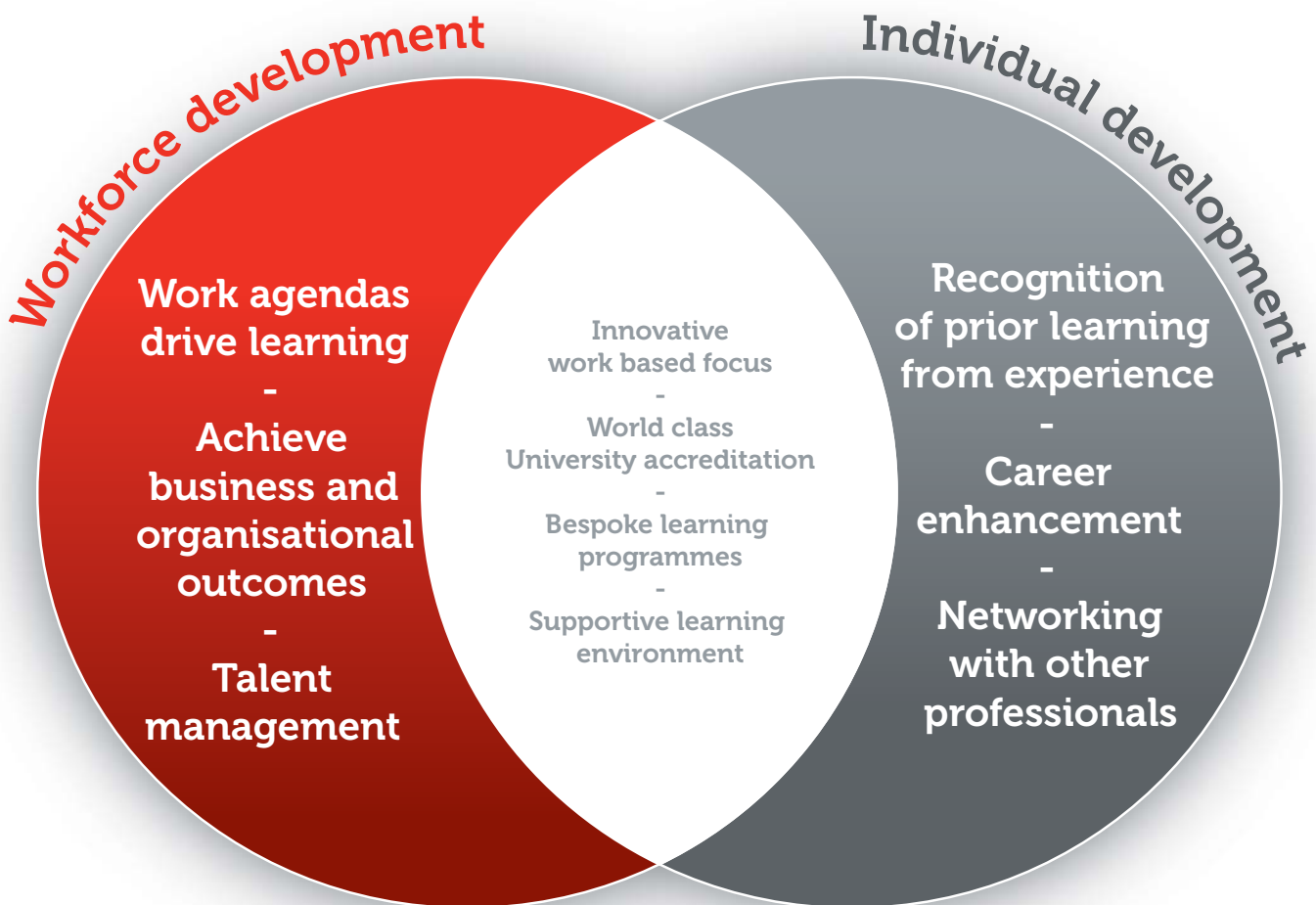


# Workforce and individual development; the best of both worlds

Part time work based qualifications





COMMENDATION FROM THE  
UNIVERSITY PERIODIC QUALITY REVIEW

“ The Review panel was impressed with the Centre and commends it for having a clear sense of shared purpose and understanding about what they are doing and having a systematic way of organising and managing their programmes to a high standard. ”



**cetad**  
LANCASTER  
UNIVERSITY

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“ CETAD deliver very professional well organised programmes which I would highly recommend. ”

JULIE HOWARTH  
BURY METROPOLITAN BOROUGH  
COUNCIL

“ We have achieved enormous benefits from working with CETAD. They helped us achieve something much broader and wider than we originally set out to do and they are the kind of people we in Morecambe Bay want to continue to work with. ”

MICHELE POMPHELY  
UHMB NHS FOUNDATION TRUST

“ The best thing has been that I've been able to undertake a piece of valuable work, have it accredited and so gain a Masters Degree. ”

ANNIE BUSH  
PODIATRY TEAM LEADER

# About CETAD

**We enable people to learn; we make a difference**

**CETAD is a centre for excellence in work based learning at Lancaster University, one of the UK's top world-class universities. Work based learning is learning through and for work and since 1990 we have built up an exemplary track record in the delivery of innovative work based programmes. We deliver relevant knowledge and skills that can be applied directly to the workplace providing a return on investment for both individuals and organisations.**

We offer programmes at the University campus and we can also deliver off site at your work premises. With an extensive client list in the public, private and voluntary sectors our strengths lie in working in partnership with you as employers and individuals, and together designing the right programmes that translate into measurable benefits for you and your organisation. So whether you are an individual looking to develop yourself or an employer looking to develop your workforce, our portfolio will enable you to realise your full potential.

## **Bespoke provision** **'One size doesn't fit all'**

Work based learners are extremely varied in terms of age, experience, prior learning, qualifications and job role. Organisations and businesses vary in terms of their culture, context, objectives, priorities and workforce development needs. Unlike traditional provision, we have developed programmes which can be highly tailored to meet both

specific individual and organisational needs. This means they are highly pertinent and useful, they make a real difference and provide excellent value for money.

## **Academic and work based** **'Best of both worlds'**

As they are accredited programmes you can be assured that the learning is challenging and rigorous – based on sound research, concepts, models and frameworks in line with the academic standards of the University. The focus is on application of learning at work so our tutors are also practitioners who have work based experience and can relate 'theory to practice'. Our core values are quality and customer service. We understand the needs of mature experienced learners who may not have studied for a while so we provide high levels of individual support and at every stage our 'students' are treated as valued customers.



“ As the MA was entirely work based it was extremely useful in planning a strategy to drive the firm forward and having an academic backing to planning has made a big difference to me. ”

ED FLETCHER  
FLETCHERS SOLICITORS

# Your Options

Our work based programmes are perfect for professionals keen to extend their learning and gain recognition at the same time as achieving benefits for their employer. We offer programmes at different levels with progression routes in between and you don't necessarily need to have prior qualifications to enrol as we recognise prior learning, work based experience and an aptitude for higher education study.

“

I'm a chemist with no business qualifications whatsoever but I've been managing and leading a company for 10 years now and I decided that what I'd like to do was formalise the knowledge that I had and enhance it with specific training in leadership and management. My project was around developing a new product from first principles to final commercialisation and the course allowed me to do that in a very sensible way. This was something new for the company and subsequently the product was successfully launched. I've found the course very, very beneficial both personally and for my leadership and management style and I'd certainly recommend it.

GED BARLOW  
MANAGING DIRECTOR

”



## Defined Certificates and Modules

We offer defined certificates at both undergraduate and postgraduate level and we can help you decide which is the right level for you. Current programme areas include: Leadership and Management, Professional and Personal Development, Training and Development, Bioscience and Business Management, Project Management, Organisational Change and Knowledge Management.


We also offer modules (short courses) in different subject areas enabling you to develop your skills and knowledge and apply them to your practice at work. You could begin with a short 2 day course at undergraduate level and then progress or you could immediately enrol on to a full 12 month programme. There is a progression 'ladder' from undergraduate modules to a full Masters degree. For a listing of all current defined certificates and modules email: [cetad@lancaster.ac.uk](mailto:cetad@lancaster.ac.uk).



This is an exciting new and innovative work based route to postgraduate qualifications for experienced professionals. It allows you to 'build your own' programme based on your specific needs and the needs of your organisation. You negotiate your own programme with us and your employer based around projects at work. It is highly customised, relevant and flexible and enables you to:

- Gain academic credits for professional experience, learning and achievement (Accreditation of Prior Learning - APL). APL ensures that your programme does not duplicate your learning, it shortens the time taken to achieve qualifications and significantly reduces the cost of your programme
- Develop by building your programme around specific objectives and projects at work. Projects vary in size and complexity depending on the target award. You carry out a project and write a report which includes a rationale, details about the methods used to undertake the project and an analysis of the findings
- Where appropriate, access specific topic modules to focus on particular areas of knowledge and skill development
- Negotiate target qualifications (Postgraduate Certificate/Diploma, MA/MSc) and the title of your award. For example MA in Professional Practice (Insurance Services) or MA in Professional Practice (Emergency Planning) with the (domain area) being determined by the work focus of your programme
- Ultimately apply postgraduate level learning directly to real work agendas

For more details on  see page 6

If you would like to discuss which option is best for you - Defined Certificates and Modules or  then we are happy to provide you with further guidance, just call us on 01524 593318 or email [cetad@lancaster.ac.uk](mailto:cetad@lancaster.ac.uk).



“ The course was everything I expected and more. I found that the balance of taught sessions face to face and independent learning was great. I loved going away to read about my topic and gather information then bringing it back to have a discussion with my tutor who helped encourage what my thoughts and feelings were and how it might relate to my organisation. ”

**GEMMA HYLAND**  
ORGANISATIONAL DEVELOPMENT OFFICER



“ My tutor was extremely supportive and I could not have achieved what I did without her guidance and advice. She was there when you needed her and left us alone to get on with our individual journeys when we needed to. I am sorry to not be working with her any more. ”

**CATH MILLINGTON**  
HEAD OF SERVICE, STOCKPORT CHILDREN AND YOUNG PEOPLE'S DISABILITY PARTNERSHIP

# Programmes and Qualifications

## Some things you need to know

Qualifications comprise a number of 'building blocks' i.e. modules with a credit rating. Credits relate to learning/study hours. If you successfully achieve the assessment for the module you are awarded the credit.

For example, Postgraduate qualifications:

- 60 credits = Postgraduate Certificate
- 120 credits = Postgraduate Diploma
- 180 credits = Masters degree.

CETAD's programmes all allow for a step-on, step-off approach within agreed timescales. This means you can initially enrol to do one module, then progress to a Postgraduate Certificate, perhaps later 'top up' to a Postgraduate Diploma and then if you wish, complete a further 'top up' to a Masters Degree.

## Approach to teaching, learning and support

You will learn by a combination of 'face to face' workshops, online learning with access to study materials, one-to-one tutorials, your own self-study and project work, all of which will enable you to build networks and share knowledge.

Our tutor team are experienced practitioners who understand that you may not have undertaken formal study for a long time (and may never have studied at University level before) so we provide a high level of one-to-one support.

## Assessment

There are no exams. Assessment methods are varied and intended to be useful for your work as well as for academic assessment purposes. They include learning contracts, project proposals, reports, reflective commentary and oral presentation.

## What is the time commitment?

All our qualifications are part-time programmes which minimise the amount of time out of the workplace. Typically attendance time for our courses is approximately 1 day per month with Undergraduate and Postgraduate Certificates taking 12 months to complete, a Postgraduate Diploma 18 months and an MA/MSc will take approximately 2 years. Attendance for stand alone modules varies but for illustration, a 10 credit module is usually completed within a 6 week period.

## Delivery

The programmes will be delivered at Lancaster University, however if you have sufficient numbers we may be able to deliver in your workplace.

## Fees

Please contact us for details. Fee rates for corporate groups may differ to individual fees.

## How to apply

For all our programmes we ask you to complete an application form and for our postgraduate courses we ask for a recommendation from your line manager. Depending on your qualifications, we may ask you to undertake a pre-entry assessment. Please contact CETAD for an application pack on 01524 593318 or email [cetad@lancaster.ac.uk](mailto:cetad@lancaster.ac.uk)



To achieve **nwbl** postgraduate qualifications you need to gain credits at Masters level (level 7). A Postgraduate Certificate is 60 credits, a Postgraduate Diploma is 120 and an MA/MSc is 180 credits. Credits are achieved by completing modules. Some are compulsory; some are optional. The self review and planning module is always compulsory and is the first module you complete as this is when you are guided to design your **nwbl** programme.

There are 4 components to the programme as follows:

**Module: Self review and programme planning**

In this module you:

- Reflect and review your prior learning.
- Further develop your learning skills: both work based learning and study skills.
- Plan your future development, negotiating and agreeing a postgraduate programme which takes account of your personal and professional needs and the needs of your organisation. This includes specifying and justifying any topic modules that you wish to undertake and outlining your work based project.

If you wish to claim credit for prior learning and experience then alongside this module you prepare an \*APL claim for credit to be awarded towards a postgraduate qualification.

**Topic modules:**

Optional topic modules are available in a range of subject areas including: leadership and management, project management, organisational change and advanced key skills such as communication skills and creative thinking and problem solving.

**Module: Work based research methods**

This module equips you with the knowledge and skills needed to design and carry out your work based project.

**Module: Work based project**

Project modules vary in size depending on the target award, i.e. Postgraduate Certificate, Diploma or Masters Degree. You carry out a work based project and write a report which includes a statement of what the project is about, a rationale and contextualising information, details about the methods used to undertake the project and an analysis of the findings.

\*APL – Accreditation of prior learning

**POSTGRADUATE CERTIFICATE**  
TO ACHIEVE THIS YOU NEED 60 CREDITS

Compulsory Modules	Optional Modules
APL claim Max 20 credits can be awarded	Research methods 20 credits
Self review and programme planning 20 credits	Topic modules each 10 credits
Work based project 20 credits	

**POSTGRADUATE DIPLOMA**  
TO ACHIEVE THIS YOU NEED 120 CREDITS

Compulsory Modules	Optional Modules
APL claim Max 40 credits can be awarded	Topic modules each 10 credits
Self review and programme planning 20 credits	
Research methods 20 credits	
Work based project 20 credits or 40 credits	

**MA/MSc**  
TO ACHIEVE THIS YOU NEED 180 CREDITS

Compulsory Modules	Optional Modules
APL claim Max 60 credits can be awarded	Topic modules each 10 credits
Self review and programme planning 20 credits	
Research methods 20 credits	
Work based project 80 credits or 20 credit project + 60 credit project	



“

The programme was even better than I expected. I found the days in Lancaster enjoyable, interactive and interesting very much with the ethos of “learning by doing” and discussing. In fact, in discussing theories with peers and our tutor but then completing assignments in my own time meant that new skills were absorbed quickly and promptly put into practice when returning to work.

”

MATT CLEGG  
BUSINESS SECTOR MANAGER

# For Employers



“ The long term partnership between Connexions Cumbria and CETAD has been successful as it has all the necessary ingredients – listening to each other and responding, openness, trust, flexibility and a confidence in one another.

SARAH HARRISON  
HR WORKFORCE DEVELOPMENT  
MANAGER

**High quality, relevant workforce development with a focus on outcomes**

You can be assured of the quality associated with a top university. Our programmes support both individuals’ professional development and workforce development with the learning being linked to the achievement of business/organisational objectives.

We are more than happy to discuss options with you and advise how we can help. If there is a viable group then we can explore delivering at your premises/locally or arranging something specific for you at the University.

Some options you might like to consider:

- Using topic modules to address specific knowledge and skills gaps. There may be different needs for different individuals or you may identify a shared need for a group of staff, e.g. developing skills in project management.
- Enrolling staff on one of our defined Postgraduate Certificates to support a graduate development scheme. Being able to offer a postgraduate qualification may help you to recruit and retain the best people for your organisation.

- Using **nwbl** Negotiated Work Based Learning to provide a progression route from in-company training or vocational/professional training programmes, enabling individuals to gain credits for their learning with you and to develop and progress further, perhaps as part of your ‘talent management’ strategy.
- Using **nwbl** Negotiated Work Based Learning to closely align workforce development with business objectives. **nwbl** Negotiated Work Based Learning means that individuals can develop their skills and knowledge to carry out specific projects related to your business objectives thereby addressing an organisational challenge, issue or problem and gaining a postgraduate qualification at the same time. The provision of APL at the start of the programme means that individuals do not have to study areas that they know already so it is focused, relevant and cost-effective.



“ The course appealed to me because there was an opportunity for applicants without a degree to submit a preliminary piece of work to satisfy entry requirements of being able to work at Masters level. The course was work related and the course content looked relevant to my role – it later became more relevant and contributed to my movement within the organisation.

KEITH MORGAN  
PROJECT MANAGER



# Location

## By car

Leave the M6 motorway at junction 33 and take the A6 north towards Lancaster.

For Lancaster University main campus – turn right at the third set of traffic lights on the A6 into the University main drive. Take the first exit left from the roundabout at the top of the main drive, then the first avenue on your right. This brings you to the Reception Lodge where security staff will direct you to your destination on campus. For Alexandra Park (south end of campus) – turn right at the second set of traffic lights on the A6 into Barkers Drive and turn left at the roundabout into Alexandra Park Drive.

## By rail

There are direct rail links between Lancaster and London, Birmingham, Leeds, Manchester, Oxford and major cities in Scotland. The X1 bus service runs between the Railway Station and the University every 20 minutes Mon - Sat daytimes and hourly on Sunday afternoons and evenings. Taxis are also available from outside the station. Lancaster Railway Station is a 5 minute walk away from the city centre.

## By bus

The bus station is situated on Damside Street. Buses (numbers X1, 2, 2A, 3 and 4) leave regularly (every 5 minutes on weekdays) for the 20 minute journey to the University. Buses also leave the city centre at Common Garden Street for the University. For bus information call 'Traveline' on 0871 200 22 33. All buses drop off at the University underpass, beneath Alexandra Square in the centre of campus. Buses 3 and 4 also provide a 10 minute service around the southern perimeter road and campus residences at Alexandra Park.

## Taxis

Taxi services are available from the rail and bus stations (taxi tel. numbers: (01524) 32090; 35666 or 848848).





“ I have enjoyed the workshops and the interaction with others and although I was apprehensive at first, the group work has helped me to develop my confidence. The tutor is excellent. She is very friendly, always willing to offer advice and has made the course extremely enjoyable. In fact all the CETAD staff are very friendly and respond to any questions we have really quickly. ”

KAREN JOHNSTONE  
CUSTOMER SERVICE & PROJECTS MANAGER





**For further information about  
our provision please contact**

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on 100% recycled paper.

