

successful people

BusinessWise



University of Salford
A Greater Manchester University



CAPITA SYMONDS

successful people, projects and performance

welcome

Welcome to BusinessWise, a groundbreaking graduate business skills development programme launched in 2008, designed by Capita Symonds, Urban Vision and the University of Salford and one of the first joint initiatives of its kind in the UK.

BusinessWise is designed to give a more holistic approach to your development, allowing you to acquire key business skills in addition to the technical training you may also be undertaking and to support your progression towards achieving chartered status, if appropriate.

We want our graduates to be the best. We believe that BusinessWise will help you to fast-track your career with Capita Symonds and Urban Vision.

The programme will be delivered by leaders in their field. Lecturers from the University of Salford will supply you with the theoretical background to a range of skills which are important to our business and subject specialists from Capita Symonds and Urban Vision will help you to make the theory relevant to our business.

BusinessWise will also give you the opportunity to network with other graduates from around the business and share your experiences.

I hope you enjoy the BusinessWise programme and I look forward to seeing your progress within our business.



A handwritten signature in blue ink, appearing to read 'J. Goring'.

Jonathan Goring
Managing Director
Capita Symonds

about the programme

YOUR COMMITMENT

As you will be studying at postgraduate level, it is important that you are committed to attending delivery days and to researching and completing assessments to given timescales.

You will be required to undertake an average of 3 hours study each week in order to complete the programme.

OUR COMMITMENT

BusinessWise is fully funded by Capita Symonds and Urban Vision. We will pay for your time and expenses to attend the delivery days over the course of the programme. You will also be granted two days study leave for each module, to be taken on business premises unless otherwise agreed with your Line Manager.

ASSESSMENTS

Your work on BusinessWise will be assessed in a number of ways including group presentations, group and individual assignments and case studies.

GRADUATION

On successful completion of the programme, you will receive a Postgraduate Certificate in Business Performance Management from the University of Salford. You will also be invited to attend the University of Salford graduation ceremony.

AWARDS

A prize will be awarded for the best individual assignment for each module. Nominations will be made by the University of Salford and the winner will be agreed by the Executive Board.



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MODULE 1 - EFFECTIVE MANAGEMENT

Delivery days - 4

Overview

This module provides an introduction to the programme by encouraging participants to reflect on the nature of managerial work and the characteristics of an effective manager. It will look in particular at decision making, problem solving and the nature of effective teamwork.

Key learning outcomes

- Critically evaluate the role of management and the implications for organisational performance
- Distinguish and differentiate the impact of the 'Individual' and 'Team' contributions to the effectiveness of achieving organisational goals
- Compare and contrast a number of problem solving methodologies and apply them to different management/organisational problems
- Critically evaluate and apply systems thinking, problem analysis and decision making methodologies in an organisational environment
- Critically analyse and evaluate a number of approaches to the concept of creative thinking using the appropriate tools and techniques

Delivery

This module will be delivered jointly by the University of Salford and Lledr Hall.

Module Leader



DR ED DORAN

Dr Edward Doran qualified as a Chartered Engineer with a BA(Hons) in Technology and Management Systems, MSc in Robotic Assembly and a PhD in Quality Management Systems. He worked for twenty years in the motor industry holding a number of senior management positions prior to entering the University of Salford. His main teaching areas include, management development, operations management, project management, organisational behaviour, and innovation & creativity.

Lledr Hall



Set in idyllic surroundings at the heart of Snowdonia National Park, Lledr Hall is Salford City Council's vibrant and dynamic outdoor education centre. As part of this module you will spend two days at Lledr Hall on a programme that has been specifically designed for BusinessWise. During your stay you will undertake a variety of activities designed to enhance your problem solving, team-working and leadership skills helping you to function more effectively in the workplace.

MODULE 2 - COMMERCIAL SUCCESS

Delivery days - 3

Overview

This module provides participants with an understanding of the management issues involved in delivering a competitive, customer-orientated business strategy. It will look in particular at the marketing and finance functions and their role in the delivery of commercial success.

Key learning outcomes

- Examine the marketing concept and its relevance in contemporary business to business marketing
- Critically analyse the diverse factors which impact on the business to business marketing task within a rapidly changing marketing environment
- Evaluate the twin imperatives of winning and retaining customers through relationship building and the targeting of specific customer groupings
- Formulate income and expenditure plans and explain the underpinning principles
- Critically appraise, analyse, review and report on the financial performance of projects and apply selected techniques
- Apply principles of budget preparation, control and review

Delivery

This module will be delivered jointly by Capita Symonds and the University of Salford.

Module leader



DR TONY CONWAY

Dr Tony Conway is a Senior Lecturer at the University of Salford and has produced numerous journal articles, textbook contributions and conference papers on public sector and general services marketing. He is also on the Editorial and Review Boards for a number of academic journals. Tony is presently heavily involved in research into the role of relationship marketing within the Health Care and Higher Education Sectors.

Capita Symonds presenters



JONATHAN THOMAS

Jonathan Thomas is Sales Director for Capita Symonds' Regions division. His remit is to ensure a strategic approach to sales and an efficient and effective approach to bid activity including best practice in sales across the business. Jonathan and his team deliver strategic support to major bids, often working with Capita Group Big Ticket bid teams on major contracts where Capita Symonds will also provide services.



STUART DAVEY

Stuart is an Associate Director at Capita Symonds. Stuart's current role is as a Profit Centre Manager managing 49 staff with a turnover of £2.4m. He is responsible for developing and growing the business through numerous projects to various clients. Stuart's experience as a profit centre manager provides him with the ability to combine effective strategic and operational management with commercial best practice and its application to project delivery. Utilising this experience to better effect, he assists several other parts of the business providing commercial and financial management best practice in a move towards a more consistent and corporate commercial approach.

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MODULE 3 - RESPONSIBLE BUSINESS PRACTICE

Delivery days - 3

Overview

This module provides participants with an opportunity to explore the importance of self assessment in the management and improvement of business activities. It will look in particular at the role of the business excellence model and the application of business management systems.

Key learning outcomes

- Distinguish and differentiate the various component parts and issues of operating in an environment of responsible business practices
- Compare and contrast the various management sub-systems and their relationship to a business excellence mode
- Evaluate and reflect on the individual elements and issues of quality management, health & safety and environmental management and how these relate and integrate with the overall management system
- Research corporate social responsibility across a wide spectrum of sectors and be capable of applying and evaluating different models within an organisational situation
- Critically evaluate strategic and operational issues of corporate social responsibility and the ethical dimension of working within an organisational environment

Delivery

This module will be delivered jointly by Capita Symonds and the University of Salford.

Module leader



DR ED DORAN

Dr Edward Doran is the Director of Collaborative Developments within the Salford Business School. His main teaching and consultancy areas include, entrepreneurship, quality management, business ethics, social responsibility, and effective leadership. Ed has a number of International research papers published and presented in Europe and the USA in the field of EFQM Excellence Model, quality management, working in teams, the teaching of entrepreneurship and human resource management.

Capita Symonds presenters



SIAN DIXON

Sian is the BMS Director for Capita Symonds, leading the team which is responsible for managing the Business Management System for Capita Symonds. Sian is also the Quality and Procurement Manager for the Cwmbran Office where she is responsible for the quality management system and maintaining accreditation to ISO 9001, 14001 and OHSAS 18001. Sian is responsible for maintaining overall accreditation to these systems for Capita Symonds.



LIANE HARTLEY

Liane is Principal Socio-Economic Consultant at Capita Symonds. Liane's remit is to identify the point at which our clients' social and environmental impacts intersect with their commercial interests. She helps the move towards a low-carbon economy by adopting more sustainable and responsible business practices, specialising in the social and economic impact of development on communities and equalities groups, focussing on issues such as health, unemployment, housing, education, culture and deprivation.



KATE NELSON

Kate is Principal Sustainability Consultant at Capita Symonds. Her remit is both internal and external, working to identify opportunities for achieving sustainability through better ways of working and project delivery. Kate works with clients to reduce their carbon footprint, achieve financial savings and sustainability benefits through procurement and identify their aspirations for responsible business practice.

MODULE 4 - LEADERSHIP & EMPOWERMENT

Delivery days - 3

Overview

This module provides participants with an opportunity to explore the meaning of leadership and to reflect on the characteristics and skills of effective project leaders. It will look in particular at leadership style, the problems of delegation, influencing, motivation of team members and dealing with conflict in multidisciplinary or multi agency project teams.

Key learning outcomes

- Understand the difference between a manager and a leader and identify the attributes of effective leaders
- Communicate a shared vision to set direction and inspire and motivate others positively
- Understand what a 'project' is and the meaning of 'project management'
- Understand the project lifecycle and the roles of the project leader, team member and stakeholder
- Appreciate different project stages: inception, planning, delivery and closure
- Understand personal attributes and the impact that these may have on the success of a project in terms of motivating, influencing and dealing with conflict

Delivery

This module will be delivered jointly by Capita Symonds and the University of Salford.

Module leader



GRAHAM COOKE

Graham Cooke has held an MSc in Management for 14 years and has senior management experience in both the private and public sectors. He lectured in Management and HRM part-time for 10 years, and became a full-time lecturer and consultant in 2005. He is currently Director of Executive Education and teaches on a wide range of Management courses from undergraduate to MSc level. Research interests include 'Mental Toughness' and its relation to work performance.

Capita Symonds presenters



BARRY PILKINGTON

Barry is a Profit Centre Manager responsible for Capita Symonds' Asset Management Division in Cumbria. He has extensive Project Management experience, including his recent secondment to Cumbria County Council to project manage the Carlisle Northern Development Route scheme, a unique Highways PFI Project combining significant elements of new construction with the on-going operation and maintenance of a network of Principal Roads. Barry has taken a lead role in the drafting of 'Guide to Managing Projects' in the Regions business, based on the PRINCE methodology.

CONTACTS

BusinessWise Project Manager



ANN GRAVES

Ann Graves is responsible for managing and overseeing the delivery of BusinessWise in Capita Symonds and Urban Vision.

If you have general queries about BusinessWise or about the application process and delivery dates, then please contact Ann on:

tel: 01228 673018

mobile: 07900 980698

email: ann.graves@capita.co.uk

BusinessWise Programme Leader



ED DORAN

Ed Doran is the Programme Leader for the Postgraduate Certificate in Business Performance Management from the University of Salford. If you have any queries about the academic content of the programme or assignment support and submissions, then

please contact Ed on:

tel: 0161 295 5100

email: e.j.doran@salford.ac.uk

BusinessWise was shortlisted for the Learning & Skills Award at the North West Construction Awards 2009.

www.capitasymonds.co.uk
