



institute of  
public care

Institute of Public Care

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# Advanced Diploma in Leading Care Services

## Your Roadmap to Success in a Changing World of Care

The world of care is changing. Personalised care, new legislation, and new budget holders, all mean that care providers must learn to find their way in an unfamiliar landscape. Managers of care services, and owners of care businesses, must understand the opportunities and the pitfalls in new markets; they must show leadership in taking their organisations forward. Now there is a unique course from Oxford Brookes University that will help you do just that.

The **Advanced Diploma in Leading Care Services** gives aspiring managers and business owners the roadmap to success in a changing world of care. Uniquely, it focuses on leadership in the context of the market for care and new business models. It brings together complementary insights from the different perspectives of providers, commissioners and service users. And because it was jointly developed by local employers and the renowned **Institute of Public Care**, the Diploma is firmly rooted in the emerging needs of the care sector.

As manager of a care service, you will benefit from management development of the highest quality that you can apply in your organisation. You will learn about the new care market and how to operate successfully within it. You will understand the needs of commissioners and the purchasing process. You will be able to respond positively to audit and inspection regimes, and provide evidence of outcomes that will smooth your way. Last but not least, you could choose a special field of study to take forward a particular requirement or interest of your own.

For the business owner, the Diploma is a convenient and affordable opportunity to embed new knowledge and skills in your organisation, whether you take the course yourself, or sponsor your staff. You will acquire unique market intelligence and the capabilities to lead the business successfully forward. To stand still is to risk being overtaken by developments; instead you can move ahead with confidence, with the best of industry know-how and professional practice brought together in a package that meets rigorous quality standards. It's an investment that will prove its worth for years to come.

## Course Information

The Diploma is aimed at people who currently lead or manage care services: care homes, domiciliary care and housing or other agencies. It is highly interactive and will provide you with practical tools, methods and skills as well as new knowledge.

The course has three core modules plus the opportunity to take two optional modules, and is studied over a twelve month period. For most modules you will attend highly stimulating two-day taught sessions that combine theoretical input with case studies and practical application exercises. The remainder is guided independent study, group-based action learning, and individual support to ensure that you are able to apply your learning effectively in your workplace. Assessed coursework includes an essay and a number of 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) – subject to validation by Oxford Brookes University – ideal for those who are building up to a degree.

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.

### **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. Thus developing your ability to ensure you create an innovative and sustainable business that meets the needs of the future market.

### **Optional modules**

- Understanding the market
- Leading quality improvement
- Independent study on a topic of your choice e.g. Autism, End of Life Care
- A module from another Oxford Brookes University course that is relevant to your work

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, reviewing and contracting, to manage the tensions around safeguarding and to respond well to external inspection.

### **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 course, or wish to discuss how IPC can help your organisation please contact Sarah Broadhurst on 01865 790312 or email [ipc@brookes.ac.uk](mailto:ipc@brookes.ac.uk).