON...

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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.

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

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.