The INSIGHT plus programme

The NEBS Management
Introductory
Certificate in Management
Award
from **CRAC**

Q1   What is the NEBS Management Introductory Certificate in Management?

NEBS Management is the UK's largest specialist management awarding body. Every year nearly 50,000 people register on management development programmes leading to a qualification awarded by NEBS Management. These programmes are run by University Business Schools and Colleges, in corporate training departments and by private training consultants. In fact, over 1,200 organisations in the UK, Ireland, Central and Eastern Europe, Southern Africa and the Far East run NEBS Management programmes.

NEBS Management was founded in 1964 and since then it has awarded management qualifications to over half a million people. In the academic year 2000/1, over 30,000 people achieved the Introductory Certificate in Management Award, making it the most widely awarded management qualification in the UK.

The NEBS Management Introductory Certificate in Management Award is based on the full Certificate in Management, a 240 hour programme which usually takes a year to complete on a part-time basis. It covers, in detail, the four Key Roles of management:

- **MANAGE ACTIVITIES**
- **MANAGE PEOPLE**
- **MANAGE RESOURCES**
- **MANAGE INFORMATION**

These four Key Roles are divided into a number of specific topic areas; the Introductory Award is a 30 hour (minimum length) programme which selects some of these topics from across these four Key Roles. The CRAC Insight plus programme will concentrate on the following topics:

- **Managing Performance** (which will be addressed through the self-assessment and self-development profile developed by **Windmills**)
- **Organisational Context**
- **Working with People**
- **Using Information**
- **Effective Communication**
- **Customer Service** OR **Organising Work** (you can choose one or other of these topics to suit your work experience and interests)

The learning objectives and areas to be covered by each of these topic areas listed overleaf. By the end of the induction workshop, you will have completed the first topic, agreed which of the alternative option topics you will address, and will have planned how you are going to complete this and the other four topics.

THE INTRODUCTORY AWARD CORE TOPIC AREAS: Four compulsory topics

Managing Performance

Objectives:	Content:
1. Establish your motivation and capability to control your future career 2. Create a vision of your future 3. Position yourself for success 4. Identify the support networks and resources available to you 5. Use reflection to ma nage your career development	▪ Position audit – where am I now? ▪ Vision – where do I want to be? ▪ Success – how do I get there? ▪ Support – what do I need? ▪ Improving – how am I doing?

The Organisational Context

Objectives:	Content:
1. Identify the organisation's stakeholders and the significant political, economic, environmental, social and technological factors which affect how it performs 2. Identify how the organisation responds to these externalities and accountabilities	▪ Organisational type and structure ▪ Stakeholders ▪ Political decisions ▪ Economic conditions ▪ Environmental impact ▪ Significant social trends ▪ Technological developments – what effect do they all have?

Working with People

Objectives:	Content:
1. Understand people and what motivates them 2. Work effectively with other people in groups or teams 3. Recognise the sources of pressure and conflict in the work environment and respond constructively to conflict	▪ Why do people behave like they do? ▪ What motivates people? ▪ How do people relate to each other? ▪ How does living in a diverse society affect relationships at work? ▪ What makes a team work well? ▪ What pressures affect people at work? ▪ What causes conflict – and how can it be avoided or reduced?

Effective Communication

Objectives:	Content:
1. Understand the principles of effective communication 2. Identify and reduce barriers to communication 3. Communication effectively with other people 4. Pass on information, using an appropriate channel of communication	▪ What ensures effective communication? ▪ What communication channels are available? ▪ Which communication channel is best for which purpose? ▪ What barriers to communication exist, and how can they be overcome?

THE INTRODUCTORY AWARD OPTION TOPIC AREAS: Choose one from three

Using Information

Objectives:	Content:
1. Identify, select and use relevant sources of information to solve problems and make decisions 2. Input, process and extract data using IT systems 3. Observe the need for security and confidentiality where appropriate	▪ Where is information held? ▪ What types of information are held? ▪ How reliable is the information? ▪ Which information will solve my problems? ▪ Do I ask the right questions to get the information I need? ▪ How is data stored & retrieved using IT? ▪ Why must information systems ensure security and confidentiality?

OR

Organising Work

Objectives:	Content:
1. Agree objectives for your work 2. Plan and organise how you are going to achieve your objectives 3. Monitor how well you are meeting your objectives 4. Identify opportunities to improve your work	▪ What are objectives – and what are they for? ▪ What is risk and uncertainty – and how do you judge it? ▪ How do you plan in an uncertain world? ▪ How do you monitor performance? ▪ How do you analyse and solve problems at work?

OR

Customer Service

Objectives:	Content:
1. Identify internal and external customers 2. Help meet customer service standards 3. Monitor the service delivered to customers 4. Identify opportunities to improve service standards	▪ Who are your internal and external customers? ▪ What are your customer service standards? ▪ How well do you perform against these standards? ▪ What do you need to do to improve?

DECIDING ON THE OPTION TOPIC

The decision about which of these three optional topics you choose should reflect the role that you have in the organisation which will be the focus of your work.

- If you have a front line role, working with customers, then *Customer Service* would be appropriate.
- If your role doesn't directly involve working with customers, then *Organising Work* would be more suitable.
- If your role jobs involves you in using IT to respond to enquiries or identify information (rather than simply inputting data) then *Using Information* could be chosen.

MY ORGANISATION, MY ROLE AND SELECTED TOPIC AREA

Name:

University/CHE:

The organisation I work for:

My role/job title:

What my job involves/brief list of main tasks:

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My choice of Topic:

Organising Work ☐

Customer Service ☐

Using Information ☐

NB: What happens if you no longer work for your chosen organisation before you complete the programme?

You should complete a set of Audit Questions for a particular Topic Area in relation to only one organisation. However, you can use more than one organisation for the whole programme. In theory, each Topic Area could relate to a different organisation, although this is not advisable. You should advise your mentor if you change organisations, but there is no need to give any formal notification to the **INSIGHT PLUS** team.