



UNIVERSITY OF  
CHICHESTER

**The  
Guardian**

University Guide 2022

**TOP 25**

UK UNIVERSITY

Business School

Executive Short Courses

[chi.ac.uk/business-school](http://chi.ac.uk/business-school)

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# Introduction to our Short Courses

We offer an executive portfolio of vocational, practical and in-depth short courses in events management, hospitality, marketing, leadership, people management and personal development.

Located on the South Coast of England, our surroundings have a lot to offer you. The University of Chichester has campuses in Chichester and Bognor Regis, both within easy reach of sandy beaches, watersports, national parks and the bright lights of Brighton and London. Nearby Gatwick airport and Portsmouth docks also provide easy connections to holiday destinations. West Sussex boasts a fine mix of cosmopolitan cities and flourishing market towns such as Chichester, which has a beautiful cathedral and the famous Chichester Festival Theatre. In addition to the beautiful countryside and stately homes, the County is home to notable international events such as horse racing at Goodwood and Fontwell, the Festival of Speed and Goodwood Revival.

These courses provide workplace professionals and university and college students the opportunity to enhance, refresh or kick-start their chosen careers. You will gain an appreciation of the body of knowledge that drives your career paths as well as the practical application of that knowledge. Our short courses are designed for forward thinking and proactive learners who are keen to advance themselves by being more employable in a short period. Our training courses are designed to fulfil the learning and development requirements of organisations and individuals across the public and private sectors in the UK and abroad.

We also design and deliver tailor made and in-house, closed training courses for private companies that can be delivered at your company's preferred location and we can discuss online delivery if required. These courses are designed to meet your organisation's specific needs and to solve organisational problems. We will design your courses to ensure that your organisation's mission, vision and values are embedded into the solutions and delivery of courses.



## Who can benefit?

Our short course portfolio is designed to bring high quality education to busy professionals or college and university graduates who do not have the time to engage in a long-term degree course or who do not have the time or money to go to university. Our courses are taught by a cadre of highly experienced and well sought after industry professionals and highly qualified learning and teaching experts. Our skilled lecturers have experience of the commercial, academic and community sectors, which will benefit you and your organisation. The courses are designed to ensure that all types of learners can benefit from the opportunities presented.

## Our approach to learning and teaching

Our courses are designed to ensure that you can work independently and hit the ground running in your chosen field. The practical exercises and workshops ensure that you know exactly what to do to kick start your career. You will stay supported, focused and motivated in an environment where you can interact and collaborate with industry practitioners and other students, engage in discussions, and stay up to date with all the latest industry knowledge, which is not possible through an online course. For overseas clients you can combine your learning with a vacation and cultural experience.

# Our Short Courses

## Event Management

- Certificate in Event Health and Safety Management
- Certificate in Event Planning and Wedding Planning
- Practical Event Management

## People Management

- Certificate in Leading Organisational Change
- Certificate in Managing for New Managers
- Certificate in the Key HRM Practices for 21st Century Organisations
- Certificate in Leading and Managing People
- Certificate in Performance Management
- Certificate in Resourcing and Talent Development
- Strategic Human Resource Management for the 21st Century Workplace
- DiSC People Development Workshops



# Certificate in Event Health and Safety Management

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Course duration & hours:** 2 days (Sat/Sun), 9.30am-5.00pm

**Course venue:** University campus or off site prior to arrangement

**Certificate:** Certificate in Event Health and Safety Management

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £525

**Min/max group size:** 4-25 persons

**Tutor:** Wendy Sealy and guest speaker on site visit

**Includes:** Coffee/light snacks, course materials and manuals

## Highlights

Expert tuition from event industry professionals and academics, site visits, interactive learning, practical training, small classes, health and safety manual.

## Course overview

The Health and Safety at Work Act 1974, the Corporate Manslaughter Act 1997 and associated legislation has changed the legal framework in which events operate. The legal obligations for event managers have changed the ways events are planned and delivered. Any event organiser, organisation or local authority, has prime responsibility for protecting the health, safety and welfare of everyone working at or attending the event. Legal duties are also imposed on contractors and employees of the event organiser. While the HSE guide (the regulatory body for the event industry), gives guidance on health and safety matters, it does not always give explicit guidance that assists the event manager in risks management strategies. Additionally, with the number of parties and organisations involved in staging a single event, it becomes difficult to understand where and what (legal) responsibility lies with each party. This complication can lead to potential exposure to liabilities. This course therefore cover the legal framework for event management and demonstrate how event managers can operationalise their event plans to manage risks.



## Who is it for?

This course is designed for event organisers who want to build up their practical understanding of health & safety and how it applies to their events but who cannot afford the cost or time required for an 'IOSH Managing Safely' course. We can adapt the course to meet your company's specification based on type of events and client requirements. This is a two-day course delivered at your premises or at the University of Chichester, Tech Park, in Bognor Regis and is designed to coincide with the 'Country Fair' event for practical application of risk management.

## Course outline

- What is meant by health and safety
- Different risks/different events
- Relevant health and safety legislation to events management
- Risk assessments vs. risk management
- Identifying risk, assessing risks and risk management
- Writing your risk assessment
- Operationalising crowd control measures
- Operationalising traffic management
- Fire safety arrangements
- Food safety arrangements
- First aid arrangements/medical planning
- Major incident planning and control
- Implications of claims and insurance requirements
- Recording and evaluation

For further information on this course contact: Wendy Sealy  
w.sealy@chi.ac.uk, mobile: (+44) 07884 088577, office: (+44) 01243 8163404

# Certificate in Event and Wedding Planning

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Course duration & hours:** 8 days (Mon-Thurs for 2 weeks), 9.30am-5.00pm

**Course venue:** University campus or off site prior to arrangement

**Certificate:** Certificate in Event and Wedding Planning

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £1750

**Min/max group size:** 4-25 persons

**Tutor:** Wendy Sealy

**Includes:** Coffee/light snacks, course materials, books: main text only

## Highlights

Expert tuition from event industry professionals and academics, site visits and industry speakers, interactive learning and partnerships, practical training, advice on how to start or progress your career in events, advice on setting up your business, personal one to one tutoring, small classes.

## Course overview

This course will equip you with the knowledge and skills that you need to jump-start your event career. You will be taught by professionals who are working in the industry and by a cadre of illustrious academics with years of experience behind them and a network of contacts. Practical event training will provide you with the skills and knowledge you need to plan and deliver an event from start to finish. You will be provided with an electronic resource package of checklists, templates and other resources that you need to competently and confidently plan successfully events.

An illustrious list of guest speakers, venue tours and practical applications will provide you with the learning you need. Whether you are looking for the foundation skills and knowledge for a career change or you are in an event role and want to ensure you have solid foundations then the 'Certificate in Event and Wedding Planning' is the course for you.



## Who is it for?

This course is designed for current practitioners who are looking to formalise their qualifications or update their skills. It is also designed for those individuals who are looking to fast track into event management or wedding planning but do not have the time or money to dedicate to a full-time degree.

## Course outline

- The event & wedding Industry – trends and structure
- The business of events and wedding management
- Event career opportunities and trends
- Event feasibility analysis
- Setting goals and objectives
- Setting criteria for event success
- Licences and permits
- Project management
- Identifying risk, assessing risk and managing risk
- Preparing a risk assessment for events/weddings
- Health and safety considerations
- Venues and locations
- Conducting venue site inspections, evaluations
- Set ups and calculations
- Contracting accommodation and food and beverage
- Conducting venue research
- Conducting menu and wine tastings
- Theming and décor
- Event coordination
- Event project management
- Creating event timelines
- Working with checklists
- Developing Itineraries/production schedules/running orders/writing scripts
- Managing performers
- Developing and managing budgets
- Revenue generation and fundraising
- Contracting events services
- Types of event suppliers
- Sourcing and selecting suppliers
- Basics of contracting
- Coordinating and monitoring supplier activities
- The role and scope of wedding consultancy
- Aptitude for wedding and event planning
- Services provided by a wedding planner
- Consumerism and the mediated construction of weddings
- Weddings and culture
- Tourism and destination weddings
- The Wedding: vision, budgets and timelines, checklists
- Food and beverage management
- Wedding attire and bridal party
- Order of the day/ceremony
- Traditions and etiquette
- Popular wedding themes
- Wedding protocol
- Attire and bridal party
- Managing guest lists, seating plans, invitations and RSVPs
- Managing gift registries and gift identification
- Participating in, and conducting tastings
- Planning the ceremony
- Planning the reception

## Certificate in Event and Wedding Planning

- Wedding day scheduling
- Contingency planning
- Wedding and event planner responsibilities
- Working with wedding venues
- Venue selection criteria
- Conducting venue viewings
- Room and table lay-outs
- Decor and table design
- Outdoor locations
- Wedding services
- Catering
- Wedding suppliers – cakes, catering, music, florists, photographers, DJs, entertainment
- Designers and decor
- Photographers and videographers
- Cars and limousines
- Coaches and busses
- Accommodation
- Bridal party wear
- Sales Skills
- Building a client profile
- Selling techniques
- Client Management
- Setting up your wedding/event business

For further information on this course contact: Wendy Sealy  
w.sealy@chi.ac.uk, mobile: (+44) 07884 088577, office: (+44) 01243 8163404



# Practical Event Management

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Course duration & hours:** 1 year (Sept-July), 6.00-8.30pm

**Course venue:** University campus or off site prior to arrangement

**Certificate:** Certificate in Practical Event Management

**Assessment:** Live event delivery

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £1200

**Min/max group size:** 6-10 persons

**Course Tutor:** Wendy Sealy and guest speakers

**Includes:** Course materials, free parking, and cost of event kit

## Highlights

- Expert tuition from industry professionals
- Interactive learning
- Small classes
- Site visits
- Practical 'live' delivery of an event

## Course overview

The aims of this course are to provide students with the opportunity to implement a live event that meets local district council standards and regulations that can withstand SAG scrutiny. The course is based on student self-directed activities supported with on-demand tutorials at key points of the event implementation process. You will plan an event based on the brief and specification of a client.

At the end of this course, students will have implemented a medium-scale event at a venue, which should give them the confidence to undertake any event management role in any organisation. In addition, you will gain experience in client management and an appreciation of the legislative and regulatory framework that governs the event industry in the UK. Persons who have practical experience in staging and delivering live event is the preferred choice of event employers.



## Course outline

- Site arrival, perimeter demarcation, security, site mark-out
- Client management
- Production Schedule Build-Up application – managing the load-in – logistical discipline and control
- Teamwork and leadership styles, management and culture training
- Communication, chain of command and delegation
- Supplier management
- Security and crowd control
- Risk management
- Staff and stewardship debrief: visitor service, transport and support service operations, last-minute checks and contingency plans
- Welcoming of visitors, recording visitor data. Visitor-flow management and staff distribution at key points
- Trouble-shooting on site
- Stopping the event and dealing with visitor exit flow
- Physical de-rig and management of breakdown schedule
- Admin and contract acquittal. Paying of staff, and suppliers (if relevant)
- Marketing and legacies, internal and external communications
- Site hand-over and restoration of the site/venue

For further information on this course contact: Wendy Sealy  
w.sealy@chi.ac.uk, mobile: (+44) 07884 088577, office: (+44) 01243 8163404

# Certificate in Leading Organisational Change

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Contact:** [Paula.jenkins@chi.ac.uk](mailto:Paula.jenkins@chi.ac.uk) to discuss your needs and availability

**Course duration & hours:** 5 days, 6 hours per day

**Course venue:** University campus or off site prior to arrangement

**Certificate:** Certificate in Leading Organisational Change in the 21st Century

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £2500

**Min/max:** 6-16 persons

**Course tutors:** University of Chichester Faculty Tutors, Guest Speakers

**Includes:** Course materials, DiSC report and certificate of attendance

## Highlights

- DiSC report
- Expert tuition from Organisational Development consultants and Leadership and Management academics
- Interactive learning
- Personal advice on leadership style and specific issues
- Chance to establish a professional learning set
- Practical tips and takeaways

## Course overview

This short course is an ideal opportunity for you to take the much-needed strategic time to explore and reach the next stage in leading your organisation. Connect with your creativity to produce disruptive strategies for innovation and to transform your organisation. Learn about being a 21<sup>st</sup> century leader with an agile mindset to take risks within the context of your organisational culture and values. Utilise diagnostics and learn how to navigate the forcefields of power and politics. Leverage your most unique resource, your people, through engagement, well being and positive experiences to thrive and perform at their peak.





## Who is this course for?

This course is suitable for people in a mid-career people leading role, leading projects, teams or organisations.

## Course outline

- Leading in VUCA times as the new normal
- Explore the 21<sup>st</sup> century leadership style
- Leading yourself before you lead others
- Explore various change models and experiential exercises
- Reflection in action practice
- Organisational effectiveness through design, development and behaviours

For further information on this course contact: Paula Jenkins  
paula.jenkins@chi.ac.uk mobile: (+44) 07780 436059, office: (+44) 01243 812048



# Certificate in Managing for New Managers

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Contact:** [Paula.jenkins@chi.ac.uk](mailto:Paula.jenkins@chi.ac.uk) to discuss your needs and availability

**Course duration & hours:** 1 day, 6 hours

**Course venue:** University Campus or off site by prior arrangement

**Certificate:** Certificate in Managing New Managers

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £199

**Min/max:** 4-16 persons

**Course tutor:** Paula Jenkins

**Includes:** Course materials

## Highlights

- Expert tuition from industry professionals
- Interactive learning
- Small classes
- Site visits
- Practical 'live' delivery of an event

## Course overview

New managers face common challenges when stepping up to this new role and can need the guidance and support of their line managers to make a successful transition. Even the most confident and able contributor can struggle as they settle into the increased responsibilities of their new role. Although for each individual the transition will be different, there are some tried and tested approaches and techniques that can be very supportive in helping a new manager step up to the role. This course will equip you with some practical techniques and tips to provide the appropriate support to a new manager and further develop your people management skills so that you inspire new leaders as they make this critical transition.

## Who is this course for?

This course is designed for managers who are looking for some practical ideas and techniques to enable their team members to make a successful transition to their first people management role.

## Course outline

- How to identify the unique challenges of your new managers
- Know who you are managing and their individual perspectives
- Setting expectations
- Having a transitioning strategy
- Communication
- Establishing communication guidelines
- Giving feedback
- Providing appropriate support
- Coaching and development
- Modelling behaviour and cultivating the right conditions to help them succeed
- Further developing own skills as a competent leader



# Certificate in Key Human Resource Management Practices for 21st Century Organisations

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Contact:** [Paula.jenkins@chi.ac.uk](mailto:Paula.jenkins@chi.ac.uk) to discuss your needs and availability

**Course duration & hours:** 5 days, 6 hours per day

**Course venue:** University Campus or off site by prior arrangement

**Certificate:** Certificate in Key Human Resource Management Practices for 21st Century Organisations

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £1500

**Min/max:** 6-20 persons

**Course tutors:** Paula Jenkins and guest speaker

**Includes:** Course materials and certificate of attendance

## Highlights

- Expert tuition from HRM practitioners and academics in small classes
- Interactive learning
- Practical training
- Advice on how to start and develop your career in HR

## Course overview

Human resource management is an increasingly important area of business management and getting the people management processes and practices right is crucial to business success. This course will equip you with the HR knowledge and skills to develop a career in HR or as a good people manager. You will be taught by HR professionals who have a wealth of experience to share with you. Practical sessions in how to design an HR process in a key HR practice will be included and you will be provided with tools and resource examples so that you can develop HR processes and practices independently.

## Who is this course for?

This course is designed for line managers who are looking to formalise their experience with a qualification or HR practitioners who would like to update their knowledge and skills. It is also suitable for those individuals who may be considering HR as a career and would like a short course to see if it could be the right area of business for them.

## Course outline

### The HR professional

- The business of HR
- HR career opportunities and trends

### Resourcing

- Workforce planning
- Recruitment and selection
- On-boarding new joiners
- The end of probation

### Performance management

- Traditional and contemporary approaches
- Performance management systems
- The role of the line manager and HR
- The outcomes of effective performance management

### Reward

- Different approaches to Reward
- Motivation and employee performance
- The potential benefits of the reward process
- Key considerations in area of Reward

### Employee Development

- How people learn
- Creating a learning intervention
- Contemporary Employee Relations
- Employee Well Being
- HR Analytics
- Learning and development at work
- Employee Relations
- Employee Engagement
- Managing poor performance
- Key metrics to measure impact

For further information on this course contact: Paula Jenkins  
paula.jenkins@chi.ac.uk mobile: (+44) 07780 436059, office: (+44) 01243 812048

# Certificate in Leading and Managing People in 21st Century Organisations

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Contact:** [Paula.jenkins@chi.ac.uk](mailto:Paula.jenkins@chi.ac.uk) to discuss your needs and availability

**Course duration & hours:** 5 days, 6 hours per day

**Course venue:** University campuses or off site by prior arrangement

**Certificate:** Certificate in Leading and Managing People

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £1500

**Min/max:** 6 - 16 persons

**Course tutors:** Paula Jenkins and guest speaker

**Includes:** Course materials and certificate of attendance

## Highlights

- Expert tuition from people managers and academics
- Interactive learning
- Small classes
- Personal advice on development your management style

## Course overview

The ability to lead a team and manage people is essential to business success and most people at some point in their career will be asked to lead and manage a group of people. This practical course will develop your awareness of what is different about managing people and provide knowledge about the roles, responsibilities and skills of a manager. There will also be guidance on how you can further develop your own management style by exploring and gaining greater understanding of how you view the world and how this will influence your approach to leading and managing people. The course will introduce you to the specific tools and techniques to manage the day to day and to motivate individuals and teams to give great performance and for how to handle performance issues.

## Who is this course for?

This practical course is for anyone who is new to people management at a supervisory or junior management level. It is also suitable for those individuals who aspire to manage people in future and would like to know more about what it involves.

## Course outline

## Leader versus manager

- Situational leadership and influential contemporary leadership theories
- The roles and responsibilities of a manager
- Managing effective teams and understanding team dynamics

## Management styles

- Different approaches to the management of people
- Developing my management style-exploring my view of the world
- Self awareness
- Emotional Intelligence
- Resilience
- The psychology of people management
- The psychological contract
- Motivation and performance
- Positive psychology
- Managing virtual teams
- The lessons from neuro science and behavioural science

## Managing the Team

- The nature of teams – what makes a great team?
- Working collaboratively for high performance
- Enhancing the customer and employee experience
- Handling conflict
  - Bringing a team together

## Skills, tools and techniques for the day to day management of people

- Giving direction and setting goals
- Delegating
- Planning and Organising
- Communication and Feedback
- Instruction giving
- Influencing and persuasion
- Decision making

## Managing Individual Performance

- Encouraging high performance
- Having constructive conversations
- Managers as coaches
- Dealing with performance issues

## Managing and Taking People Through Change

- The change process and individuals
- My role in change management

For further information on this course contact: Paula Jenkins

paula.jenkins@chi.ac.uk mobile: (+44) 07780 436059, office: (+44) 01243 812048

# Certificate in Performance Management

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Contact:** [Paula.jenkins@chi.ac.uk](mailto:Paula.jenkins@chi.ac.uk) to discuss your needs and availability

**Course duration & hours:** 5 days, 6 hours per day

**Course venue:** University Campus or off site by prior arrangement

**Certificate:** Certificate in Performance Management

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £1500

**Min/max:** 6-20 persons

**Course tutors:** Paula Jenkins and guest speaker

**Includes:** Course materials and certificate of attendance

## Highlights

- Expert tuition from people managers and academics
- Interactive learning
- Small classes
- Personal advice on development your management style

## Course overview

Many organisations struggle to effectively enhance the performance of their employees. A performance management approach and system that suits the organisational context and that links with the organisation's strategic goals as well as recognising the needs of individuals is key to competitive advantage and sustainable business success. This course will equip you with the HR knowledge and skills to deliver a performance management system which is appropriate for the context of the organisation and focuses on the necessary knowledge and skills for successful implementation.

## Who is it for?

This practical course is for anyone who is working in people management at a supervisory or management level and would like a much deeper understanding of the performance management process.



It is also suitable for those individuals who would like to formalise their experience with some specialist training and for HR practitioners who would like to extend or update their knowledge and skills in this important area of HR activity.

## Course outline

### Performance management

- Traditional and contemporary approaches
- A strategic approach to Performance management
- Performance management systems
- The role of the line manager and HR
- The outcomes of effective performance management
- Performance, Development and Career conversations
- What is 360 feedback?

### Fundamentals of a Successful Performance Review

- Setting the agenda
- Creating the right atmosphere
- Key skills
- Goal setting
- Action Planning

### Managing Poor Performance

- Helping individual employees to improve performance
- Issues within under performance
- Ways forward when there is no improvement

### Workforce Measurements of Performance Success

- Performance metrics
- Performance Management and Employee engagement

### HR and Performance Management

- Role and responsibilities
- Involving stakeholders in design
- Communication and process management
- Data and systems
- The digitisation of Performance Management

For further information on this course contact: Paula Jenkins  
paula.jenkins@chi.ac.uk mobile: (+44) 07780 436059, office: (+44) 01243 812048

# Certificate in Resourcing and Talent Development

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Contact:** [Paula.jenkins@chi.ac.uk](mailto:Paula.jenkins@chi.ac.uk) to discuss your needs and availability

**Course duration & hours:** 5 days, 6 hours per day

**Course venue:** University Campus or off site by prior arrangement

**Certificate:** Certificate in Resourcing and Talent Development

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £1500

**Min/max:** 6-20 persons

**Course tutor:** Paula Jenkins

**Includes:** Course materials and certificate of attendance

## Highlights

- Expert tuition from people managers and academics and small classes
- Interactive learning
- Personal advice on development of your resourcing strategy

## Course overview

Attracting the right talent to an organisation with the right knowledge, skills and personality fit are of strategic importance in most businesses. With low unemployment in the UK currently and a tight labour market for many skills as we emerge from the global pandemic, organisations need to ensure that they attract and retain the best employees possible. It doesn't happen by accident, it happens by design. This short course will consider employee branding, different sources of employees, efficient and effective resourcing approaches and methods as well as induction and probationary period and developing new talent.

## Who is it for?

This practical course is for anyone in people management at a supervisory or middle management level. It is also suitable for those individuals who would like to formalise their experience with some specialist training and for HR practitioners who would like to develop or update their knowledge and skills in this important area of HR activity.

# Course content

## Resourcing and Talent Development

- Employee branding
- The labour market and new 'war for talent'
- Changing world and work and skills for the future
- The changing demographics of the workforce
- Hybrid and remote working-the implications
- Traditional and contemporary approaches to resourcing
- Attracting the right talent pool
- What is our EVP?
- Role descriptions
- Selecting the best candidates for the role
- Employment Law considerations
- Induction and the probationary period
- The role of the line manager in talent development

## Fundamentals for A Successful Resourcing and Talent Development Strategy

- Systematic Planning
- Efficiency and effectiveness
- The digital opportunity in attracting and sourcing talent
- Diversity and Inclusivity
- Measurements of success
- Links with Reward, Employee Development and Performance Management practices

## Designing and Managing an Effective Recruitment Campaign

- The Business case to recruit
- Establishing the best process to meet the business needs
- Attracting a talent pool
- Screening in and out
- Communicating with candidates and stakeholders
- Successful onboarding

## Evaluating the process and implementing improvements

- Measurements of success
- Process review and improvement

# Strategic Human Resource Management for the 21st Century Workplace

**Course start dates and booking:** Please visit our website [chi.ac.uk/business-school/executive-short-courses](http://chi.ac.uk/business-school/executive-short-courses)

**Contact:** [Paula.jenkins@chi.ac.uk](mailto:Paula.jenkins@chi.ac.uk) to discuss your needs and availability

**Course duration & hours:** 5 days, 6 hours per day

**Course venue:** University campuses or off site by prior arrangement

**Certificate:** Certificate in Strategic Human Resource Management for the 21st Century Workplace

**Awarded by:** University of Chichester

**Level:** Level 4

**Price:** £2000

**Min/max:** 6 - 16 persons

**Course tutors:** Paula Jenkins and guest speaker

**Includes:** Course materials and certificate of attendance

## Highlights

- Expert tuition from HRM practitioners and academics
- Interactive learning
- Practical training
- Small classes
- Advice on how to start and develop your career in HR and People Management

## Course overview

Human resource management is increasingly seen as a strategic partner in helping organisations deliver superior business performance and creating value through people. Ensuring that the HR Strategy is aligned with the Business Strategy, values and culture is essential in supporting businesses to be sustainable in an increasingly competitive and changing workplace. Getting the organisational design and culture right and creating aligned people management processes and practices is crucial to business success and competitive advantage. This course will equip you with the knowledge and skills to develop as a Senior HRM professional or as an experienced Business manager with an

interest in the role of the workforce in delivering superior Business Performance and how that can be achieved through a Strategic approach to Human Resource Management. You will be taught by HR professionals who have a wealth of experience to share with you. Practical sessions in how to design an HR strategy that is aligned with your organisation's context and how to implement a strategic approach to the specific HR practices of Resourcing and Talent Management, Performance Management, Reward Management, Employee Development and Employee relations. You will be provided with tools and resource examples so that you can develop Strategic HR processes and practices independently and appreciate the value of HR Analytics in measuring the value of HRM in creating value through people.

## Who is this course for?

This course is designed for line managers who are looking to formalise their HR experience or HR practitioners who would like to progress in their HR career and move into more strategic roles or want to update or extend their knowledge and skills. It is also suitable for those Business professionals who may be considering a change of career direction to HRM and would like a short course to see if this is an area of business for them.

## Course outline

### The Strategic Business of HRM

- What is a strategic approach to HRM?
- Supporting the delivery of Business Strategy through people
- Business strategy, culture, organisational structure and HRM
- Transformational versus transactional HRM
- The digitisation of HR

### Developing an HR Strategy

- Understanding the organisational context
- Formulating an HR Strategy

### Adopting a Strategic Approach to Key HR Practices to Deliver Superior Performance

- Why? The changing role of HR within contemporary organisations
- The new ways of working
- The future of work
- Working with stakeholders

### Resourcing and Talent management

- Strategic workforce planning
- Contemporary approaches to talent attraction and retention
- Diversity and Inclusivity – the new agenda

## Performance management

- Approaches that align with the organisation's culture and values
- Talking about what is important
- KPIs and OKRs
- The role of line managers
- Measuring the outcomes of effective performance management

## Reward

- Adopting a strategic approach to Reward
- Motivation and employee performance
- Recognising what's important
- Key considerations in the area of Reward

## Employee Development

- How can it deliver organisational value
- Alignment with Business Strategic goals and future direction
- Identifying gaps and learning needs
- Employee Development and Performance management and Reward
- The digital opportunities

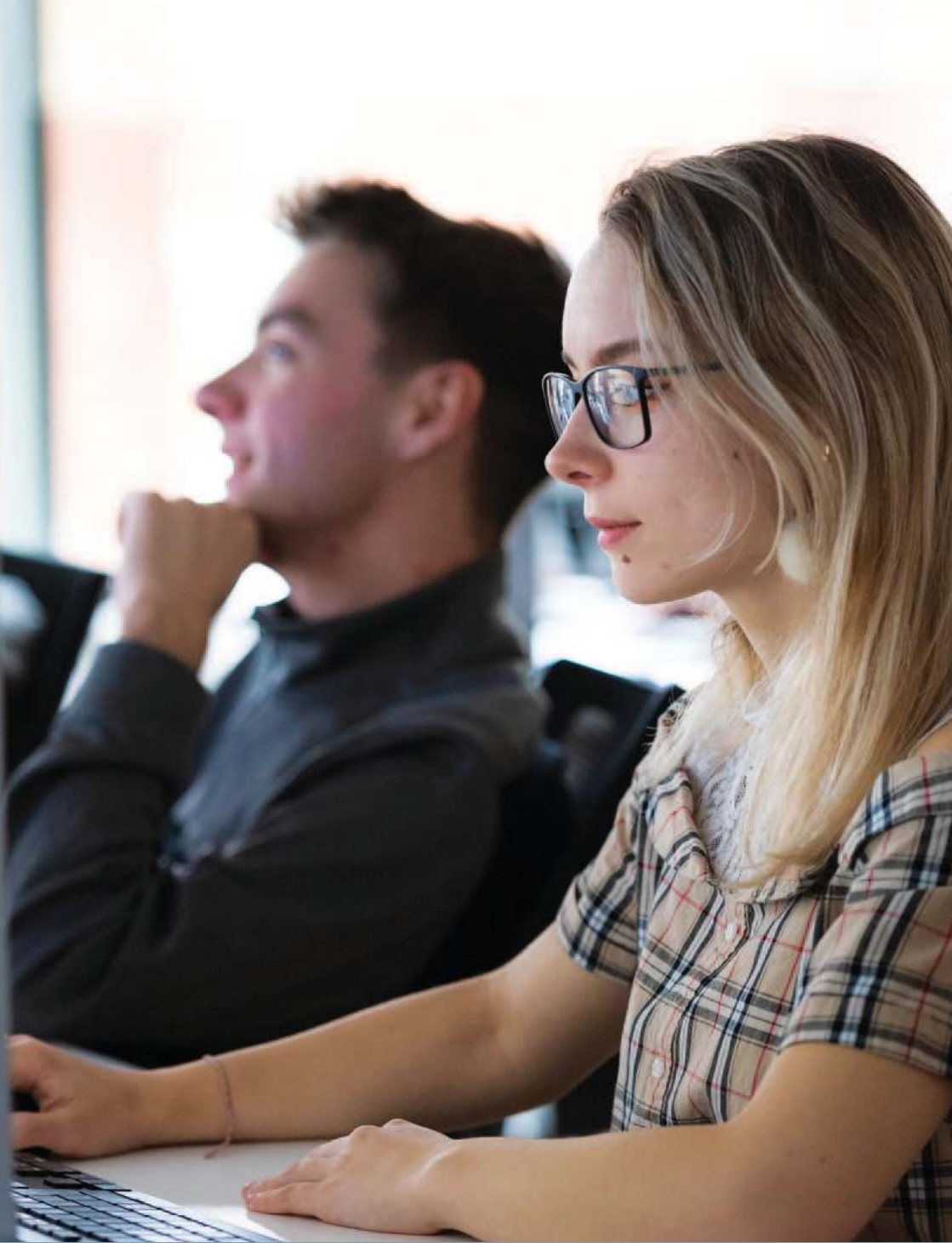
## Employee Relations

- Contemporary Employee Relations
- Employee Engagement
- Employee Well Being
- Managing poor performance

## HR Analytics

- HR Information Systems
- Types of HR Analytics
- Key metrics to measure impact

For further information on this course contact: Paula Jenkins  
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# DiSC People Development Workshops

*Everything DiSC* is a contemporary suite of psychometric tools from Wiley publishers, used extensively in Fortune 100 companies in the USA, and in large and small organisations in Australia and Europe. *Everything DiSC* is used to help organisations create and embed their culture, foster positive team working with constructive conflict and develop management and leadership capability.

Our tutors are certified DiSC facilitators and each participant receives their own personalised report as part of the workshop. The following are a selection of popular DiSC workshops that are available to single organisations seeking a bespoke approach to employee development at an organisational, team and individual level. These workshops can be held in one of our course venues or on site at your company.

## 1) *Working effectively as a Team*

**Duration:** 1 day + half day follow up

**Guide Price per delegate to include report:** £199

Using the DiSC workplace model and psychometric tool, workplace teams will have the opportunity to explore their personal styles in the workplace and consider the impact of their personal style on others. Each team member will receive a personal DiSC report and have the opportunity to participate in individual, small group and whole team activities using the DiSC model. The focus will be on increasing workplace effectiveness within teams and as individuals

## 2) *Developing as A Manager*

**Duration:** 1 day and 1:1 coaching session

**Guide price per delegate to include report:** £225

The one to one relationships that managers have with their superiors and team subordinates is a critical aspect of the manager role. This short course will help managers to develop self-awareness, understand their teams and adapt their management style to bring out the best in each employee. It will use the *Everything DiSC* management tool and each participant will receive a personalised report with ideas and guidance as to how they can direct, delegate and develop people of each DiSC style and successfully manage upwards.

### 3) *Productive Conflict*

**Duration:** 2 days

**Guide price per delegate to include report:** £290

This short course will explore the nature of workplace conflict and allow individuals using the DiSC model to explore the destructive and productive behaviours of each DiSC style including their own. Each participant will receive their own personalised report with guidance on how to manage their response to conflict situations and to explore communication strategies to engage productive conflict with colleagues

### 4) *Leadership Development*

**Duration:** 2 days

**Guide price per delegate to include report and 1:1 coaching:** £400

This workshop might be part of a longer leadership and development programme and is for leaders with a strategic role in organisations and responsibility for setting vision. It includes the opportunity to explore an approach to leadership and focuses on tangible steps directed at leading a group or organisation toward desired outcomes. It encourages leaders to understand their own leadership behaviours and how these may impact on their effectiveness using a framework of:

- Vision
- Alignment
- Execution

This uses the *Everything DiSC* work of leaders profile and each participant receives an individual report. There is also an opportunity to include a 363 For Leaders report. It is based on the 360 degree model for feedback with an additional 3 actions.

# Short Courses

## Terms and Conditions

### Terms and Conditions

- 1.1 Courses are open to anyone aged eighteen (18) and over
- 1.2 To book a place please complete the Booking Form and pay online
- 1.3 You will receive an email with joining instructions 3 weeks before the start date.

### Our Rights and Obligations

- 2.1 We will make every effort to run courses as advertised. However, we reserve the right to make changes to any course in order to ensure that they are up to date and in accordance with current best practice.
- 2.2 We reserve the right to cancel or suspend any course. If this is the case, you will be informed by email and given a full refund.

### Your Rights and Obligations

- 3.1 Please bring your joining instructions with you at the start of the course.
- 3.2 You must notify us of any changes in your registration details including your name, address, telephone number and/or email address
- 3.3 You agree to act with courtesy, consideration and integrity towards the University staff and other students. We reserve the right to terminate the contract with you and remove you from the course in circumstances where your conduct is deemed to be unfit or unsuitable or damaging to the University of Chichester or its reputation. If you are removed from the course in accordance with this clause, we will not refund any sums paid by you towards the course.
- 3.4 We will endeavour to cater for special diets due to medical reasons. You must provide details on your booking form if you have any dietary requirements or require any special assistance.
- 3.5 Recordings (audio or video) are not permitted during training sessions – however copies of presentations and additional resources will be provided electronically following your course (shared via drop box.)
- 3.6 We take the health and safety of our course participants seriously and delegates must follow any health and safety procedures as advised by the University of Chichester, their facilitators, transport officials or venues visited.

Failure to do so, may result in the delegate's removal from the course. Provision of a University of Chichester Certificate requires 100% attendance. Participants who are unable to achieve the required attendance (i.e. due to illness or emergency) will be provided with a Statement of Participation for subject areas they were able to attend.

## Payment and Changes

- 4.1** You must pay the course fee at the time of booking. After you have paid in full you will be emailed a confirmation.

## Invoices

- 4.2** If you wish to request an invoice to make payment for your course, please email us. For invoice payments – please note that bookings are not confirmed until payment has been received. Payments can also be made by bank transfer. Please contact us for bank details

## Changes to the Course

- 5.1** The University of Chichester reserves the right to make material changes to the tutor, venue, time, date or content of the course up to fourteen (14) days before the advertised start date of the course. If you have already booked onto the course, you will be notified in writing of such changes.
- 5.2** Changes to the course are normally made for one or more of the following reasons:
- To ensure course content is current, reflects best practice and incorporates new developments
  - To improve and enhance your experience or incorporate changes based upon feedback.

## Cancellation of the Course by the University of Chichester

- 6.1** The University of Chichester reserves the right to discontinue or suspend a course up to fourteen (14) calendar days before the advertised course date if:
- 6.2** An insufficient number of bookings are received for the course which means the student experience cannot be guaranteed
- 6.3** For any reason the University of Chichester does not or will not have the appropriate teaching and learning resources to deliver the course

If you have booked onto a course which is cancelled by the university, we shall notify you in writing of any cancellation and you may request either:

- A course transfer
- A full refund

## Course Transfer

- 7.1 You may transfer your booking to an alternative published course, providing there is a place available on that course. Your request to transfer must be received at least six (6) weeks prior to the course start date of the original course unless a shorter period applies.
- 7.2 An administration charge of £25.00 will apply for transfers however if the University of Chichester cancels a course and you wish to transfer, all transfers under such circumstances will be free.
- 7.3 If you wish to cancel your booking, please inform us by email as soon as possible. You may cancel your booking at any time but a full refund will only be payable if you cancel more than 30 days before the course starts.

## Refund Policy

- 8.1 Refunds shall be made in full only if you cancel more than 30 days before the start of the course. Refunds will be made using the same method of payment you used for the initial transaction.
- 8.2 Refunds will not be issued due to failure to attend all or any part of the course for any reason including (without limitation) ill health within the 30 days cancellation deadline.
- 8.3 You will not be entitled to a refund of any course fees if we terminate this contract due to your breach of any of our terms and conditions
- 8.4 International delegates are responsible for their own visa arrangements. We are sorry but we cannot provide advice on visa requirements as each person and country situation varies. Please visit [gov.uk](http://gov.uk) for guidance. Let us know if you require any letters to facilitate your visa application. We cannot refund course fees because your visa was denied unless this request is made more than 30 days before the course starts.
- 8.5 For clarity, we do not refund other costs incurred by the student including accommodation or travel expenses. If you are travelling to the UK for your course, we recommend considering appropriate travel insurance and checking carefully the cancellation terms of your accommodation and transport carriers.
- 8.5 We reserve the right to change the course content, host venue, site visits, catering and facilitators in exigent circumstances. Replacement arrangements will be made to similar standards.
- 8.6 After booking and paying online, a confirmation letter/email will be emailed to you, along with your course joining instructions.



## CONTACT US

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#CHIUNI      



CELEBRATING OVER  
**180 YEARS**  
OF HIGHER  
EDUCATION

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