

CARDIFF  
UNIVERSITY

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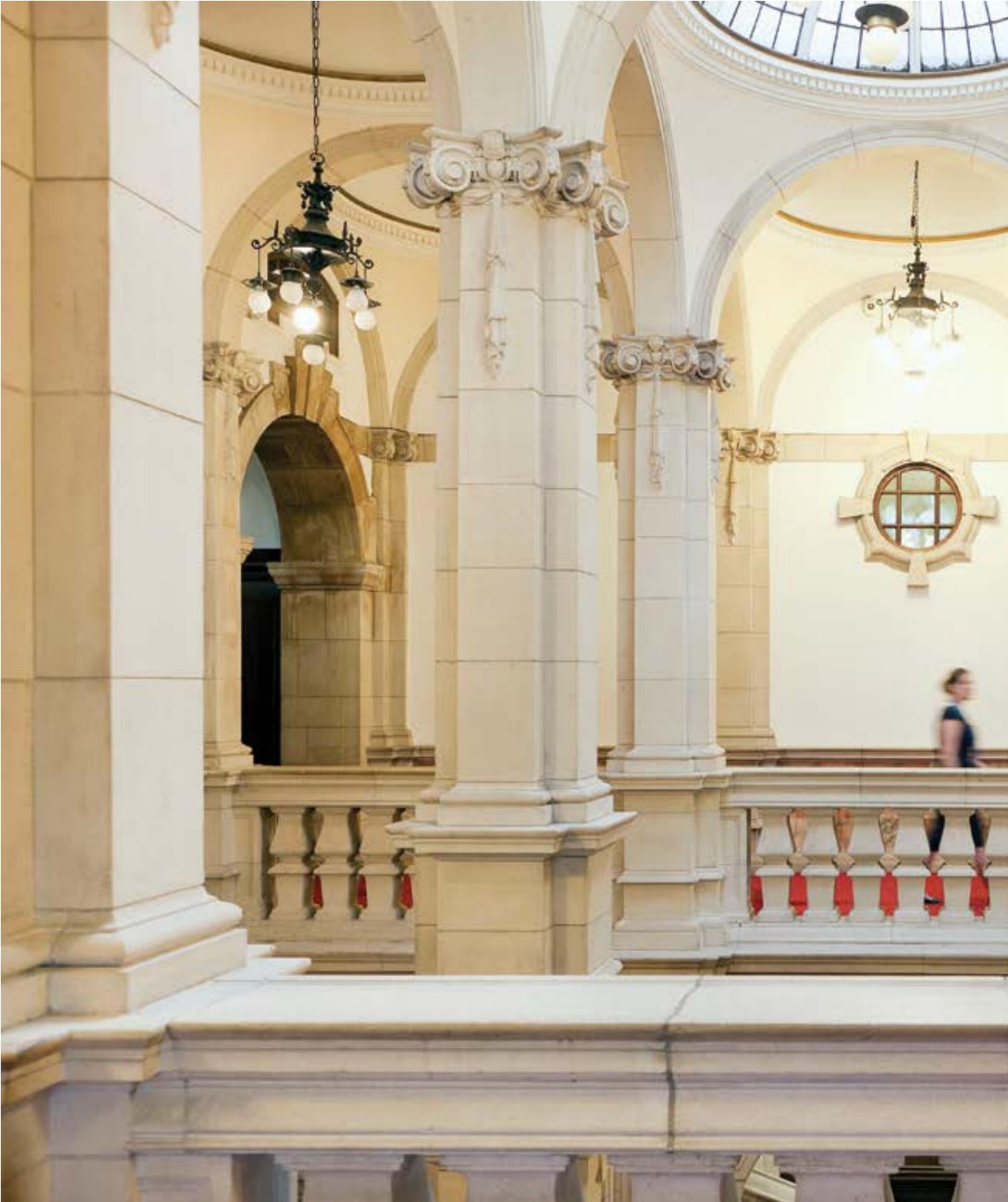
Professional Development

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**Short Courses for Professional Development 2018**

[www.cardiff.ac.uk/train](http://www.cardiff.ac.uk/train)



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# CPD AT CARDIFF UNIVERSITY

## Translating University Expertise Into Business Focused Learning Solutions

A member of the prestigious Russell Group, Cardiff University is recognised in independent government assessments as one of Britain's leading teaching and research Universities.

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



Our provision is constantly updated to reflect business needs 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.

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.

Provision is available in a range of formats, offering flexibility and catering for various learning requirements:

- Short courses
- Blended learning
- Online learning and MOOCs
- Workshops
- Seminars and lectures
- Accredited training
- Access to Postgraduate modules on a standalone basis
- Bespoke learning solutions developed specifically for your organisation's needs

**With extensive experience working with organisations both in the UK and internationally, the CPD Unit offers a gateway for business to access the wide range of expertise available within the University, facilitating the translation of research and knowledge into practical, impactful training solutions.**

We are an ambitious and innovative university with a bold strategic vision, located in a beautiful and thriving capital city. Our world-leading research was ranked 5th for quality and 2nd for impact amongst UK universities in the 2014 Research Excellence Framework.

Our expertise encompasses 26 academic Schools across three Colleges:

### COLLEGE OF ARTS, HUMANITIES AND SOCIAL SCIENCES

The College of Arts, Humanities and Social Sciences is a vibrant, diverse and inspiring community. We span 11 Academic Schools and are committed to excellence in teaching and research. We have 1,100 staff and 13,000 students.

From Business to Law, Music to Journalism, we have an internationally recognised intellectual capacity considering the key theoretical and practical questions in the study of the economy, politics and society.

Our professional courses help equip employees with the latest skills, and bespoke training can be tailored to meet the specific needs of organisations.

### COLLEGE OF BIOMEDICAL AND LIFE SCIENCES

The College of Biomedical and Life Sciences is a dynamic academic community, which undertakes innovative research and provides state-of-the-art learning facilities.

The College brings together 7 Academic Schools with immense strength in research and teaching, not just in Wales, but across the UK and worldwide. It has over 2000 staff and 7000 students.

We aim to be a world-leading centre of academic and clinical excellence, renowned for holistic education and specialty training targeted at improving the health and well-being of society.

An integrated approach is taken to all aspects of health and bio-scientific research, achieving internationally respected results at all stages of the medical research process, from laboratory science through to improved medical and healthcare practices.

### COLLEGE OF PHYSICAL SCIENCES AND ENGINEERING

The College of Physical Sciences and Engineering is a centre of academic excellence, internationally renowned for research and teaching excellence, innovation, industrial engagement, sustainable solutions and societal impact.

Comprised of 7 Academic Schools, the College boasts considerable strength with a diverse portfolio of research and teaching activities aimed at creating exciting global research directions and a rich student experience.

Our agenda-setting research is driven by fundamental enquiry, from investigating the cosmos to the earth's interior, from the atmosphere to the oceans, from energy to health, from catalysis to tissue engineering, from lightning to materials.

Theoretical research is translated to practical and commercial application across the College creating new knowledge and training the next generations of engineers, architects and scientists.

# CUSTOMER SERVICE EXCELLENCE

The CPD Unit were delighted to be awarded the Customer Service Excellence standard in November 2016. Backed by the Cabinet Office, the Standard recognises organisations that truly put their customers at the core of what they do.



- We are a customer-focused team within a prestigious Russell-Group University
- We create an environment which challenges, stretches and supports learners to do the best they can
- We embrace opportunities, think creatively and encourage innovation
- We listen and respond to our customers by implementing their suggestions for improvement
- We care about our civic responsibilities and how our services impact positively in society
- We are based in the economically successful, culturally diverse, beautiful capital city of Wales



# COMMUNICATION

## Business Writing Skills

**24 APRIL**

**29 JUNE**

**2 OCTOBER**

**£195**

This 1 day course will help participants ensure that the documents they produce are clear, concise and appropriate for their organisation as well as their readers' needs.

### Who is it for?

Anyone who needs to produce any type of professional written document, and wants to improve and enhance both the quality and impact of their work.

### What will I learn?

- How to write effective reports and proposals for business purposes
- How to articulate your ideas coherently and fluently in written communication
- How to recognise good and bad email practice
- How to influence readers positively by adjusting the style, content and presentation of your documents

## Confident Communication

**9 MARCH**

**6 JULY**

**19 OCTOBER**

**£195**

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 – networking events, meetings and interviews.

### What will I learn?

- How to build rapport and improve relationships
- Nerves, why are they there and how to control them
- How body language can help or hinder
- Presence and the power of being in the moment
- Personal branding
- Maintaining a positive state
- The power of listening and getting your message across

## Presentation Skills

**28 MARCH**

**27 JUNE**

**24 OCTOBER**

**£195**



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

### Who is it for?

People who need to develop their presentation skills and boost their confidence in their ability to speak publicly.

### What will I learn?

- How to develop an energetic and engaging presentation
- How to focus your audience's attention and deliver high impact presentations
- Tactics that will help you to be a confident, authoritative and memorable presenter
- To understand the impact of your voice
- How energy can motivate you and your audience
- How to target your presentation to suit the needs of your audience

# EXECUTIVE EDUCATION

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

Our programmes are focused on implementation - turning the concepts and ideas into specific actions that improve individual and organisational performance - this distinguishes our offering.

You will gain access to researchers working at the frontiers of knowledge in their disciplines, consequently benefiting from learning that builds both new knowledge and the capacity for sophisticated reflective insight.

## EXECUTIVE EDUCATION OPEN PROGRAMMES

We offer a number of exciting programmes which enable you to gain new perspectives on a variety of business and management issues. Our open programmes are perfect for individuals wanting to network and share knowledge with others from different sectors and industries.

As a research led institution, you can be assured that our teaching is derived from the very latest thinking. Learning is delivered through a variety of different methods, case studies, simulations and practical applications, to ensure effective knowledge transfer.

### Leadership in Business Administration (LBA) Programme

5 MAY - 5 DECEMBER

The Leadership & Business Administration (LBA) programme is designed to offer a specific work related insight into our Executive MBA.

Conversations within the programme will be connected to the problems participants are currently facing within the workplace and those that they will likely face in the future.

Modules will be wholly applicable to the participants' workplace, so that, following a session, participants can begin practically applying their learning straight away.

Many examples will be provided from a range of different sectors, in order to illustrate key learning points. Active participation in the programme is required from participants and the completion of project work, is essential.

### Lean Six Sigma

'Six Sigma' is a well established approach that seeks to identify and eliminate defects, mistakes or failures in business processes or systems.

business processes, irrespective of type or size of industry. Attending the first two days of the programme will enable participants to achieve a yellow belt accreditation, whilst completing the five day programme allows progression to green belt.

The 5-day Lean Six Sigma Green Belt training is a very practical programme that enables attendees to start applying tools and techniques for improving the efficiency and effectiveness of

### Expert LEAN Programme

This 5-day programme is designed to equip change agents, managers and leaders with the necessary knowledge and skills to lead successful transformations particularly those within service organisations.

It will provide new insights to those who already have a good understanding of lean, and also to those who are experienced in the application of lean within a manufacturing context and wish to understand the latest contributions discovered in the world of service.

### Dynamic Value Stream Mapping: Managing Volatile Demand within a Lean Organisation

This 2-day course is designed for Lean Practitioners with a working knowledge of removing muda (waste) from their manufacturing operations, who would like to better understand

how to remove the lean wastes of mura (unevenness) and muri (overburden).

### Dental Practice Management

Dental Practice Management is an essential programme for practice owners and aspiring owners alike. Whilst you might possess the clinical skills needed to be competent in your field, do you possess the business acumen required to run a successful and profitable business?

This 2-day course has been designed to provide you with cutting-edge business knowledge, tailored specifically to the Dental sector, in order to help future proof your business, gain market share and increase your economic prosperity.

Look at Executive Education website for dates and prices: [www.cardiff.ac.uk/business-school](http://www.cardiff.ac.uk/business-school)

# EXECUTIVE EDUCATION

## 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 to groups of learners from the same organisation.

We know that organisational needs are often unique to a specific set of circumstances and individual context. 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](mailto:lethbridgeSL@cardiff.ac.uk)

## Customisable programmes include:

### The Cardiff Innovation Programme

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.

### Bespoke Short Courses

Cardiff Business School is a very large full service school and has 289 members of staff. We offer a full range of business related expertise so get in touch with any short course requirements that you might have and we'll do our best to assist.

### 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.

### Breakfast Briefing Series

The Executive Education Breakfast Briefing series is just one way in which we are engaging with the local business community and wider society.

This Series offers business practitioners, policy makers, media and other stakeholders the opportunity to hear the latest School research across a range of business and management themes and from innovative business leaders from a range of sectors.

Recent topics have included gender pay disparity, building innovation into organisations, tempting talent in to business and information management and organisational liability.

For information about upcoming Breakfast Briefings please email Linda Hellard - [HellardL@cardiff.ac.uk](mailto:HellardL@cardiff.ac.uk)



# MANAGEMENT

## Coaching Skills for Effective Performance

12 MARCH

5 JUNE

10 OCTOBER

£195

Today's manager knows that coaching is a key element of team development. Effective people management is no longer about telling people what to do; effective leaders understand how coaching and development contributes to business success.

### Who is it for?

Managers and team leaders, whether they are new to line management or are experienced and would like to refresh and improve their skills.

### What will I learn?

- How to develop people in order to improve productivity and motivation
- Reflect on observed workplace behaviour to enhance team effectiveness
- Employ emotionally intelligent strategies to optimise business performance indicators
- Implement the theory and discover your coaching signature skills



## Effective Recruitment Selection

25 APRIL

13 SEPTEMBER

£195

Have you been bitten once too often with a new recruit who showed so much potential at interview but didn't deliver from day one? You may have tried and tested a number of different methods to ensure that you identify the right person from an applicant pool, but you later wonder whether it was the right selection decision? If either of these scenarios resonate with you, then perhaps it's time for a more methodical approach to your recruitment.

### Who is it for?

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

### What will I learn?

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



Visit our webpages for further details

# MANAGEMENT

## Performance Management and Appraisal

21 MARCH

28 JUNE

5 NOVEMBER

£195

Effective performance management helps foster motivation, staff retention, productivity and good working relationships.

This 1 day course will offer practical techniques to help participants improve their communication skills and provide an understanding of how to give feedback more effectively.

### Who is it for?

Managers and team leaders, whether they are new to a line management position or are experienced, and would like to refresh and improve their skills.

### What will I learn?

- Skills and techniques to help maximise staff performance
- The role of performance management within staff development
- How to develop staff and set clear, focused performance plans
- How to conduct constructive appraisals and deal productively with under-performers



## Train the Trainer

28 FEBRUARY

22 MAY

17 SEPTEMBER

28 NOVEMBER

£195

Understanding how to prepare and deliver training will enable you to create effective training programmes within your workplace.

Through this 1 day course, you will gain confidence and skills to assess learning outcomes against your organisations' needs. With budgets being squeezed, it is beneficial for internal experts to learn how to pass on their knowledge and expertise through effective training sessions and developing others.

### Who is it for?

Members of staff, managers or team leaders who require a basic understanding of preparing, delivering and assessing training in line with the training needs identified.

### What will I learn?

- How to develop effective training solutions
- How to deliver impactful training and development within your organisation
- Practical experience to utilise the skills learnt



Book your place via our website

# CUSTOMISED TRAINING PROGRAMMES

Whether your need is for generic skills training or research-led, technical training, the CPD Unit is here to help. We will support you and your organisation identify the issues at the heart of your development needs and work with specialists across the University to develop a tailored learning solution.

## OUR APPROACH

The CPD Unit has extensive experience working with organisations both in the UK and internationally, to access the world-class knowledge and expertise at Cardiff University.

We take time to meet up, listen to your requirements and take care of all the organisation and administration, providing a comprehensive and excellent level of service.

## WHAT MAKES US DIFFERENT?

- World-class expertise in a wide range of subject areas
- World-leading research was ranked 5th amongst UK universities for quality and 2nd for impact
- Flexible, quality and research-led training with access to specialist equipment and facilities.
- Delivered at a time, and in a format, that suits you.



## Discuss your requirements today:

For an informal chat about our customised approach please contact:  
train@cardiff.ac.uk or 029 2087 5274

# CASESTUDY

## EMBEDDING INNOVATION AT DŴR CYMRU WELSH WATER

### PURPOSE

With its unique not-for-profit model in the utility sector, Welsh Water provides essential water and waste-water services to over three million people across much of Wales, Herefordshire and Deeside.

Welsh Water is owned by its customers which means that innovation is crucial to lower costs, limit the impact on the environment and reduce risks. The company aims to generate around 25% of its energy needs by 2020. Key to this is a vast investment in new technology and effective use of near-to-market innovation.

### SOLUTION

Following the success of the 2016 bespoke programme, delivered by Cardiff Business School, which focused on embedding innovation to improve efficiency, the 2017 programme has combined that principle with a toolkit to effectively cascade the learning helping to create a culture of innovation throughout the organisation.



### APPROACH

The 4-day Embedding Innovation programme compiled of knowledge transfer and exploration activities in the morning and a practical innovation work-stream in the afternoon where participants worked on real company improvements. This helped to facilitate the process of embedding tools and methods throughout the whole organisation.

The assessment methodology of individual learning logs, 'Innovate!' workbooks and presentations allowed delegates to consolidate their learning and gain University credits which could potentially be used to build towards a further qualification.

### OUTCOME

The result was a ground-breaking programme that has generated both immediate and long-term benefits. The programme had a unique momentum building ideas from abstract concepts, conversation, reflection and new experiences to practical outputs. It surprised delegates, however experienced.

The programme allowed managers from across Welsh Water to share their knowledge, test existing innovation processes and, in the words of a Waste Water manager, "become better at finding, assessing, buying and contracting for innovation."

Projects that the delegates worked on ranged from developing new products and processes for reviewing equipment faults to an examination of the internal innovation culture and triggers for behaviour change.

# MARKETING AND ONLINE COMMUNICATION

## Copywriting

27 MARCH

3 JULY

22 OCTOBER

£195

This highly practical 1 day course will help participants understand how to write professional and effective copy.

Participants will gain an understanding of what makes a good story and the key techniques for writing effective and engaging copy, as well as the importance of successful proofreading.

### Who is it for?

Those who need to write effective copy to help promote and generate business.

### What will I learn?

- How to develop promotional writing skills
- The importance of different styles and tone needed for the diverse range of media
- How to successfully proofread
- Learn to understand the audience you are writing for and how to appeal to them

## Developing a Communication Strategy

22 MARCH

9 JULY

26 SEPTEMBER

£195

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.

### What will I learn?

- 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 system for analysing stakeholders and channels, defining goals and objectives, and presenting your strategy in a clear and practical framework

## Digital Marketing

13 MARCH

23 MAY

21 NOVEMBER

£195

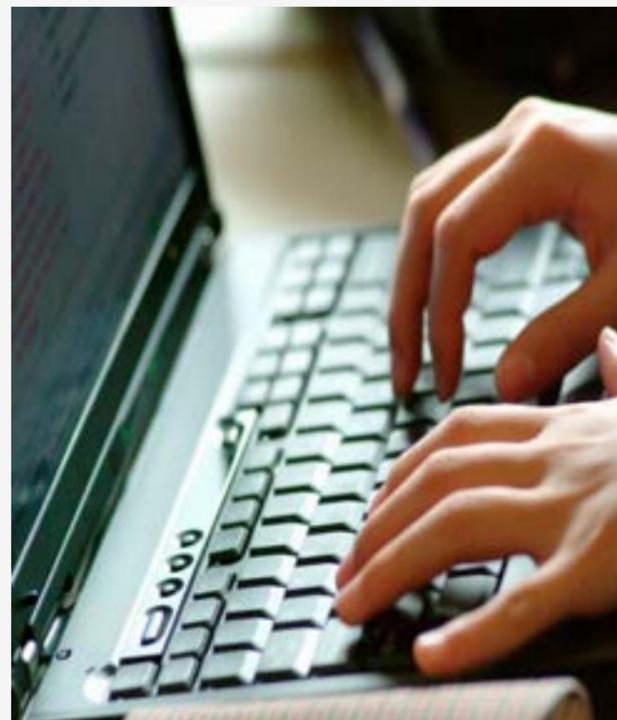
This 1 day course will introduce delegates to a wide range of digital marketing techniques including Display, PPC (pay-per-click), SEO (search engine optimisation), social media, email, content marketing and web analytics.

### Who is it for?

Those working in marketing teams, traditional marketing personnel wishing to learn digital skills and small businesses wishing to know how to use digital marketing professionally.

### What will I learn?

- The pros and cons of each digital marketing technique, including their cost-effectiveness
- How to use each technique to maximum effect
- How to find out which digital marketing techniques your competitors are using
- How to make techniques work together in a digital marketing plan



Book your place via our website

# MARKETING AND ONLINE COMMUNICATION

## Google Analytics

7 JUNE

25 SEPTEMBER

£195

By the end of this 1 day course you will be able to open up a new Google Analytics profile, check for common set-up problems and know how to fix them. You will be able to select the most appropriate data for your site and purpose, display it, export it, make comparisons using it and, most importantly, understand what it means in real terms.

### Who is it for?

Website administrators and managers, bloggers, E-commerce retailers of all sizes, digital advertising, SEO and social media managers, web developers and designers.

### What will I learn?

- How Google Analytics works, including accuracy limitations
- Simple ways to check that installed code is working correctly
- 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 build and export custom dashboards and detailed reports
- How to set up E-commerce tracking and advanced settings



## Media Relations

27 FEBRUARY

8 JUNE

6 NOVEMBER

£195

This hands-on course will focus on how to engage with the media, whether print, broadcast, online or social, in an effective and creative way. Delegates will gain an understanding of how the media works, how to pitch and evaluate a story and how to write an effective press release.

### Who is it for?

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

### What will I learn?

- How to develop an approach that is strategic and an essential part of your marketing mix
- Knowledge and methods to plan an effective and successful media relations campaign
- How to gain positive coverage for stories
- How to engage journalists using innovative tactics



Our Marketing and Online Communication courses are designed to complement each other. A 10% discount will be given to participants who book on two or more of these courses at the same time.

# MARKETING AND ONLINE COMMUNICATION



## Website Design & Management

23 APRIL

4 JULY

11 OCTOBER

£195

With the internet being an instrumental tool in the world of marketing, it is important that businesses are able to create, maintain and develop websites. This 1 day course will give participants the knowledge to help design a stand-out website, the processes involved in creating it and the most cost-effective ways of maintaining and developing it.

### Who is it for?

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

### What will I learn?

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

*No technical knowledge of website design or development is required.*

## Writing for the Web

26 FEBRUARY

18 JUNE

24 SEPTEMBER

£195

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

### Who is it for?

Those responsible for preparing or editing copy for websites.

### What will I learn?

- The principles and techniques specific to successful online writing
- How to produce web content which is appealing, effective, easy to use, and appropriate for your target audience
- How to optimise copy for search engines
- An understanding of the differences between online and offline copy

*Technical knowledge is not a requirement.*



Visit our website for full course outlines and to book a place

# MARKETING AND ONLINE COMMUNICATION

## Search Engine Optimisation (SEO)

17 APRIL

18 SEPTEMBER

19 NOVEMBER

£195

In today's world, where there is increasingly an overload of information available, it is essential that websites can be found by potential and existing customers. This 1 day course will outline effective SEO practice that will help participants to deliver high search engine rankings, whilst ensuring content is accessible.

### Who is it for?

Those who manage or create content for their website and want to learn how to achieve higher or more useful search engine ranking.

### What you will learn?

- How to assess your current standing within the search market
- How to improve your search engine rankings
- How to measure ROI on your efforts
- Recognise your niche and identify the best target keywords to use
- Learn on-site and off-site strategies for lifting rankings and improving website traffic

*Technical knowledge is not required for this course.*



## Setting Up and Managing AdWords

Contact us for dates

£195

AdWords is one of the world's most popular online advertising platforms. 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 investment.

### Who is it for?

Those who wish to gain valuable expertise in the digital marketing sector. Also, those setting up an AdWords account from scratch, or dramatically expanding upon one that already exists.

### What will I learn?

- How to select keywords and audiences
- How to create text and image ads
- How to set up standard search, simple remarketing and display campaigns
- How to link AdWords and web analytics information
- Adjusting bids by device, time and location
- Landing pages/destination URLs
- Controlling spend
- Mobile campaigns and adjustments

Our Marketing and Online Communication courses are designed to complement each other. A 10% discount will be given to participants who book on two or more of these courses at the same time.

# PROJECT MANAGEMENT

## PRINCE2® Advanced Project Management

14, 15, 16, 24 & 25 MAY

6, 7, 8, 9, 10 AUGUST

15, 16, 17, 25 & 26 OCTOBER

£1395

PRINCE2® is one of the leading approaches to project management and delegates will leave with a complete understanding of PRINCE2® and how to put it into practice. This 5 day course offers a thorough and practical understanding of the PRINCE2® project management method and prepares participants for the Foundation and Practitioner examinations, taken at the end of the course.

### Who is it for?

- Professionals who wish to learn about project management and the

PRINCE2® method in particular

- Managers wishing to adopt the method for use in their projects
- Anybody who needs to know how to run projects more effectively

### What will I learn?

- Introduction to project management and the PRINCE2® method
- How to use PRINCE2® processes back in the workplace
- How to tailor each element of PRINCE2® to the needs of the project and the organisation



## Managing Successful Programmes (MSP)®

16, 17, 18, 26 & 27 APRIL

11, 12, 13, 21 & 22 JUNE

20, 21, 22, 23, 24 AUGUST

12, 13, 14, 22 & 23 NOVEMBER

£1475

This 5 day course offers a complete and practical understanding of the MSP® framework. MSP® can help delegates accelerate their organisation's performance and help it to achieve its target capability. MSP® Foundation and Practitioner examinations are taken at the end of the course.

### Who is it for?

- Programme and Project Directors
- Managers, Business Strategists and Consultants

- People who manage a number of related projects
- All participants should have some experience of leading or managing change

### What will I learn?

- The MSP® framework based around 3 core concepts – Principles, Governance and Transformational Flow
- How to profile, measure and map benefits
- How to apply MSP® techniques to manage risks and benefits

# PROJECT MANAGEMENT

## Project Management

30 APRIL, 1 MAY

16, 17 JULY

10, 11 SEPTEMBER

£395

As project management becomes more pervasive in all aspects of life, this 2 day course makes this all-important discipline broadly accessible to delegates who need to understand and have practical experience of project management without requiring professional accreditation

### Who is it for?

Primarily designed for anyone needing to understand and have a practical experience of project management.

### What will I learn?

- How to establish projects, develop business cases and how to get started in a controlled way
- What is involved in controlling execution - planning, change control, risk & issue management and working with teams
- Why stakeholder analysis and engagement is important as well as the principles of successful change

## Implementing Organisational Change

19, 20 MARCH

19, 20 JUNE

8, 9 OCTOBER

£395

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

### Who is it for?

Primarily designed for those with roles such as Programme or Project Managers and Business Change Managers, it is also beneficial for senior decision-makers who are responsible for formulating and deploying strategy.

### What will I learn?

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



## Better Business Cases™

Please contact the CPD Unit for further information

Better Business Cases™ is an APMG accredited course that has been developed by the Welsh Government and HM Treasury to ensure better value for money from public spending proposals.

It provides a systematic and objective approach to developing a sound business case using the 5 Case Model.

Please note this is an intensive course which will involve considerable pre-course work and additional evening study.

Cardiff University is able to offer this course to individual organisations and can deliver either at our premises or at yours. We recommend groups of between 8 and 12 delegates.

Please contact the CPD Unit for further details.

Better Business Cases™ is run in partnership with Aspire Europe which is an accredited training organisation through the APM Group. APMG-International Better Business Cases™ is a trademark of the APM Group Limited.

### Entry Requirements

- Minimum of 6 months project management experience
- All pre-course work must be completed prior to the course start date

### Teaching

- Course teaching hours are normally 9am - 5pm
- These are intense courses involving a recommended 10 hours of pre-course work as well as evening study during the week of the course

If you have any questions regarding the entry requirements and suitability, please contact the CPD Unit who will be happy to discuss these with you

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# PROJECT MANAGEMENT ALUMNI

The Alumni Membership Scheme is completely free to anyone who has attended any of our Project Management courses. It offers a unique opportunity to share experience and ideas with others working in the field of project and programme management.

Benefits include:

- Alumni Events & Workshops
- Promotions and Discounts
- Invitation to other Cardiff University Events
- Free Joining Gift



## FIND OUT MORE

Contact Kate Sunderland, CPD Unit to discuss the full details of the Project Management Alumni:  
train@cardiff.ac.uk or 029 2087 5274

## PREVIOUS AND FUTURE EVENTS

**Projects in the Lean Six Sigma World** – Dr Maneesh Kumar, Senior Lecturer at Cardiff Business School, and Rhian Hamer, change management specialist for the Ministry of Justice, shared their insights and expertise in Six Sigma and its application.

**PRINCE2 2017 Breakfast Briefing** – John Edmonds, one of the authors of the PRINCE2 2009 edition and one of the review team for the 2017 update, shared his knowledge of the revised PRINCE2 method and its improvements.

**Business Process Mapping & Analysis** – coming up on April 2018, this interactive event will look at how to use maps and flowcharts to make work visible, to increase communication and remove any non-value-added activities.

# MEDICINE & HEALTHCARE

*'The School of Medicine pursue the highest standards of research, education and training'*

We exist to create and share knowledge and to educate and train individuals to become exemplary clinicians, scientists, teachers and innovators. Our overall aim is to enhance the health of the people of Wales and the wider world.

We offer a range short CPD courses and standalone credit-bearing modules which can be flexible and cost-effective for the busy medical professional.

## Genetics

Dates throughout 2018

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.

Each module provides 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.

All 3 modules can be taken as 20 or 30 credit options:

- Counselling Skills in Genetic Healthcare
- Genetic Science for Health Professionals
- Practical Skills in Genetic Healthcare

### Who is it for?

It is aimed at healthcare professionals who work with individuals or families who have or are at risk of a genetic condition, in any setting. It is appropriate for health professionals working in primary care or specialist areas such as cardiology, neurology, haemophilia, thrombophilia, oncology and foetal medicine.

## Palliative Care

Contact for dates

The MSc/Diploma delivery team have developed this 2 day face-to-face CPD course as a response to the rising morbidity and mortality of incurable conditions. It provides a good grounding in palliative medicine and care, covering: cancer, dementia, end stage respiratory and end stage cardiac conditions.

### Who is it for?

This multi-professional short course is suitable to all healthcare professionals in all health care settings including GPs, consultants and specialist nurses

### Topics covered:

- Communication skills
- Ethics, pain and delirium management
- Care in the last year of life (symptoms, planning, families, impact of bereavement)
- Improving quality – an interactive session where each delegate will be asked to bring an area of palliative care in which they would like to improve



To discuss the possible CPD opportunities in Medicine please contact:  
Charlotte Stephenson, CPD Unit, train@cardiff.ac.uk, 029 2087 5274

# DEVELOPMENT AND EVALUATION OF COMPLEX INTERVENTIONS FOR PUBLIC HEALTH IMPROVEMENT (DECIPHer)

DECIPHer brings together experts from a range of disciplines to tackle public health issues, such as diet and nutrition, physical activity, and alcohol, tobacco and drugs, with a particular focus on developing and evaluating multi-level interventions that will have an impact on the health and wellbeing of children and young people. We engage strongly with policy, practice and public user communities as our stakeholders, to translate results into practical outcomes.

DECIPHer is led by Professor Simon Murphy, Cardiff University in a strategic partnership with colleagues at the University of Bristol, led by Professor Rona Campbell, and Swansea University, led by Professor Ronan Lyons.

## Developing Complex Public Health Interventions

25, 26 JUNE

£450

This 2 day course will 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.

### Who is it for?

- Academics, practitioners and policy makers interested in the development of complex public health interventions
- No prior knowledge is assumed

### What will I learn?

- The theory and rationale underpinning the socio-ecological model
- Complex system 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

## Process Evaluation of Complex Interventions

SEPTEMBER

£225

The aim of this 1 day course is to provide participants with a working knowledge of the theory and practice of process evaluation of complex interventions.

### Who is it for?

- Academics, practitioners and policy makers interested in the development and evaluation of complex public health interventions
- No prior knowledge is assumed

### What will I learn?

- The 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

## Evaluating Complex Public Health Interventions

27, 28, 29 JUNE

£675

The aim of this 3 day course is to 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 evaluation, including Professor Laurence Moore.

### Who is it for?

- Academics, practitioners and policy makers interested in the evaluation of complex public health interventions
- No prior knowledge is assumed

### What will I learn?

- The 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
- How to secure funding for evaluating complex interventions



# RESEARCH & STATISTICS

## Conducting a Systematic Review; a practical guide

9, 10, 11 & 12 APRIL

£750 (Cardiff University & NISCHR attendees may be eligible for a reduced fee - contact the CPD Unit)

This 4 day course will equip participants with an understanding of the systematic review process and introduce them to the skills necessary to conduct a review.

It is envisaged that participants will come to the course with a research topic and leave with a draft protocol for their systematic review.

### Who is it for?

- Postgraduate healthcare researchers
- Healthcare professionals
- Policy makers

### What will I learn?

- Develop a focused question
- Identify the evidence to answer that question
- Assess the quality / validity of the identified evidence
- Decide what form of evidence synthesis is most appropriate
- Present the result to meet the needs of clinicians other researchers
- Develop a strategy to publicise the results



# CHAPLAINCY STUDIES

St Padarn's is a bold, innovative, move by the Church in Wales to reformulate formation and training across the whole of Wales.

The Church in Wales is committed to its 2020 vision to live out God's transforming mission of love for Wales, within the strengths of the Anglican tradition, responsive to the needs to contemporary society.

Full course details can be viewed at: [www.stpadarns.ac.uk](http://www.stpadarns.ac.uk)

## Beginning Chaplaincy

JANUARY and JUNE

The five-day residential programme provides space and time for formal and informal interaction amongst participants and tutors, individual and group reflection. It also provides learning support which is responsive to participants' individual needs and aspirations.

### Who is it for?

Any Chaplain with a year or less of experience in post; laying appropriate foundations for contextualised reflection on practice and professional career development.

### Benefits of attending?

- Focuses on how healthcare chaplains can develop best practice

- Enables chaplains to plan further personal and professional development
- Is delivered by experienced chaplains and educators working in partnership
- Is responsive to the particular training needs of new chaplains
- Equips chaplains of all faiths to work in a multi-faith context
- Is accredited by Cardiff University

Visit our website for full course outlines and to book a place

# WAYS TO WORK WITH THE UNIVERSITY

We have extensive experience of working with a wide range of organisations. Our collaborative partnerships are local and global, ranging from small and medium size local companies to multi-national corporations and government agencies.

There are a number of ways Cardiff University can help increase your productivity, competitiveness and profitability, including:

- Graduate recruitment and UK placements
- Collaborative research
- Business–University networking
- Access to specialised facilities
- Expert advice, analysis and strategic input
- Business – University partnerships
- Contract research
- Purchasing your goods
- Access to University technologies
- Knowledge exchange schemes
- Conference facilities
- Student projects

## SPOTLIGHT ON: INNOVATION NETWORK

A melting pot of new ideas, the Innovation Network connects academics and local companies in an informal learning environment.

For over two decades the Innovation Network has introduced hundreds of companies to our expertise, knowledge and facilities. Ideas are exchanged, problems are discussed, expertise is shared and solutions are sought.

Any company, enterprise or public body can get involved. Membership is free; the only cost is your time in making contact and optional attendance at meetings which, as far as possible, are arranged for evenings.

Visit [www.innovation-network.org.uk](http://www.innovation-network.org.uk) to join our Network.

For more information on the ways the University could support your business, contact: [business@cardiff.ac.uk](mailto:business@cardiff.ac.uk)

## SPOTLIGHT ON: KNOWLEDGE TRANSFER PARTNERSHIPS

A Knowledge Transfer Partnership (KTP) is a three-way partnership between a company, knowledge base (e.g. university) and an associate (e.g. graduate or postgraduates). Led by Innovate UK, the scheme facilitates the transfer of academic knowledge to a real life business project.

KTP's are open to any company or organisations that require knowledge on a business need, with size being no barrier to access. They are part-funded by a Government sponsor grant, with the balance of the costs borne by the company partner. A typical project lasts between 2 and 3 years.

We have an impressive portfolio of successful KTP projects and a dedicated KTP office to find you the right academic to work with. The team also provide continuous advice, guidance and support throughout the duration of the partnership, ensuring that each project is a success for all partners involved.

For more information contact: [ktp@cardiff.ac.uk](mailto:ktp@cardiff.ac.uk)  
+44 (0)29 2087 0952

# POSTGRADUATE TAUGHT MODULES

We offer professionals the opportunity to balance study alongside work and other life commitments. A range of postgraduate taught modules can be taken on a standalone basis.

Typically, face-to-face tuition is held on the same morning or afternoon of each week for the duration of the Autumn or Spring semester, however timetabling for individual modules does vary and so it's best to check this upfront. We also offer a number of distance learning modules.

## MODULES ARE AVAILABLE IN THE FOLLOWING TOPIC AREAS:

The Built Environment & Low Carbon Buildings	Counselling Skills
Catalysis	Eco-city Planning & Development
Biological Chemistry	Transport Analysis
Structural, Civil & Environmental Engineering	Sustainable Food Systems
Wireless & Microwave Communication	English Language & Communication
Electrical Energy Systems	Web & Social Computing
Data Science & Analytics	Genetic Healthcare & Genetic Science
Compound Semiconductor Physics and Electronics	Range of Healthcare topics
Operational Research & Applied Statistics	
Minority Languages	
Translation & Cultures	

## COMPLETING A POSTGRADUATE MODULE CAN:

- Help you progress in your chosen career
- Develop subject-specific skills
- Give you access to the latest research, development and best practice in industry
- Give you an insight into completing a full postgraduate course
- Open up opportunities for wider collaboration with Cardiff University

## PRIOR LEARNING / EXPERIENCE:

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

## HOW TO GET IN TOUCH:

For an informal chat about these opportunities and the range of modules on offer please contact the CPD Unit: [train@cardiff.ac.uk](mailto:train@cardiff.ac.uk) or Tel: 029 2087 5274

Visit our website for details of Postgraduate modules



## CONTACT US

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For more information about professional development at Cardiff University, please contact:

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Core office hours: Mon-Fri, 9am - 4:30pm

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