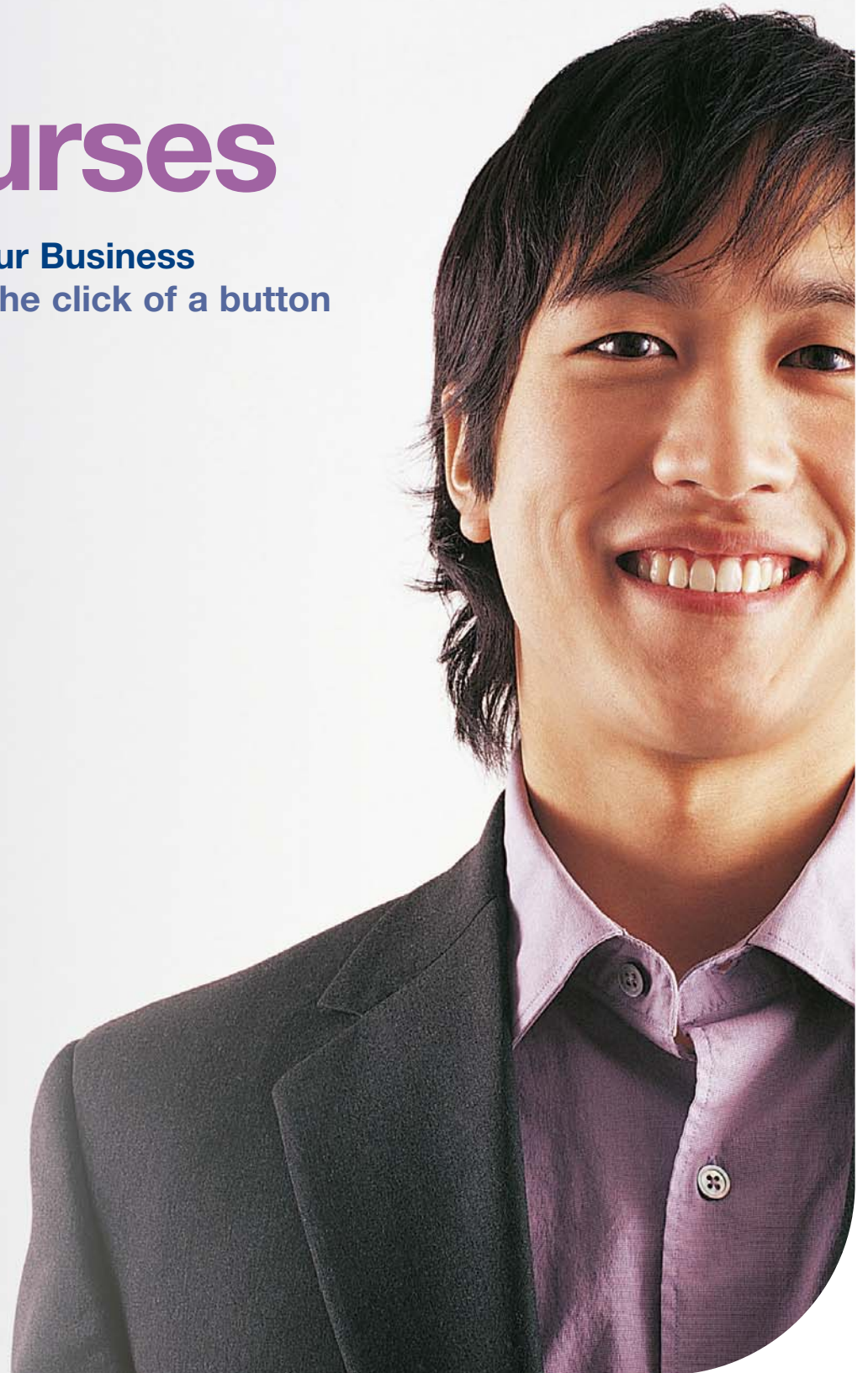


eCourses

Revolutionise your Business
Staff training at the click of a button



Nothing can stop you when you learndirect



Revolutionise your staff training programme

Managing staff training can be challenging. Sometimes it's a struggle to find the time – or resources – to invest in training even though 65% of businesses believe effective training quickly translates into tangible business benefits.* Take the time to increase the skills and knowledge of your staff and reap the rewards.

As an approved learndirect Business eCourses delivery partner, we can offer the full eCourses portfolio.

eCourses are online and CD/DVD-ROM based courses that can give your staff the skills they need, quickly and easily. Covering all the areas that are vital to the success of your business, including Law, Health and Safety, Computers and Software, Management and People Skills, the benefits to your business are clear:




- > **You get value for money.**
eCourses are competitively priced. And because training takes place on site, employees avoid wasting time and money travelling to a course.
- > **Start straight away.**
If you need new skills urgently, eCourses are just a few clicks away. There's no need to book onto a course – you can start straight away!
- > **Training at a time to suit your staff and your business.**
Learn at a time to suit you and the business, fitting your course in around your working day. And because eCourses are broken down into bite-sized chunks, you can pick up where you last left off.
- > **Training at a pace that suits you and your staff.**
Your staff can do courses at their own level and pace, so that they all get the best from their training. They remain in control of their learning and can go over things as many times as they like, or simply fill in knowledge gaps rather than covering familiar ground.

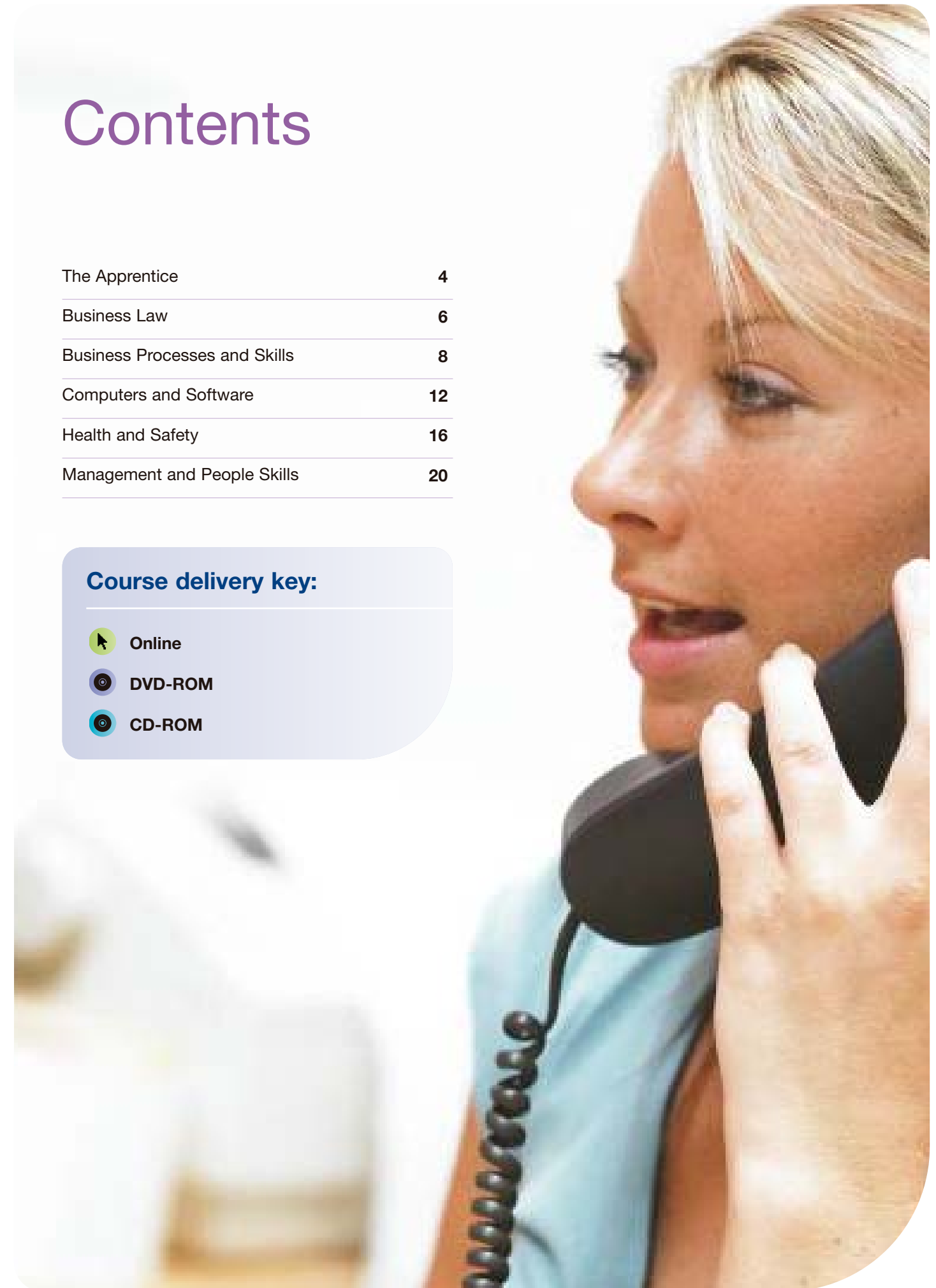
*Source: Research carried out by BMG on behalf of learndirect Business – 2005

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Course delivery key:

-  Online
-  DVD-ROM
-  CD-ROM



The Apprentice



Our range of DVD-ROM courses, based on the award-winning TV series **The Apprentice**, cover topics that are vital to business success, such as negotiation, leadership and management, selling, pitching and presenting. Entertaining and fast-paced, the DVDs use clips from the TV series to illustrate key points – so you can learn from the candidates’ mistakes, as well as the tasks they completed successfully. You can even try out interactive ‘business challenges’ in the style of the TV show.



The Apprentice – Leadership & Management

Covering a range of leadership and management skills including communication and motivation, this course will help you become a more organised manager and a more effective leader.

- **The Apprentice – Leadership and Management** 1.5 – 3 hrs

The Apprentice – Negotiating To Win

Taking you through the 5 key stages of negotiation this course will give you the skills and confidence you need to make better business deals.

- **The Apprentice – Negotiating to Win** 1.5 – 3.5 hrs

The Apprentice – Selling, Pitching & Presenting

Are you a natural when it comes to sales and presenting? Or could you do with a helping hand? This course will help you improve the skills you need to sell your company’s products and services, and teach you the importance of preparation and being well informed.

- **The Apprentice – Selling, Pitching and Presenting** 1.5 – 4.5 hrs

Business Law



Save time and money. Because training takes place on site, you don't waste time and money travelling to and from courses.

Failing to abide by the law can have serious and expensive consequences for your business. This range of online eCourses will provide you and your staff with an understanding of the key legislation operating in the UK workplace. Acquire and maintain an up-to-date knowledge of the law, equal opportunities and flexible working.

Equal Opportunities

Diversity is good for business. The equal opportunity eCourses consider the benefits that diversity can bring to your business, as well as the damage that direct or indirect discrimination can cause. Exploring a range of UK legislation on discrimination, they highlight the importance of treating all your employees fairly and equally, irrespective of age, race, disability, religious belief, gender or background.

These courses provide a more practical approach to equal opportunities, exploring employers' legal and social responsibilities in terms of the recruitment and retention of staff.

👉 Age Awareness	1 hr
👉 Applying EO in the Workplace – Recruitment & Selection	1 hr
👉 Disability Legislation	1 hr
👉 Employment Law 2006	3 hrs
👉 Ex Offenders Legislation	1 hr
👉 Gender Legislation	1 hr
👉 Overview Of Diversity & Discrimination	1 hr
👉 Parents in Employment	1 hr
👉 Race Legislation	1 hr
👉 Religious & Age Legislation	1hr

Other Business Law

Enrol your employees on our eCourse and equip them with the skills and knowledge to deal confidently and appropriately with the following situations.

👉 Anti-Money Laundering	1 hr
👉 Dawn Raids	30 mins
👉 Flexible Working	1 hr
👉 Fraud Prevention	30 mins
👉 Freedom of Information	1 hr

Business Processes and Skills



There are certain skills and processes which every business benefits from. Keep on top of your finances, manage change effectively and perfect the art of attracting and retaining customers, and watch your business go from strength to strength.

Budgeting

Accurately prepared, well-managed budgets can contribute a great deal to the financial stability of your business. These practical eCourses provide a comprehensive overview of the budget process – from preparing an initial draft or submitting a final budget, to monitoring and managing it over time.

▶ Budgeting Basics	1 hr
▶ Managing Your Budget	1 hr
▶ Preparing Your Budget	1 hr
▶ Working To a Budget	3 hrs

Customers and Quality

Did you know it takes 3–5 times as much effort to find a new customer as it does to retain an existing one? Are you confident that your external-facing employees are giving customers the attention and respect they deserve. This selection of eCourses will help improve the customer focus of your business.

▶ Caring For Your Customers	1 hr
▶ Effectiveness & Efficiency	3 hrs
▶ Putting Customers First	1 hr
▶ Steps to Success: Professional Customer Service Skills	7 hrs
▶ Understanding Customers	3.5 hrs

Finance

Demystify business finance and help your staff become more financially astute. Covering the effects of assets, liabilities and capital, this range of eCourses demonstrates how to use profit and loss accounts and help you develop a better understanding of the relationship between profit, expenditure and revenue. Explore the finer points of cash flows and balance sheets, find out how to perform a cost-benefit analysis, and investigate your business' financial environment.

- ▶ **Anti-Money Laundering** 1 hr
- ▶ **Cash Accounting for the Small Rural Business** 7 hrs
- ▶ **Cost-Benefit Analysis** 3 hrs
- ▶ **Financial Environment** 4 hrs
- ▶ **Fraud Prevention** 30 mins
- **Staying Afloat – A Guide To Cash Flow** 3 hrs
- ▶ **Understanding Balance Sheets** 1 hr
- ▶ **Understanding Profit and Loss** 1 hr

Growing and Developing Your Business

Are you thinking of, or in the process of growing or diversifying your business? If so, these eCourses will help you develop the skills you need.

If you want to grow your business through public sector contracts, the 'Winning the Contract' course is designed to help you understand the tendering process to win contracts, so you can profit from a market that continues to grow each year.

- **Make or Break 2 – Growing Your Business** 5 hrs
- ▶ **Winning the Contract** 4 hrs

Planning and Change Management

These courses will provide you and your managers with a range of valuable planning skills. Whether you need help planning work, or you are responsible for implementing change, learn how to achieve more in less time, plan effectively for change and improve the efficiency of your business.

- ▶ **Implementing Change** 4 hrs
- ▶ **Planning Change** 4.5 hrs
- ▶ **Planning Work** 3.5 hrs

Presenting Information and Research

The ability to present information and represent your business clearly and accurately cannot be underestimated. This selection of eCourses will help to ensure that you and your managers can gather background information, structure the document, communicate numerical information clearly and incorporate visual material to make a greater impact in any presentation or communication. Whether you are responsible for analysing information or producing reports, these eCourses can help you to improve your presentation technique. And if you'd like to develop the computer skills to match, learn how to create professional presentations with the PowerPoint eCourse, featured on page 15.

- ▶ **Analysing Information** 3 hrs
- ▶ **Maintaining Information Systems** 3 hrs
- ▶ **Presentations 1: Preparing For The Presentation** 45 mins
- ▶ **Presentations 2: The Presentation** 45 mins
- ▶ **Producing Project Reports** 3 hrs
- ▶ **Using Information For Decisions** 4 hrs
- ▶ **Written Communications** 3.5 hrs

Sales and Marketing

Effective sales and marketing can help your business win and retain loyal customers. These eCourses explore the four Ps – Product, Price, Place and Promotion – and the basic principles of both selling and marketing to help you make the most of your business.

- ▶ **Marketing** 5 hrs
- ▶ **Marketing – Unleashing The Potential Of Your Business** 15 hrs
- **Steps To Success – Professional Sales Skills** 8 hrs

Starting Your Business

It's a big decision setting up your own business. Finding out what you need to know can be the most important first step.

- **Make Or Break 1 – Starting Your Business** 5 hrs

Computers and Software

Save your business time and money with these Computer and Software eCourses.

The modern office is equipped with powerful tools to help us save time and operate a successful business. However, unless your employees know how to use them effectively, such tools are all too often wasted. Misuse or reluctance to use technology wastes your employees' time to the tune of 48 minutes a day.* Use these online computer and software courses to give your managers and employees the confidence to make the most of office technology.

European Computer Driving Licence (ECDL)

The ECDL is an internationally recognised qualification that improves computer skills, increases IT speed and effectiveness and removes the stress and frustration of not being able to use a computer efficiently. This group of seven courses can be used to work towards formal assessment for the ECDL qualification, although the required assessments for the qualification must be purchased separately from an approved ECDL test centre. Research in the NHS found that people regained, on average, 35 minutes per working day as a result of new skills acquired through structured IT user skills training.

📌 ECDL (All seven modules)	80 hrs
📌 ECDL – Concepts of Information Technology (IT)	11 hrs
📌 ECDL – Databases	11 hrs
📌 ECDL – Electronic Communication	11 hrs
📌 ECDL – Presentations	11 hrs
📌 ECDL – Spreadsheets	11 hrs
📌 ECDL – Using Your Computer	11 hrs
📌 ECDL – Word Processing	11 hrs

Keyboard and Typing Skills

With increased typing speed and greater accuracy, your staff's productivity will increase dramatically.

📌 Keyboard A-Z (KAZ)	3 hrs
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*Source: www.smallbusiness.co.uk

IT Applications


IT proficient staff are more efficient, more effective and more productive than those who shy away from computers. Make sure your employees have the skills they need to make powerful modern software work for your organisation. Providing an introduction to databases, spreadsheets, email and the internet, this eCourse will help your staff get to grips with the basics of popular IT applications.

 **IT Applications** **5 hrs**

Microsoft Access

Help your staff to avoid 'information overload' and give them the skills they need to make the most of Microsoft Access. Microsoft's database management system makes it easy to find information, analyse data and create accurate reports. These eCourses show you how to create tables and populate them with data, organise information, use filters and sort data, create relationships between tables and import data from other sources. Microsoft Access is ideal for managing stock and consumer data.

 **Access 2000** **5 hrs**

 **Access 2003** **5 hrs**

 **Access XP** **5 hrs**

Microsoft Excel

Having a good grip on your financial data can help everything else about your business fall into place. Microsoft Excel is amazingly powerful – it offers the tools to access, process, analyse, share and display the numerical information you need to run your business. You'll learn how to create, manipulate and share spreadsheets, use a range of formulas and functions to make worksheet calculations, and create and format charts.

 **Excel 2000** **8 hrs**

 **Excel 2003** **8 hrs**

 **Excel XP** **8 hrs**

Microsoft FrontPage

Looking for a quick and cost-effective way to create a website in-house? Guiding you through the whole process – from initial planning to going 'live' on the internet – this course demonstrates how to design and create easy-to-navigate web pages that are both functional and pleasing to the eye. FrontPage covers the practical skills needed to organise a website, select an appropriate web server and maintain a site on a regular basis.

 **FrontPage 2000** **4 hrs**

Microsoft Outlook

Improve your communications, optimise your time management skills and maximise your efficiency. Using Microsoft Outlook, you'll be shown how to send and receive e-mails, use the calendar to manage schedules and arrange meetings, create contact lists, record tasks and make journal entries. The software will enable you and your staff to achieve more during the working day.


 **Outlook 2000** **5 hrs**

 **Outlook 2003** **5 hrs**

 **Outlook XP** **5 hrs**

Microsoft PowerPoint

A strong visual presentation helps an audience remember you and your message. Whether presented at a conference or communicated over the internet, PowerPoint provides the necessary tools to make a point – powerfully. Learn how to create and modify presentations by adding text, bullet points and graphics; and enhance your presentations using text formatting, colour schemes, charts, tables, audio and video clips.

 **PowerPoint 2000** **5 hrs**

 **PowerPoint 2003** **5 hrs**

 **PowerPoint XP** **5 hrs**

Microsoft Project 2000

Deliver your projects on time and to budget! Project 2000 provides you and your staff with all the tools needed to assign appropriate resources to a project, keep accurate budgets, monitor timescales and ensure each deadline is met. Learn how to create and use a Gantt chart to plan, assign a calendar, create a task list and define the timescale of your project.

 **Project 2000** **5 hrs**

Microsoft Word

Well-presented, accurately-written documents boost the credibility of your business. Microsoft Word is packed with features designed to help you produce highly professional business documents. Learn how to maximise the software's capability by creating, inserting and deleting text, and creating headers and footers. Grasp the basics then explore Word's more advanced features.

 **Word 2000** **8 hrs**

 **Word 2003** **8 hrs**

 **Word XP** **8 hrs**

Health and Safety



It is impossible to put a price on the health and safety of your employees and customers. Last year 35 million working days were lost to work related ill health and injury. That's 1.5 days per worker!* This comprehensive range of online health and safety eCourses cover some of the key areas you and your business need to be aware of, from popular introductory courses like Health and Safety Law and Practice, through to specific courses on workstations and stress.

Accidents

Adopt a more responsible approach to good housekeeping at work by enrolling on one of these eCourses. You'll learn how to minimise the risks of accident and injury to yourself and your colleagues.

- 👉 **Avoiding Slips, Trips & Falls** **3 hrs**
- 👉 **Preventing Accidents** **1 hr**
- 👉 **Slips, Trips & Falls** **20 mins**

Fire Safety

Every year, fires on business premises claim the lives of hundreds and cost millions of pounds in damage. Enrol on one these eCourses on fire safety and learn how to reduce the risk of fire, how and when to tackle different fires and how to escape safely from your workplace.

- 👉 **Electrical Safety** **45 mins**
- 👉 **Evacuation Essentials** **15 mins**
- 👉 **Fire Safety** **30 mins**
- 👉 **Fire Safety & Evacuation** **1 hr**

*Source: Health and Safety Executive, www.hse.gov.uk

Health & Safety – Starting Out

Learn to identify the everyday hazards that occur at work and ensure the health and safety of your business. This selection of eCourses will help you develop a sound knowledge of current legislation and make sure your employees understand the importance of good health and safety practice.

- 👤 **Health & Safety – Law & Practice** 4 hrs
- 👤 **Induction Essentials** 1 hr
- 👤 **Intro To Health & Safety At Work** 1 hr
- 👤 **Intro To Managing Health & Safety** 1 hr

Food Hygiene

If you or your employees are new to working in the food industry it is essential that you understand the principles of good food hygiene. A case of food poisoning is not just bad for your customers' health – it's bad for business too! Discover the basic skills you need to store, serve and handle food safely, including the rules for chilling and cooking food and the dangers of cross-contamination and poor personal hygiene.

- 👤 **Basic Food Hygiene** 8 hrs
(leads to RIPH accreditation)

Manual Handling

More than a third of all injuries leading to absences of more than three days are the result of poor manual handling. Help your staff learn more about how the back works, how to assess the risk before they lift and how to acquire techniques for safer handling of heavy loads by enrolling on one of these eCourses in manual handling.

- 👤 **Handling Essentials** 45 mins
- 👤 **Manual Handling** 30 mins

Other Health & Safety Essentials

Health and safety isn't just about preventing accidents at work and reducing work-related stress. Find out what else you can do to protect your employees and customers with these additional health and safety eCourses.

- 👤 **CPR Essentials** 50 mins
- 👤 **Dangerous Substances** 45 mins
- 👤 **Environmental Awareness** 50 mins
- 👤 **RSI – What It Is & How To Avoid It** 1 hr
- 👤 **Security** 3 hrs

Stress

Stress can have a devastating effect on the performance of your business. The DTI estimates that every week, stress costs British industry over £7 million. This range of eCourses will help you to manage stress within your business. Whether you're looking for an overview of stress or a more comprehensive guide for managers and staff, learn how to recognise the causes of stress and implement strategies to reduce it.

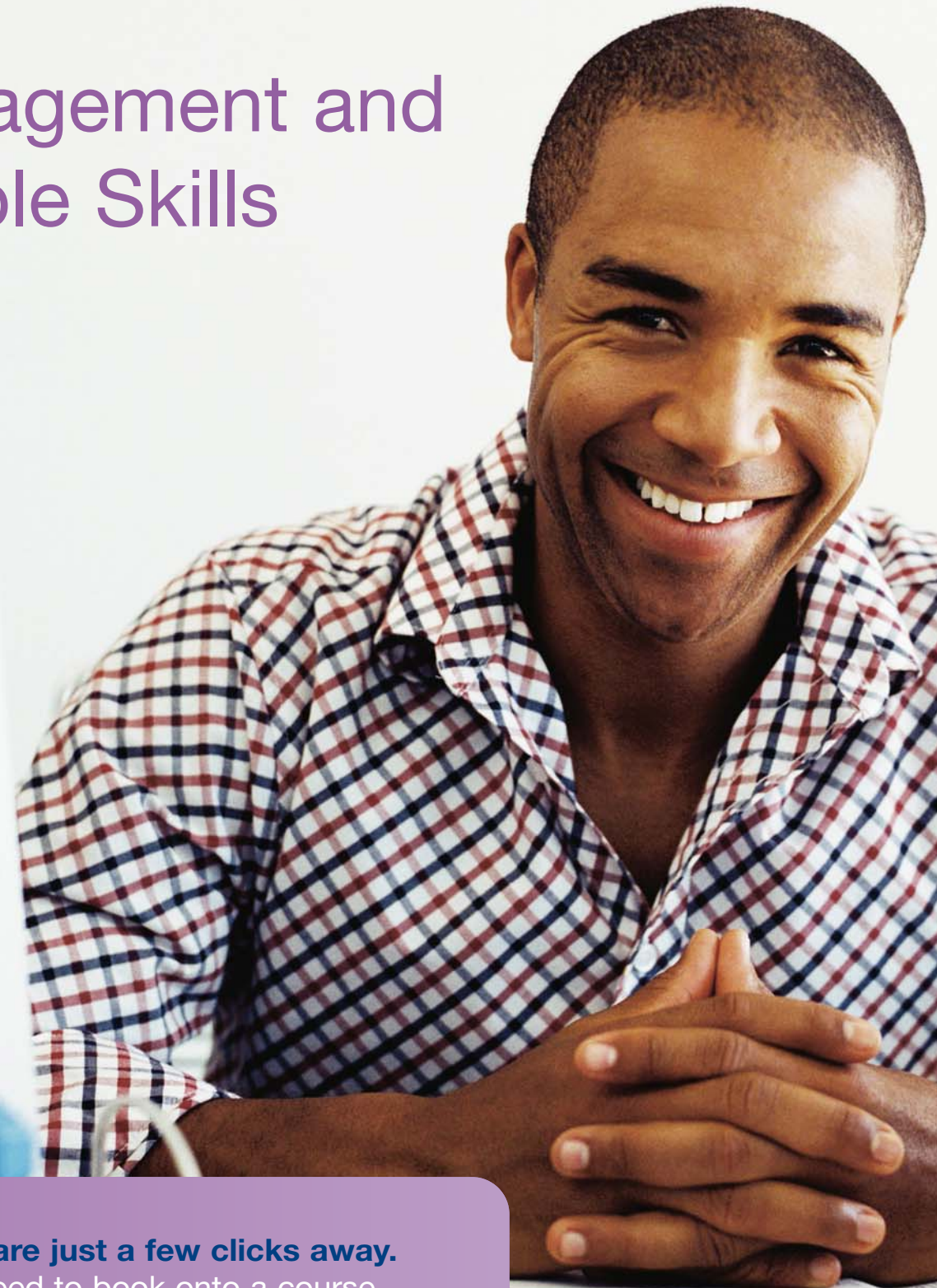
- 👤 **Managing & Handling Stress At Work** 1 hr
- 👤 **Stress Essentials** 50 mins

Workstations

These workstation eCourses have been designed to get you and your staff thinking about the health risks associated with VDUs and workstations. Ranging from an introduction to workstation essentials, to specialist courses about RSI, each course offers straightforward solutions to help you safeguard the health of your staff.

- 👤 **Computer Safety** 30 mins
- 👤 **Workstation Essentials** 45 mins

Management and People Skills



New skills are just a few clicks away.
You don't need to book onto a course
– you can get started right away.

Increase the productivity of your business by getting the best out of your staff. Take the time to understand your employees' development needs and you will increase their motivation, earn their loyalty, reduce staff turnover and minimise work related stress.

Appraisals

Never underestimate the importance of recognising and valuing your employees' contribution to the success of your business! Praise their efforts and address their development needs and you will considerably improve the morale and productivity of your business. Use this series of eCourses to provide the skills employees need to plan and perform regular staff appraisals.

- ▶ **On-going Appraisal** 45 mins
- ▶ **Overview of Appraisals & Performance** 45 mins
- ▶ **Preparing for the Appraisal Discussion** 45 mins
- ▶ **The Appraisal Discussion** 45 mins

Communication and Interpersonal Skills

Sometimes even the most capable of people suffer from an inability to communicate with colleagues, customers and suppliers. This can have a negative effect on the performance of your business, so it's vital to ensure that you and your staff are equipped to communicate as effectively as possible. These communication courses will help everyone in your business become better listeners, ask effective questions, interpret non-verbal cues and improve the way they interact with others.

- ▶ **An Introduction to Listening** 45 mins
- ▶ **Briefing Skills** 3 hrs
- ▶ **Communications Media** 3 hrs
- ▶ **Communications Process** 3 hrs
- ▶ **Introduction to Persuading & Influencing** 45 mins
- ▶ **Questioning Skills – Why are Questions Important?** 45 mins
- ▶ **The Persuasion Process** 45 mins

Managing Staff & Investors in People

Every business knows just how tricky staff management issues can be. This comprehensive package of staff management eCourses will help you and your managers become more effective at building and leading teams, delegating work, motivating staff and dealing with stress or conflict when it arises.

▶ Absence Management	2 hrs
▶ Building the Team	3.5 hrs
▶ Coaching	3 hrs
▶ Delegation	45 mins
▶ Giving & Receiving Feedback	3 hrs
▶ Investors in People	1 hr
▶ Leadership	3.5 hrs
▶ Managing & Handling Stress at Work	4 hrs
▶ Minimising Stress	3 hrs
▶ Motivation	4.5 hrs
▶ Performance Indicators	3 hrs
▶ Resolving Conflict	3.5 hrs
▶ Supporting Individuals	3 hrs
▶ Training	2 hrs 50 mins

Meetings

Business meetings can either change the direction of your organisation and generate award winning ideas, or be time-consuming, frustrating and unproductive. Preparation, time management and leadership are often major factors in the success or failure of a meeting. These eCourses will help you get more out of meetings in less time and help you make the meeting experience as productive, informative and motivating as possible.

▶ Conducting Effective Meetings	45 mins
▶ Introduction to Meetings & Meeting Types	45 mins
▶ Meeting Behaviours & Problem Characters	45 mins
▶ Meeting Planning & Preparation	45 mins
▶ Virtual Meetings	45 mins

Negotiation

Give your staff the confidence to negotiate in a variety of business environments by enrolling them on a negotiation eCourse today. Tackling the entire negotiation process – from ensuring you are negotiating favourable outcomes – these eCourses will provide you with an introduction to negotiation and a number of negotiating strategies to help you ensure that both sides enjoy a win-win experience.

▶ Introduction to Negotiation	45 mins
▶ Negotiation Strategies 1: Strategy Basics	45 mins
▶ Negotiation Strategies 2: Psychological Strategies	45 mins

Recruitment, HR & People Management

The success of your business hinges on the quality of the people you employ so it's crucial to select and recruit the right individuals. Whatever your level of experience, enrol on one or more of our recruitment eCourses to get the full range of HR essentials under your belt.

▶ Attracting Candidates & Producing Job Advertisements	45 mins
▶ Candidate References & Selection	45 mins
▶ Short listing Candidates & Interview Techniques	45 mins
▶ Writing Job Descriptions & Person Specifications	45 mins

Self Development for Business

Equip your employees with the skills and confidence to deal effectively with stress, solve problems and make difficult and routine decisions easily, and you will instantly improve their ability to contribute fully to your business goals. These eCourses will help your staff identify their self development needs, improve their problem solving skills and familiarise themselves with the persuasion process.

▶ Identifying Self Development Needs	3 hrs
▶ Manage Own Stress	3 hrs
▶ Problem Solving Skills	5 hrs

Time Management

Poor time management at work can damage both the performance of the business itself and the morale of its staff. People who have learnt to plan, delegate, organise, direct and control their use of time are likely to bring the most benefit to your business. These proven tips and techniques will help your staff get more out of their working day and make time work harder for you and your business.

▶ Dealing with Time Wasting Situations	45 mins
▶ Organising Your Time	45 mins
▶ Planning Your Time	45 mins
▶ The Purpose & Goals of Time Management	45 mins
▶ Time Management	3 hrs
▶ Time Saving Tips & Technology	45 mins

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