

New Course for Managers of Care Services

The world of care is changing. A combination of new legislation, new budget holders and personalised care has resulted in an unfamiliar landscape and, as a care provider, you need to understand the new opportunities available, whilst being aware of the pitfalls.

To equip you with the necessary leadership skills to take your organisation forward and understand the emerging new markets, the **Institute of Public Care** at Oxford Brookes University is offering an important new course aimed specifically at managers of care services and owners of care businesses: care homes, domiciliary care and housing or other agencies.

The **Advanced Diploma in Leading Care Services** will help you to be better equipped to lead and deliver person-centred care. Uniquely, it focuses on leadership in the context of the care market. It brings together complementary insights from the different perspectives of providers, commissioners and service users and is firmly rooted in the needs of the care sector.

As manager of a care service, you will benefit from management development of the highest quality which you can apply in your organisation. Attendance on this accredited course will enable you to:

- Learn about the new care market and how to operate successfully within it
- Understand the needs of commissioners and the purchasing process
- Respond positively to audit and inspection regimes
- Choose a special field of study based on your interests
- Develop leadership and marketing skills

It is an investment that will prove its worth for years to come.

Course content

The Diploma is aimed at people who currently lead or manage care services. This stimulating course focuses on the practical. It is highly interactive and will equip you with tools, methods and transferable skills that you can apply in your organisation.

FREE taster session

Find out more about this exciting new course at one of our taster sessions on either 1st March in Oxford or 15th March in Birmingham. The sessions are designed to introduce the topics covered and the style of teaching. You will have the opportunity to enrol on the Diploma at each session

EARLYBIRD DISCOUNT
£500 off the cost of the course if you book before 29th February 2012

The Diploma has three core modules plus the opportunity to take two optional modules.

Core modules

- Assessing and developing personal skills
- Leading and managing care services
- Managing the performance of individuals

The core modules aim to increase your knowledge of current national drivers and policy, and to improve your skills in critical thinking, leadership, communication, delegation, recruiting the right staff, analysing staff training needs, dealing with difficult staff and managing change, developing your ability to ensure you create an innovative and sustainable business that meets the needs of the future market.

Optional modules

- The care market and marketing
- Leading quality improvement
- Housing with care
- Independent study on a topic of your choice, e.g. Autism, End of Life Care

Understanding the market will provide you with inside knowledge about commissioning and tendering and improve your skills in market positioning, 50+ marketing and social media. Leading quality improvement will expand your ability to deliver person centred services, to engage in outcome based monitoring, to manage the tensions around safeguarding and to respond well to external inspection. Housing with care focuses on how to successfully manage and deliver housing with care, whilst maximising the outcomes for your tenants.

Your tutors on the Diploma are practitioners themselves, working in social care as providers, commissioners or business owners. They combine direct experience of the sector with an exceptional ability to teach and support student learning.

Logistics and costs

The Diploma is delivered over one year and includes taught days, individual support, facilitated group action learning and assessed work-based projects, which can be individually tailored to meet your needs. On successful completion of the course, you will gain an Advanced Diploma in Leading Care Services (60 CATS credits at level 6) ideal for those who are building up to a degree. The next programme starts on 17th May 2012.

The Diploma costs £2,750 per person. Click [here](#) to book onto the Diploma or to register on a free taster session.

Further information

The Institute of Public Care (IPC) is a centre of Oxford Brookes University. Our clients include the voluntary and private sectors, central and local government, and NHS organisations. Since 1987 we have led the way in thinking and practice on performance management, quality of practice, commissioning and marketing in public care. We have pioneered new applications in information technology, and helped hundreds of teams and thousands of managers in care services to develop their practice. If you would like to know more about our work, visit our website <http://ipc.brookes.ac.uk>.

Oxford Brookes is one of the UK's leading modern universities, and enjoys an international reputation for teaching excellence and innovation as well as strong links with business, industry and the professions. If you would like further information, to book onto the Diploma, or wish to discuss how IPC can help your organisation please contact Sarah Broadhurst or Emma Beal on 01865 790312 or email ipc@brookes.ac.uk.