

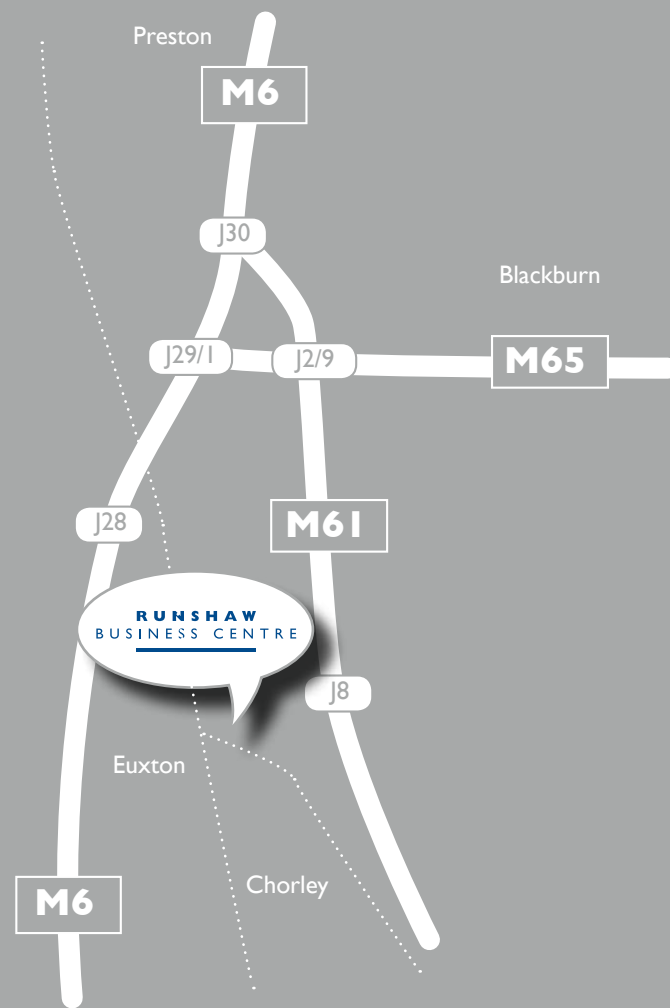
As well as being the leading business centre in the North West we are also easy to get to by rail, road and bus routes; with ample free parking.

By car
We are less than 10 minutes from Junction 8, M61; Junction 2, M65 and Junction 28, M6.

By rail
Buckshaw Parkway Station is situated directly behind Runshaw College in Chorley.

By bus
The campus is accessible by Fishwick and Stagecoach buses, with bus stops outside and adjacent to the campus.

For more details contact:
Runshaw Business Centre
Tel: 01772 643008
Email: rbcenquiry@runshaw.ac.uk
www.runshaw.ac.uk



RBC | FOR ALL YOUR
PROFESSIONAL
TRAINING NEEDS

RUNSHAW BUSINESS CENTRE

Unleash your potential.

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Disclaimer – The information in this guide was correct at the times of publication. Please note that the College reserves the right to change or alter the programmes advertised as it deems necessary.



Are you ready to watch your career soar?
If you want to enhance your current skills, progress in your current job or get a foot in the door in a new career then a professional qualification could be just what you need. Professional qualifications offer you the opportunity to develop your skills and knowledge whilst gaining great job satisfaction. Whether you want to take the first step into management or be recognised as an expert in your industry then Runshaw Business Centre is here to help your career reach new limits.

Why chose Runshaw Business Centre?
Runshaw Business Centre, the corporate training arm of Runshaw College is one of the North West leaders in training and development. We are renowned for our strong links with industry and our ability to deliver exceptional business training. We have a proven track record in the successful design and delivery of courses. Our track record runs through a wide range of subject areas and across many types of organisations, from both the public and private sectors.

As a Beacon College and judged continuously outstanding by Ofsted, we continue to demonstrate excellence in provision and have achieved numerous prestigious awards.

- IIP Gold (re-accredited 2013)
- Institute of Leadership and Management Centre of Excellence
- European Foundation Quality Management Award (EFQM 2003)
- British Quality Foundation UK Business Excellence Award (2002)
- Training Quality Standard (TQS)

We are committed to providing education where the teaching and learning coupled with the needs of our learners always comes first.

Customised provision is a particular strength of Runshaw Business Centre with high ratios of repeat business from clients throughout the North West. We take great care and time to understand our clients' needs with the aim of providing practical solutions that make a real difference to both your organisation and your employees. At Runshaw Business Centre we offer a wide range of qualifications suitable for people in employment but also recognise that in some instances employers require short sharp courses to address specific needs.

The programmes contained within this brochure are an example of the type of training we can offer, or adapt, to meet your specific requirements.

By working in partnership with you we aim to create a shared strategy for growth that will release the potential of your staff whilst gaining valuable knowledge for your business in the most cost effective way.

Learning and development is at the heart of everything we do and as Investors in People Gold employer, we operate at the very highest levels of people management practice whilst investing heavily in the professional development of our own staff.

“There has been a long relationship with Runshaw Business Centre and throughout this time the account management and level of customer service has been excellent.”

David Boyne, Senior Trainer - Xchanging HR services

Taking a professional qualification is a great way to achieve your career ambition, whatever stage you are at. You can learn the essentials to help you get your foot in the door, right through to developing the skills to operate at a strategic level in your chosen profession.

People who take professional qualifications come from all walks of life and from different stages in their careers; one thing they all have in common is that they are looking to enhance their job satisfaction. With a professional qualification you can make a real difference to your career. Our professional courses provide you with the theoretical and practical knowledge to truly enhance your career.

All the professional courses at Runshaw Business Centre offer both academic and practical elements. We also ensure you receive role specific skills to enable you to apply your learning in the workplace. This tried and tested method offers the best way to develop your strategic and tactical knowledge to develop you as a true professional.

Runshaw Business Centre is the leading provider of professional qualifications in the North West and has over 25 years' experience. All our courses are created in partnership with industry giving you instant credibility with employers.



Professional qualifications provide you with the opportunity to become part of a professional body such as the Chartered Management Institute (CMI) or the Chartered Institute of Personnel and Development (CIPD). The courses we run are approved by these bodies.

These qualifications are accredited by a professional body and carry a stamp of approval. They can have positive benefits for your employability and on your career progression.

Becoming a member of a professional organisation provides you with a whole host of benefits including invaluable links to your chosen industry and all the latest information about career opportunities. Here at Runshaw Business Centre we offer the following accreditations by professional organisations:

- **CMI – Chartered Management Institute**
The Chartered Management Institute is the only body able to award Chartered Manager status in the UK. As such it offers members increased career options and enhances your professional status. The Chartered Manager process requires candidates to demonstrate how they have developed as a manager and how they have applied their leadership and change management skills to achieve significant business impact.
- **CIPD - Chartered Institute of Personnel and Development**
A qualification from the Chartered Institute of Personnel and Development will equip you with the knowledge and confidence to succeed in your HR career. As Europe's largest HR development professional body you can be sure CIPD qualifications will equip you with the knowledge and skills that employers are looking for. All qualifications focus on the role of HR in building sustainable business success.
- **City & Guilds - NVQ/ Apprenticeships**
The very popular NVQs accredited by the City & Guilds are based on national occupational standards. These standards are statements of performance that describe what competent people in a particular occupation are expected to be able to do. They cover all the main aspects of an occupation, including current best practice, the ability to adapt to future requirements, as well as the knowledge and understanding that underpin competent performance.
- **CIM – Chartered Institute of Marketing**
The Chartered Institute of Marketing is the world's leading professional marketing body. Courses are designed to meet the practical needs of marketers from those undertaking junior marketing or administrative roles through to those wishing to understand strategic aspects of marketing concepts. A CIM qualification will expose you to new marketing approaches designed to benefit you and your organisation.
- **NEBOSH - The National Examination Board in Occupational Safety and Health**
The National Examination Board in Occupational Safety and Health was formed in 1979 as an independent examining board and awarding body with charitable status. Offering a comprehensive range of globally-recognised, vocationally-related qualifications designed to meet the health, safety, environmental and risk management needs of all places of work in both the private and public sectors.
- **ILM – Institute of Leadership and Management**
Whether you are an Executive on the Board or aspiring to lead your first team; there is an ILM course to help you develop and certify your leadership and management skills. ILM qualifications are practically based, designed to complement the individual's role at work. The programmes cover a full range of management levels from team leadership to executive management as well as providing coaching development. With the right training and development everyone can be a better leader.
- **IOSH – Chartered body for health and safety professionals**
IOSH is the Chartered body for health and safety professionals and the world's biggest professional health and safety membership organisation. Ensuring that your health and safety training is accredited by the body that sets the industry standard.



Highly skilled managers are the key to increasing business productivity and improving staff morale and retention. Whether you are looking for a promotion or are an aspiring team leader, to manage people in today's fast moving business environment then you need to be equipped with key skills and techniques.

At Runshaw Business Centre we run a whole host of management and leadership development that will support you through your career. Whether you are a new supervisor, team leader or manager with no formal training through to executive management who are responsible for strategic decision making and leading organisational change there is a qualification suitable for you. We offer both Institute of Leadership and Management courses as well as those accredited by the Chartered Management Institute. This provides a wide range of qualifications which are tailored to meet the needs of managers and their organisations. The unit combinations within each management qualification provide flexibility, enabling you to focus on the area of management most relevant to your role.

During your study at Runshaw Business Centre you will have access to our extensive library and e-library facilities. You will also benefit from professional studies membership which is designed to help you get the most from your course and provides access to a wide range of specialist support and development materials and services.

Team Leader and Supervisor

Level 2 courses are suitable for new supervisors and team leaders who want to hit the ground running. You will develop the core skills needed to perform well. You will learn how to plan and set goals, manage and motivate for improved performance, anticipate problems and provide clear leadership.

These courses give a clear understanding of the roles, functions and responsibilities of a team leader as well as the limits of your authority and accountability. You will be given real life examples so, as a new leader, you can return to the work place feeling motivated and confident that you can make a difference.

"The course content was concise and suitable for our level. It challenged our understanding of the team leader's role but also provided us with additional knowledge of what would be required if we progressed further in the future".

Ian Bagshaw
Hitachi Automotives Europe Limited, Bolton



Middle Managers

The Level 5 courses are designed for aspiring or practising middle managers who wish to develop their core management skills and practices. These qualifications provide key management skills to enable middle managers to operate effectively whilst focusing on the personal development of the individual learner's management capabilities and competencies.

Learners are provided with the opportunity to develop a range of competencies from a middle management perspective. Participants are normally practising or aspiring middle managers looking to gain a professionally recognised qualification.

The courses explore the role the middle manager and its part in achieving organisational goals whilst defining key responsibilities and understanding management styles. The courses provide a solid foundation for the development of this role.

"The practical and supportive structure of the course has improved my managerial skills and built my confidence. It has really helped me to develop as a manager of people."

Gavin Tate, EON
CMI Level 5 Diploma in Management and Leadership

The Strategic Manager

The Level 7 qualifications are designed for directors and senior managers who have the authority and personal inspiration to translate organisational strategy into effective performance. They will build on their skills in strategic management and leadership to focus on the requirements of inter-organisational strategy.

The courses are designed to assist leaders and senior managers where responsibility to manage managers is the key to success. It will enable you to make an immediate impact and rapidly gain the confidence to perform as a true senior management team member. You will analyse and de-construct organisations and your personal working style to develop a fresh approach to leadership success.

To meet the increasing demands and challenges of today's business world coaching is an essential leadership skill. Managers need to use a variety of tools and approaches as leaders to inspire their people. This is often seen as the most effective way to enable teams to deliver extraordinary business results.

Coaching is defined as the process of enabling individuals to acquire the knowledge, skills and techniques needed to perform effectively in their occupational role by motivating, inspiring, challenging, stimulating and guiding them. The coach must be able to recognise the needs of the individual being coached develop appropriate coaching programmes and help them to achieve to their full potential.

Runshaw Business Centre offers a range of courses aimed at equipping both practising and potential managers with the knowledge, skills and confidence to perform effectively as workplace coaches as part of their normal work role.

The courses are structured to give a solid background and understanding in the principles of coaching. These principles are explored in depth and skills are taught on how to apply them in real-world situations.

Advanced qualifications in Leadership Coaching and Mentoring are also available. These are designed for managers and leaders who have the authority and responsibility for developing and implementing a coaching and mentoring strategy across an organisation. They are for managers and leaders who can build on their strategic management and leadership skills and focus on the requirements of embedding the organisation's strategy.



To further enhance your professional status as a manager Runshaw Business Centre also offers Chartered Manager status. The Chartered Management Institute is the only chartered professional body dedicated to management and leadership.

Chartered Manager is the highest accolade that can be achieved in management, the hallmark of a professional manager. This status makes a statement about your capability and recognises that you use good leadership and management practices. It is an independent endorsement of your ability to deliver excellent results in your role.

Chartered Manager status brings:

- Improved reputation and credibility with colleagues and external partners
- Enhanced prospects for career progression – the award is recognised across sectors, industries and internationally
- Increased confidence in your management and leadership abilities in the workplace
- Validation of the currency of your skills
- Accreditation of your ability to create significant impact on organisational performance
- Parity with other Chartered professionals
- Access to networks of like-minded individuals in similar leadership roles.

“97% of existing Chartered Managers agreed Chartered Status recognised the excellence and application of their management skills.”

Chartered Management Institute (CMI)

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

Chartered Institute of Marketing, 2012

With a need for marketing in almost every sector and the ability to earn a good salary there's one obvious appeal of marketing: it's all about people – and what could be more interesting than that? Understanding people, and what drives them to behave in the way they do, is the essence of all marketing. As human beings, our needs and desires (and the many factors that influence them) are constantly changing. To be a successful marketer, you need to be at the cutting edge of the latest developments and trends because, ultimately, no one is interested in yesterday's news.

The Chartered Institute of Marketing (CIM) is the largest and longest established professional marketing organisation in the world. Their qualifications are highly sought after and one of the most credible routes to get established or progress your marketing career. The CIM courses provide a comprehensive mix of marketing theory and tools to apply those theories in the work place. The course theory includes market research and analysis, marketing planning and implementation, branding and communications, and project management.



Runshaw Business Centre is a proven provider of the CIM courses, offering progression through the full suite of qualifications from the CIM Introductory Certificate in Marketing up to the CIM Professional Diploma in Marketing.

- **CIM Introductory Certificate in Marketing**
Aimed at those who want to find out more about marketing – whether you are in a job that involves marketing or not. The course introduces the marketing mix and develops the skills and knowledge of those who are working to support others in basic marketing tasks.
- **CIM Professional Certificate in Marketing**
Explores the role of marketing within an organisation and its tactical implementation in a wide range of business situations. It will develop your theoretical knowledge and understanding of the subject and its practical application to your current role. The qualification is particularly suitable for individuals currently working in a junior marketing role or an associated function such as customer service, sales, or as a personal assistant. It is also suitable for those where marketing plays some part in their current job role.
- **CIM Professional Diploma in Marketing**
Develops the key skills of marketing and introduces the strategic aspects of marketing concepts. It will develop your theoretical knowledge and understanding of the subject and its practical application to your current role. The qualification is particularly suitable for marketing and/or sales professionals although applicants from other disciplines will be considered

By choosing to study your CIM qualification at Runshaw Business Centre you will have access to the College's extensive library and e-library facilities as well as the CIM's e-resources. You will learn new practical skills that will take your career to the next level whilst developing your understanding of marketing theory and strategic capabilities.

“The course has given me confidence in starting a career in Marketing, I now have a better grasp and understanding of the subject. The team at Runshaw Business Centre are always helpful and friendly, and the quality of the teaching has surpassed my expectations.”

Aude Moreau
CIM Introductory Certificate in Marketing



Personnel departments do not just hire and fire – they are vital to a company's success. Human Resources are responsible for providing advice and guidance on organisational development, recruitment, promotion of staff, payroll, pensions and staff health and welfare. Whilst the learning and development functions advise and coordinate training, personal development, talent management and succession planning.

The Chartered Institute of Personnel and Development (CIPD) is Europe's largest HR and learning and Development Professional Body with over 135,000 members. It prides itself on supporting and developing those responsible for the management and development of people within organisations. CIPD's aim is to drive sustained Organisational Performance through Personnel; shaping thinking, leading practice and building capability through the profession.

At Runshaw Business Centre we offer a range of CIPD qualifications depending on where you are in your career. The courses have been designed to support and enhance the development of your career whilst building on the knowledge and skills needed by today's professional.

Studying the CIPD qualifications with us has many benefits. We have high numbers of students so classes are lively and allow for sharing of sector experience – which proves vital for assessments. We have well established links with industry and local employers in a vast range of sectors which include manufacturing, retail, NHS, local government and financial services.

The teaching team have extensive human resource management and human resource development in blue-chip organisations. You will also benefit from our extensive library and state of the art e-resources.

At Runshaw Business Centre we offer qualifications in both Human Resource and Learning and Development Practice.

Human Resource Development

These qualifications are intended for anyone working at the level of HR assistant/officer. Runshaw Business Centre offer a full suite of qualifications suitable for someone aspiring to a career in HR, managers or owners of small businesses responsible for HR activities through to current practitioners who want to operate at an executive level.

The courses teach key principles and latest practices to develop you as an effective HR practitioner. The programme enables you to further understand organisations and the role of the HR function and how it can assist with achieving business aims and goals. As well as how to record, analyse and use HR information.

At Runshaw Business Centre we offer the Foundation Certificate in Human Resource Practice and the Intermediate Certificate in Human Resource Management with the opportunity to advance to the Diploma in Human Resource Management.

"Completing the CIPD Diploma in HRM has enabled me to move on in my career to a new role that fulfils my career aspirations. The programme was very informative and enjoyable and gave me greater confidence in my ability."

Charlotte Livesey, Westinghouse Electric Company
CIPD Diploma in HRM

Learning and Development Practice

This suite of qualifications is aimed at those involved in learning and development in organisations, or working as independent trainers as well as those learning administrators seeking a broader understanding of the principles of learning and development. A foundation certificate would benefit those aspiring to a career in learning and development or managers of other functions with responsibility for learning and development

Introducing key principles and the latest practices in learning and development. You will learn how to blend a range of methods to support and drive forward the organisation's agenda. The courses cover how to devise effective learning strategies, commissioning and managing delivery as well as how to effectively evaluate and action plan.

The Foundation Certificate in Learning & Development Practice is currently offered at Runshaw Business Centre along with the Intermediate Certificate in Human Resource Development with the option to advance to the Diploma in Human Resource Development.

"The Level 4 Certificate programme was very enjoyable, the support fantastic and I learnt so much that I can apply within my role at work. I would definitely recommend Runshaw Business Centre."

Ann Hardaker, Lancashire Constabulary
CMI Level 4 Certificate in Management and Leadership



Taking steps to improve Health and Safety in the work place has huge benefits on a business' safety performance, productivity and workplace culture.

Health and Safety is a vast subject and can be quite intimidating for any manager or employee given the responsibility of managing it within the work place. When people don't understand Health and Safety they often use it as an excuse to stop staff from doing things. At Runshaw Business Centre we can encourage delegates to see Health & Safety as a positive. We can equip you with the skills and knowledge to ensure your workforce are able to accomplish their tasks in a safe environment as possible. Everyone has a responsibility to work "safely" in order to protect ourselves and our colleagues.

We can offer courses in Health and Safety management, risk assessment, regulations and accident prevention and reporting as well as first aid specifically for the work place. These intensive courses accredited by either by IOSH or NEBOSH provide an understanding of current Health and Safety legislation and provide practical options on how to best manage Health and Safety effectively in the workplace.

Whatever sectors your organisation operates in, whatever your skills need; there is a good chance that we have a short course to suit. At Runshaw Business Centre we pride ourselves on offering training that is flexible, effective and specifically designed with business professionals in mind. Whether you require a specific one day taster course or a bespoke short training course we can provide the ideal way to further your basic knowledge and enhance your employees' skills in a particular area. We have a wealth of experience, full complement of professional trainers and occupationally skilled assessors ensuring we are the ideal organisation to help you source your training.

"Runshaw Business Centre always provides an excellent service and has been able to tailor each course to ensure the needs of the Council and its employees are met. The course content and the delivery methods successfully meet our requirements and address the individual delegate's abilities."

Steph Hayes, Training and Development Manager - Preston City Council

NVQ's

National Vocational Qualifications (NVQ's) reflect the skills and knowledge needed to do a job effectively, enabling work-based competencies to be recognised. Most employers now accept the value of making a commitment to NVQ's with many benefits to both the individual and the employer.

At Runshaw Business Centre we offer Level 2 to Level 5 in a wide range of disciplines. With an NVQ a candidate will gain an up-to-date nationally recognised qualification, which will prove competence in their ability to carry out the job role. The qualifications could help them advance within a company or assist a career change whilst providing and enhancing their personal development. The employer will be investing in their staff, supporting training and can be used to meet a company's own quality standards.

Once completed the skills learnt and benefits gained by the individual will assist in their job role performance and understanding. This in turn will translate into a more productive and efficient work force bringing numerous other benefits.