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.

Customer Service Excellence
We are a customer focused team within a prestigious Russell Group University.

We are a dedicated CPD Unit
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 least 90% of CPD customers rate us as good or excellent for level of care and accuracy of information.

NEW FOR 2020!
At least 90% of CPD customers rate us as good or excellent for level of care and accuracy of information.

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 have extensive experience with local, national and international businesses.

SMALL class sizes in a city centre location.

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.

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

What we can offer your business

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

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

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

What can we offer your business?

• Bespoke CPD activities are available in a range of formats - offering adaptability and catering for your individual business requirements.

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.

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.

What can we offer your business?

• Training in a practical way, producing tangible outcomes, which can have an immediate impact on your business.

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 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

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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

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)

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

Postgraduate standalone taught modules

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
Confident Communication
24 June 2020
£198

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

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

What will I learn?
• How to build rapport and improve relationships
• 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.

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
  • 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?
Participants 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.

Google Analytics
15 July 2020
£198

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

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

What will I learn?
• Website administrators and managers
• Bloggers, e-commerce retailers of all sizes
• Digital advertising, SEO and social media managers
• Web developers and designers

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.

Search Engine Optimisation
21 May 2020
£198

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

Who is it for?
Those who want to learn how to improve their search engine rankings.

What will I learn?
• How to optimise your content
• How to select keywords and audiences
• How to measure ROI on your efforts

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Find full details on our website: cardiff.ac.uk/professional-development
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?
- 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?
- Businesses and organisations wanting to develop an effective multi-channelled digital marketing plan.
- Traditional marketing personnel seeking to refresh or update digital skills.

What will I learn?
- The pros and cons of different digital marketing techniques.
- How to choose the right channel for reaching your target audiences.
- How to produce an efficient and effective multi-channelled digital marketing plan.

ADVANCED DIGITAL MARKETING
- 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.

Who is it for?
- Businesses and organisations wanting to upskill their marketing teams.
- Marketing personnel seeking to broaden and strengthen their digital skills.

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.

COPYWRITING
- Do you need help in writing in a clear, concise and compelling way?
- Do you want to know how to effectively use tone of voice?
- Would you like to learn how to write effectively for different platforms and purposes?

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

A HANDY GUIDE TO CHOOSING THE RIGHT COURSE.

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.

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.

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 choose the right tone of voice for your audience(s).
- Writing different materials including web copy, press releases and social media.
- How to edit and proofread.

Introduction to Media Relations
6 October 2020
£198

Gain knowledge and methods to plan an effective and successful media campaign.

Who is it for?
-Anyone with significant marketing and communications experience but need to learn how to effectively engage with the media.
- Anyone with significant marketing and communications experience but need to learn how to effectively engage with the media.

What will I learn?
- How to gain positive coverage for stories.
- How to develop an approach that is strategic and an essential part of your marketing mix.
- How to write in a clear, concise and compelling way.
- How to write effectively for different platforms and purposes.

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

Introduction to 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-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.

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.

From beginning to end, this course will help you get to grips with core digital marketing techniques, such as tone of voice, 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 edit and proofread.

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

Look out for the 10% off stamp for courses included in this offer.

You can find out more and book online - or call our friendly team on (029) 2087 5274.
Developing a Communication Strategy
25 September 2020
£198

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 5-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.

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?
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.
• Leadership and professional development
• Operations management
• High performing teams
• Digital leadership
• HR and performance management
• Finance for non-financial managers
• Strategic management.

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

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

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

No prior knowledge is required.

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

Who is it for?
• Directors or those with some responsibility for either internal or external communications.

No prior knowledge is required.

Lean Six Sigma: Yellow Belt course is for people who are going to be involved in Six Sigma projects. The Lean Belt collects data, participates in problem solving exercises and adds their personal experience to the collective knowledge of the team. The Yellow Belt programme will enable participants to achieve a lean and green belt accreditation, either as a team member for complex projects (supporting Black Belt) or as a project leader for simpler projects.

Who is it for?
A Green Belt (GB) is an individual who works on improvement projects part-time (20%), either as a team member for complex projects (supporting Black Belt) or as a project leader for simpler projects.

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.

Leadership in Business Administration
(GB) Programme
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.

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 basic principles of Lean and Six Sigma and its key metrics
• Understand the Six Sigma DMAIC improvement methodology
• Understand the Lean Six Sigma organisational infrastructure and its roles and responsibilities
• Appreciate the roles of Lean / Six Sigma tools and techniques for problem solving
• Understand the project selection methodology used within Lean / Six Sigma programme.

Leadership and Lean: Executive Education
Cardiff Business School’s Executive Education department offers a number of exciting programmes which will enable you to gain new perspectives on a variety of business and management issues.

£198
25 September 2020
£198
14-15 May 2020 and 8-10 July 2020
£2,500 (includes Yellow Belt)
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.

Immense 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 the organisation through imparting their skills, knowledge and expertise to their colleagues.

What will I learn?

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

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?

Those who want ‘non-gimmicky’ practical tools and techniques for improving productivity and good working relationships.

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 (Walrus, 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 are experienced and would like to refresh their skills and approach to measuring and improving 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.

**GAIN CUTTING-EDGE INSIGHTS FROM ONE OF THE LEADING UK BUSINESS SCHOOLS (RANKED 8TH OF 101)**

• 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.

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 will you learn?

• 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.

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.

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.

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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.

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.

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 of 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.

PRINCE2® Foundation and Practitioner
11-15 May 2020
£1,450

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.

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.

PRINCE2® blended learning
Contact us for dates

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
• 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?
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.

MSP® blended learning
Contact us for dates

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.

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

What will I learn?
• Understanding of the MSP® framework, based around 3 core concepts – Principles, Governance and Transformational Flow
• Use of 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?
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.

AgilePM® Foundation and Practitioner
Contact us for dates

Delivering projects using an Agile approach requires different ways of working and different ways of thinking and different methods. This 5-day course offers a complete and practical understanding of the AgilePM® approach and prepares delegates for the Foundation and Practitioner examinations, which are taken as part of the course.

Who is it for?
• This course is ideal for any staff manager or involved in the delivery of a project that is to be delivered using an Agile approach, for example:
  • Project or Business Sponsors
  • Project Managers and their teams
  • Business Change Managers
  • Technical team members involved in solution design, development and testing
  • Programme and Project office staff
  • Business Analysts.

What will I learn?
• Understanding of the roles involved in successfully delivering an Agile project
• Understanding the sequencing of activities in an Agile project
• Use the AgilePM® framework and AgilePM® Practitioner’s guide
• Understanding of effective control measures in Agile projects.

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 (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 private eLearning study and face to face teaching days
• The eLearning element requires around 16-24 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 intense courses involving evening work on Day 1
• For full details, visit our website.

All accredited training courses are provided by our partners Aspire Europe, who are the Course Conductor Accredited Market Leaders for Project and Programme Management.
Project Management

Non-accredited courses

Project Management
19-20 May 2020
£398

This course is ideal if you wish to gain an introductory understanding of project management, and awareness of the skills and techniques required to effectively implement change in an organisation.

What will I learn?
• Senior decision-makers who are responsible for formulating and delivering strategy
• Project and programme management

Who is it for?
• Senior managers with responsibility for leading projects

Why choose this course?
This course is ideal if you wish to gain an introductory understanding of project management.

What is involved in controlling execution?
Day 1
• Introduction to project management
• Managing people and teams

Day 2
• Projects and portfolio management
• Change control and stakeholders

Leading People Through Change
23-24 July 2020
£398

This workshop will help you to develop skills in four key areas required to effectively implement change in an organisation - Programme management, Change management, Benefits management and People management.

Day 1
• The essentials of business change management and how it is linked with organisation strategy
• Benefits management

Day 2
• All about people. Includes the skills, tools and techniques required to embed the changes delivered by the programme
• An understanding of the role of the project manager

PROJECT MANAGEMENT ALUMNI NETWORK

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

Executive Education

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

Non-accredited courses

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:
LethbridgeS@cardiff.ac.uk

Bespoke short courses
- Cardiff Business School is a very large School with academic experts in most business disciplines.

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

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

Accredited MSP® training is provided by our partners Apex Europe, accredited by PeopleCert. MSP® is a registered trademark of AXELOS Limited. Accredited Prince2® 5th edition training is provided by our partners Apex Europe, accredited by PeopleCert. Prince2® 6th edition is a registered trademark of AXELOS Limited. AgilePM® is a registered trademark of Agile Business Consortium Limited. All rights reserved.
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/PD/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 interpersonal discussion.

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

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

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

Essential Updates in Therapeutics
Introduction to Dermoscopy
March 2020
£1,195

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.

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

Community Oncology
Spring 2020
Kindly funded by MacMillan Cancer Support

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

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

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

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

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?
The vision of the course is to improve patient care by delivering accessible education through which we aim to support health-care professionals to problem solve in paediatric palliative care, whatever their setting or area of interest.
- Early days: principals and philosophy of paediatric palliative care, identification of need, referral to services, assessment
- Period of stability/need for parallel planning. Includes symptom control
- End of life phase including Paediatric Advance Care plan (PAC Plan)
- Bereavement and staff support.

The aim of this 1-day course is to provide participants with a working knowledge of the theory and practice of process evaluation of complex interventions. The teaching team includes authors of numerous empirical and methodological works related to process evaluation.

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

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

PROCESS EVALUATION OF COMPLEX INTERVENTIONS
September 2020
£225

The Development and Evaluation of Complex Interventions for Public Health Improvement (DECIpher) brings together experts from a range of disciplines to tackle public health issues, such as diet and nutrition, physical activity, and alcohol, tobacco and drugs, with a particular focus on developing and evaluating multi-level interventions that will have an impact on the health and wellbeing of children and young people.

Who is it for?
Researchers, PhD students, practitioners and policy makers.

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

DECIPher
Developing and Evaluating Complex Public Health Interventions
June 2020
£1,125

The aim of this 5-day course is to provide you with an introduction to the socio-ecological model of health and how it can be used as a framework for designing public health improvement interventions. You will also learn about different research methods used for developing new interventions, how to develop an intervention ‘logic model’, and how DECIpher works with policy makers, health professionals and the public to co-produce interventions.

It will also provide you with a working knowledge of the key frameworks and methodologies currently used to evaluate complex interventions. Teaching will be delivered by experts in the field of public health intervention from DECIpher and our collaborating institutions.

Who is it for?
Researchers, PhD students, practitioners and policy makers.

What will I learn?
- The theory and rationale underpinning the socio-ecological model
- Complex systems perspectives
- Typologies and examples of complex interventions
- Research methods and tools for intervention development
- Logic model development to inform the design and future evaluation of new interventions
- Methods for involving policy makers, practitioners and the public
- The MRC framework for evaluating complex interventions
- The RE-AIM framework for public health intervention
- MRC process evaluation guidance
- Pilot trials and feasibility studies
- Randomised controlled trials (RCTs), including pragmatic, “realist” and policy trials
- Natural experiments and data linkage
- Economic evaluation of complex interventions.
We are dynamic, innovative and forward looking, and recognised for our excellence in learning, teaching and research.

**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.

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.

**WIMAT**

Pharmacy and Pharmaceutical Sciences

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

**Pharmacy and Pharmaceutical Sciences**

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.

“I’ve benefited from the module as a pharmacist in my current workplace. Developing my skills has allowed me to take on more responsibility and pass on knowledge to others.”

Ceri Phillips

Antimicrobial Pharmacist

**Clinical Pharmacy (MSc)**

Contact us for dates

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

**Who is it for?**

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

**What will I learn?**

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

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

**Clinical Research (MSc)**

Contact us for dates

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

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

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

These sessions are always scheduled at weekends to accommodate students’ existing employment commitments.
Postgraduate modules for CPD
Cardiff University offers a select range of modules that can be taken on a standalone basis. Many of the modules are designed specifically for professionals already working in the field who need to keep their knowledge and skills up to date.

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

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

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

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

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

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

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

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

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

Want to know more?
Visit our website for full details of every postgraduate standalone taught module currently offered at Cardiff University.

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

Call or email us for an informal chat.

Any questions?
Call or email Phil for an informal chat.
You can also find full module information and application details on our website:

cardiff.ac.uk/professional-development
We offer a 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

School of Engineering

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

School of Physics and Astronomy

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

Welsh School of Architecture

We are pleased to offer a selection of modules from the MSc in Environmental Design of Buildings:
- Earth & Society
- Investigation of the Built Environment
- Low Carbon Buildings

SPOTLIGHT ON...

Low Carbon Buildings

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

This module takes a holistic approach to the energy use of a building. We look at working with goals for building design, such as zero carbon standards, and with ways of 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 with buildings and the impact of occupancy on energy use
- Explain the use of renewable technologies and low energy cooling technologies within buildings
- Show a basic knowledge of the concept of embodied energy
- Show an understanding of assessment tools for sustainable design
- Evaluate how well a building attains low carbon design
- Assess the impact of the various building services options on a building design problem

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

How the module will be delivered:
- Lectures
- Short tasks
- Workshops
- Use of software modelling methods

HOW TO APPLY

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

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

cardiff.ac.uk/professional-development

SPOTLIGHT ON...

Wound Healing

Based Practice

Research Statistics and Evidence

Quality and Safety

Public Health

Pharmacist Independent Prescribing

Pain Management

Neonatal Medicine

Ageing Health and Disease

Advanced Surgical Practice

Aging Health and Disease

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 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.

Students will develop competence to support service users through periods of loss, 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,
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.

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