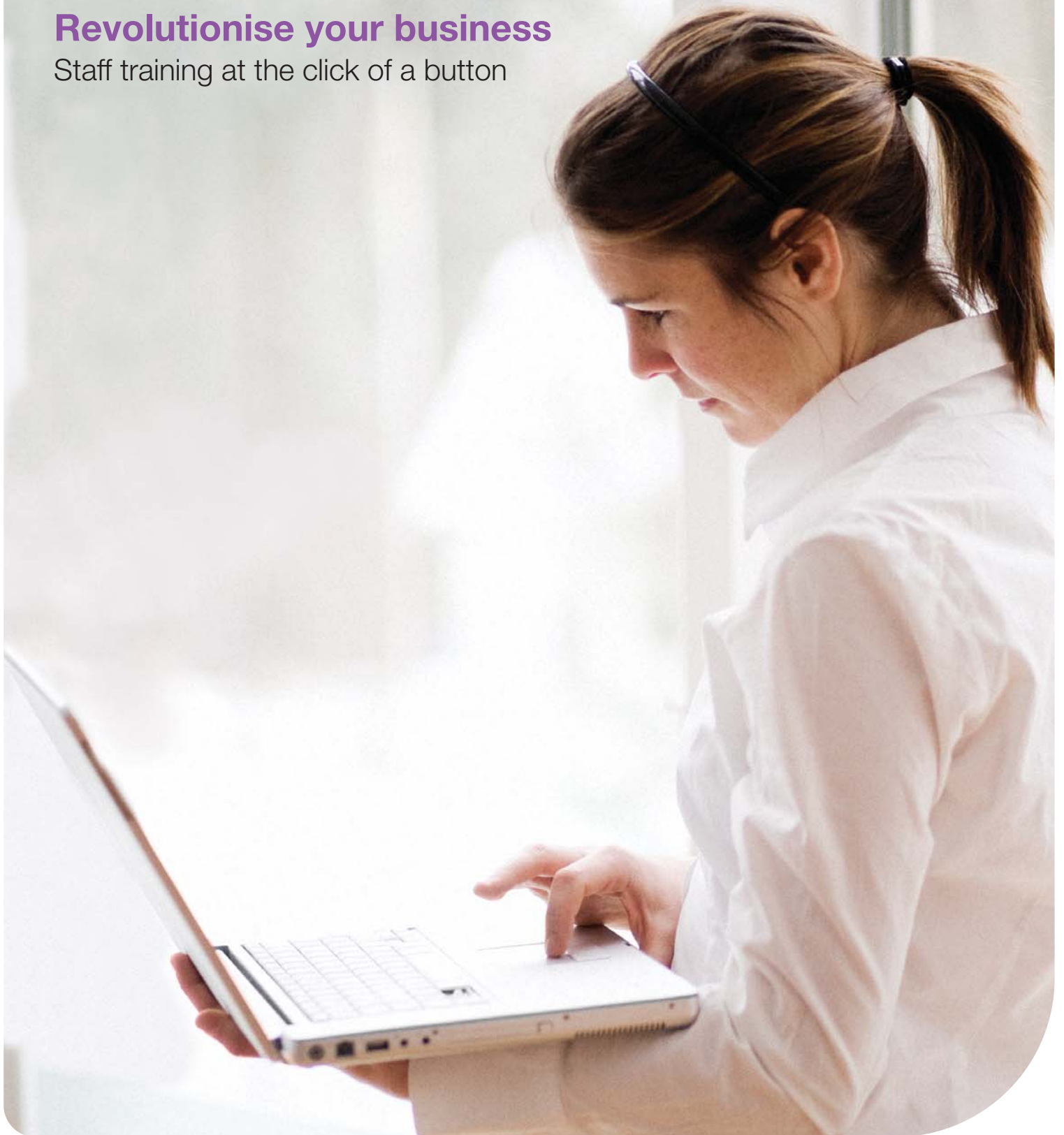


# eCourses

**Revolutionise your business**

Staff training at the click of a button



[learndirect-business.com](http://learndirect-business.com)

*Nothing can stop you when you learn direct*



## Contents

---

Revolutionise your staff training programme	Page 3
Computers and Software	Page 5
Health and Safety	Page 7
Sales and Marketing	Page 8
Financial Management	Page 9
Employment Law	Page 10
Leadership and Management	Page 11
Protecting your Business	Page 13
Change Management	Page 14
Managing Information	Page 15
Starting your Business	Page 16
Communication Skills	Page 17
Customer Service	Page 19



## 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 knowledge and skills of your staff and reap the rewards.

As the UK's largest e-learning network, we offer cost-effective online and computer-based training to help train your staff. You'll find a flavour of the range of eCourses here. Visit our eCourses website – [learndirect-business.com](http://learndirect-business.com) – to view the full course catalogue.

eCourses are online based courses\*\* that give your employees the skills they need, quickly and easily. They are of varying duration, however the majority take between two and four hours to complete. All the areas that are vital to the success of your business are covered, including Computers and Software, Health and Safety, Sales and Marketing and Financial Management. The benefits to your business are clear:

- **You get value for money**  
From just £17.50, eCourses are competitively priced. And because learning takes place on site, employees avoid wasting time and money travelling to external training.
- **Start straight away**  
eCourses are ideal if you need new skills urgently. They are easy to use and your staff can be up and running in minutes.

- **Training at a time to suit**  
Learn at a time to suit the employee and the business, fitting courses into the working day. eCourses are broken down into bite-sized chunks, so can be picked up where you last left off.
- **Training at a pace to suit**  
Work on the course at an appropriate pace and level. The learner controls the learning – they can go over things as many times as is needed, or skip over familiar ground and focus on filling in knowledge gaps.
- **Team managers or course buyers can track employees' progress**  
Our online courses offer an easy-to-use inbuilt tracking system, helping you to ensure that your employees remain on track with their learning right through to completion.
- **Try before you buy**  
If you've never tried online learning before, you can try out some of our eCourses to see the different styles and check out the compatibility of your computer.

\*Source: Research carried out by BMG on behalf of **Ufi Ltd** 2005

\*\*most eCourses are delivered online but a small number are delivered via CD/DVD-ROMs



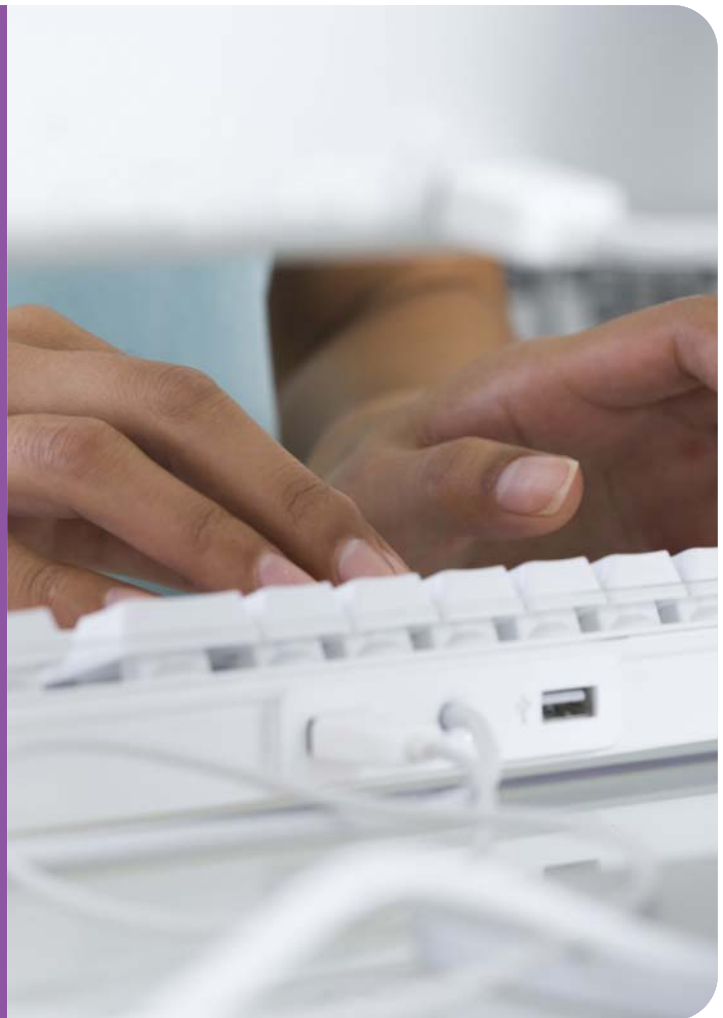


## Computers and Software

Powerful tools in the modern office save time and money, helping you to operate a successful business.

But misuse or reluctance to use technology wastes 48 minutes a day of your employees' time.\* Give your people the skills and confidence to make the most of office technology. Outlined below are two courses from our comprehensive range, which includes both generic skills and specific training in popular Microsoft Office software.

\*Source: [www.smallbusiness.co.uk](http://www.smallbusiness.co.uk)



Outlined below are two courses from our comprehensive range of Computers and Software courses.

### ECDL

The European Computer Driving Licence is an internationally recognised qualification that improves computer skills, increases IT user speed and effectiveness and removes the stress and frustration of not being able to use a computer efficiently. Our suite of seven courses can be used to work towards formal assessment for the ECDL qualification.

**Duration: 80 hours**

(Each ECDL module takes around 11 hours to complete)

### Keyboard A-Z

Employees with poor keyboard and typing skills can cost your business time and money, while errors and inaccurate documents look unprofessional. This course helps anyone taking it to gain confidence in using a keyboard. Typing speed and accuracy will be improved in just 90 minutes, and the new skills can be put to work instantly.

**Duration: 3 hours**

Here is a full list of our Computers and Software eCourses:

### **Microsoft Excel**

Excel 2007 Introductory  
Excel 2007 Intermediate  
Excel XP  
Excel 2003  
Excel 2000  
ECDL Module 4 – Spreadsheets

### **Microsoft Access**

Access XP  
Access 2003  
Access 2000  
ECDL Module 5 – Databases

### **Microsoft Project**

Project 2000

### **Microsoft Word**

Word 2007 Introductory  
Word 2007 Intermediate  
Word XP  
Word 2003  
Word 2000  
ECDL Module 3 – Word Processing

### **Microsoft PowerPoint**

PowerPoint 2007 Introductory  
PowerPoint 2007 Intermediate  
PowerPoint XP  
PowerPoint 2003  
PowerPoint 2000

### **Microsoft Outlook**

Outlook 2007 Introductory  
Outlook 2007 Intermediate  
Outlook XP  
Outlook 2003

### **ECDL**

ECDL Skills Suite  
(bundle of 7 individual modules)  
ECDL Module 1 – Security for IT Users  
ECDL Module 2 – IT User Fundamentals  
ECDL Module 3 – Word Processing  
ECDL Module 4 – Spreadsheets  
ECDL Module 5 – Databases  
ECDL Module 6 – Presentations  
ECDL Module 7 – Electronic Communication

**(Please note:** Each ECDL module takes around 11 hours to complete.)

### **Keyboard & Typing Skills**

Keyboard Skills (KAZ)

### **Web Development**

Web Publishing and Design  
with HTML 4.01 and XHTML  
XML  
FrontPage 2000

### **Professional IT**

CompTIA A+ Essentials 220-601  
CompTIA A+ Depot Technician 220-604  
CompTIA A+ IT Technician 220-602  
CompTIA A+ Remote Support  
Technician 220-603  
Cisco CCNA 640-802  
CompTIA Network+ 2009  
UNIX Systems  
Windows Server 2003 Administration  
MCSA/MCSE 70-290  
Windows XP Professional MCSE 70-270

**(Please note:** Professional IT courses are between 15 and 54 hours to complete.)

### **IT Applications**

IT Applications

For more information please visit [learndirect-business.com](http://learndirect-business.com)



## Health and Safety

In 2007/08, 34 million working days were lost to work-related ill health and injury. That's 1.4 days per worker.\*

Our courses cover every essential area, from introductory overviews to more specialist areas. Improve knowledge in areas such as hygiene, manual handling, risk assessment and stress.

\*Source: Health and Safety Executive



Outlined below are two courses from our comprehensive range of Health and Safety courses.

### Introduction to Health and Safety at Work

Employees need a basic understanding of the Health and Safety Act 1974. This course provides an overview of the responsibilities of individuals, managers and employers. The knowledge gained will make it easier to implement health and safety policies and procedures in the workplace, leading to an improved health and safety record.

**Duration: 40 minutes**

### Basic Food Hygiene

Establishing and maintaining a high standard of food hygiene will keep your business and your customers safe. This course covers how 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. This knowledge forms the basis of Royal Society of Public Health (RSPH) qualifications.

**Duration: 8 hours**

Here is a full list of our Health and Safety eCourses:

- |   |                                    |
|---|------------------------------------|
| Health and Safety Induction               | Manual Handling                    |
| Office Safety                             | Fire Safety                        |
| Introduction to Health and Safety at Work | Preventing Accidents               |
| Health & Safety – Law & Practice          | Managing & Handling Stress at Work |
| Intro to Managing Health and Safety       | Avoiding Slips, Trips & Falls      |
| Risk Assessment                           | Computer Safety                    |
| Stress Management for Employees           | Basic Food Hygiene**               |
| Stress Management for Managers            |                                    |

\*\*delivered via CD/DVD ROM

For more information please visit [learndirect-business.com](http://learndirect-business.com)

## Sales and Marketing

Attract and retain loyal customers. Boost your profitability and reputation.

Give your customers what they want at the right price and at the right time. Convenient online training from our wide selection of Sales and Marketing courses can help your business develop, promote and deliver products and services that are shaped by your customers' needs.



Outlined below are two courses from our comprehensive range of Sales and Marketing courses.

### e-Marketing

Build your understanding of e-marketing processes and technologies, including the legal implications of selling online. This course explains how to market a product or service online and includes expert opinion and content from Google and the Interactive Media in Retail Group (IMRG), the industry body for e-retail.

**Duration: 45 minutes**

### The Art of Selling: Sales with Service

Useful for many sales situations, this course gives a straightforward introduction to successful face-to-face selling. It explores the four key stages in the sales process and delivers new techniques to help win a customer's confidence, discover their needs and use first-class product knowledge to close the sale.

**Duration: 2 hours**

Here is a full list of our Sales and Marketing eCourses:

Marketing

e-Marketing

Marketing: Unleashing The Potential of Your Business

Steps To Success – Professional Sales Skills\*\*

Call to Order: Converting Telephone Enquiries into Sales

Sell It to Me: Essential Skills for All Salespeople

The Art of Selling: Sales with Service

The Apprentice: Selling, Pitching and Presenting\*\*

\*\*delivered via CD/DVD ROM

For more information please visit [learndirect-business.com](http://learndirect-business.com)



## Financial Management

According to recent research, over 50% of managers lack confidence in financial decision making.\*

Developing your employees' skills helps them to assess their financial environment, improve their understanding of systems and concepts, and prepare and manage budgets.

\*Source: YouGov/Intellexis survey of 650 managers 2006



Below is an example of one of our Financial Management courses.

### The Balance Sheet Barrier: The Basics of Business Finance

Accountancy is the language of business and those who do not understand it are at a serious disadvantage. This course is a helpful introduction for non-financial managers to the main features of a balance sheet, a profit and loss account and a cashflow forecast.

It demystifies financial jargon, enhancing business decision making by improving the interpretation of financial information. Using everyday scenarios acted out by well-known faces, the course explains key financial documents and complex concepts in a simple and easy-to-understand dialogue.

Knowing the basics of financial management gives any business professional a more informed view of the company's performance, allowing them to play a more active role in shaping its strategy.

**Duration: 2 hours**

#### Here is a full list of our Financial Management eCourses:

Financial Environment	Staying Afloat – A Guide To Cash Flow**
The Balance Sheet Barrier: The Basics of Business Finance	Cash Accounting for the Small Rural Business
Understanding Accounts	Cost-Benefit Analysis
Working to a Budget	

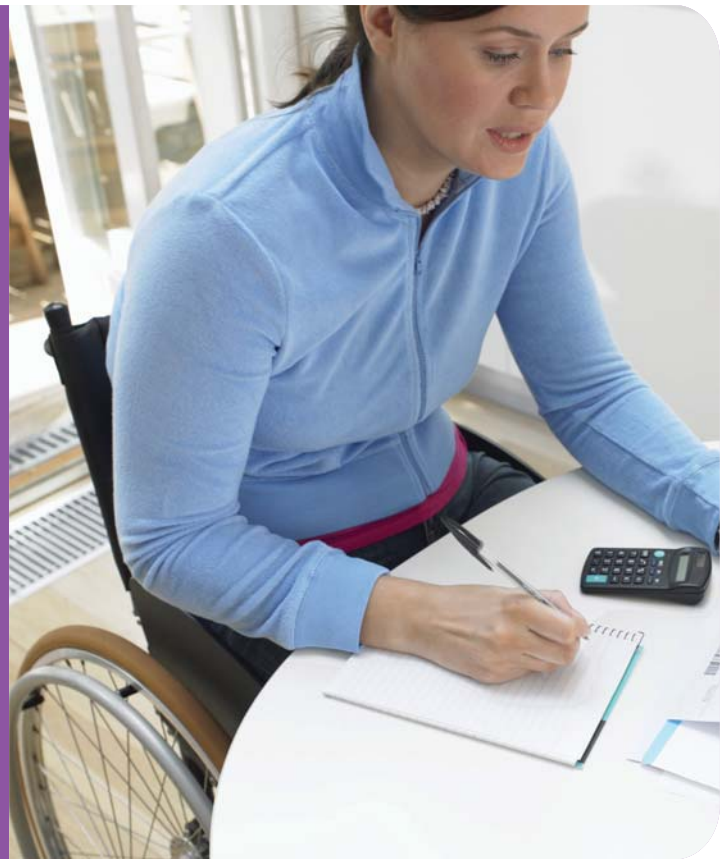
\*\*delivered via CD/DVD ROM

For more information please visit [learndirect-business.com](http://learndirect-business.com)

## Employment Law

There are more than 100,000 employment tribunals in the UK each year, costing British business more than £250 million.\* Understand the key legislation operating in the UK workplace by choosing from general courses or focus on specific areas.

\*Source: The Forum of Private Business



Outlined below are two courses from our comprehensive range of Employment Law courses.

### Disability Confident

Developed in partnership with the Employers' Forum on Disability, this course will give your employees the skills and knowledge they need to work confidently and appropriately with colleagues or customers who have disabilities. It provides guidance on current best practice to make it easier for businesses to employ and serve people with disabilities.

**Duration: 2 hours 30 minutes**

### Valuing Diversity: Equal Opportunities for All

Respecting the differences of employees, partners, suppliers and customers leads to improved customer service, better recruitment opportunities and an enhanced business image. This course explores the dangers of stereotypes, encouraging employees to question their assumptions, leading to greater confidence when dealing with people whose values, opinions or culture differ from their own.

**Duration: 2 hours**

Here is a full list of our Employment Law eCourses:

Age Awareness

Flexible Working

Diversity Challenge

Disability Confident

Sexual Orientation

Gender Matters

Religion and Belief

Ex-Offenders Legislation

Valuing Diversity: Equal Opportunities for All

Challenging Behaviour

For more information please visit [learndirect-business.com](http://learndirect-business.com)

## Leadership and Management

**learndirect's** broad portfolio of short online courses will improve leadership skills, helping your managers to motivate their team and develop techniques for effective delegation and problem solving.



See the course outlines below for a taste of what you can expect.

### Leadership

People are the most valuable resource in most businesses. This course will help managers to identify, understand and develop more effective skills in leading people in the workplace. Theory and a practical case study are used to examine the qualities that good leaders demonstrate, and suggest ways to develop them to motivate individuals and teams.

**Duration: 3 hours**

### Harvard ManageMentor

(small and medium employers edition)

Ideal for managers at all levels who face a wide variety of business challenges on a daily basis, this practical, engaging resource is built around learning materials drawn from leading practitioners, experts and business leaders. Based around key management topics, the course will improve the way managers approach their day-to-day responsibilities, from recruitment to time management, delegation and crisis handling.

**Duration: N/A**

Here is a full list of our Leadership and Management eCourses:

### **Leadership**

Leadership

Jamie's kitchen: Fifteen lessons on leadership

First among Equals: Leading a Team

Building the Team

Motivation

The Apprentice: Leadership and Management\*\*

### **Managing People**

The Best of Motives: Informing and Involving

Supporting Individuals

Resolving Conflict

Challenging Behaviour

Problem Solving Skills

Valuing Diversity: Equal Opportunities for All

Absence Minded: Managing Absenteeism

Absence Management

Effectiveness and Efficiency

Minimising Stress

### **Time Management and Delegation**

Time Management

Making Time: Priorities,  
People and Procedures at Work

Planning Work

Delegation

The Unorganised Manager:  
Organising Yourself

The Unorganised Manager: Organising Others

Project Management: Leading a Project Team

Dealing with Time-Wasting Situations

The Paper Chase: Cutting Back on Paperwork

### **Coaching and Training**

Pass It On: Coaching Skills for Managers

The Helping Hand: Coaching Skills for  
Managers

Coaching

Training

You'll Soon Get the Hang of It:  
The Techniques of One-to-One Training

### **Performance and Appraisal**

Performance Indicators

Performance Matters: The Importance of Praise

Performance Matters: The Need for  
Constructive Criticism

Performance Review:

Every Manager's Nightmare

Performance Review: Every Appraisee's  
Dream Performance Indicators

The Dreaded Appraisal: Both Sides  
of the Appraisal Interview

How am I Doing?: The Perfect  
Appraisal Interview

Managing Performance Every Day:  
Beyond the Appraisal

### **Recruitment and Selection**

Writing Job Descriptions & Person Specifications

Attracting Candidates and  
Producing Job Advertisements

Shortlisting Candidates & Interview Techniques

Behavioural Interviewing: Taking the  
Guesswork out of Recruitment

Candidate References and Selection

It's Your Choice: Selection Skills

### **Feedback**

Giving and Receiving Feedback

Can You Spare a Moment?

Counselling Skills for Managers

I'd Like a Word With You: The Discipline Interview

### **Teamwork**

Team Spirit? How to Be an  
Effective Team Member

Jamie's kitchen: Fifteen lessons on teamwork

### **Meetings**

Meetings, Bloody Meetings:

Making Meetings More Productive

More Bloody Meetings:

The People Side of Meetings

Going to a Meeting: Constructive and  
Effective Participation

### **Self Development**

Identifying Self Development Needs

Managing Stress: Managing your behaviour

Manage Own Stress

Managing & Handling Stress at Work

### **Harvard ManageMentor**

(small and medium employers edition)

\*\*delivered via CD/DVD ROM

For more information please visit [learndirect-business.com](http://learndirect-business.com)



## Protecting your Business

Effective internal controls reduce the risk of fraud and reduce your exposure to investigations conducted by the Police and the Serious Fraud Office. Complex allegations of fraud can have a devastating impact upon the individuals and businesses involved.

These eCourses will help your Business safeguard its people, property and information, as well as making you alert to threats such as theft, fraud and computer hacking.



There are two courses within the Protecting your Business subject area. These are:

### Security

Every business needs to safeguard its people, property and information, as well as being alert to threats such as theft, fraud and computer hacking. This course helps employees make the all important first steps towards reducing the vulnerability of their business. The course highlights areas of vulnerability and demonstrates techniques to minimise or eliminate risks.

**Duration: 1 hour and 30 minutes**

### Freedom of Information Act

The right, under the Freedom of Information Act 2000, to request information held by public authorities came into force in January 2005. All employees in a public funded organisation need to understand how to deal correctly with any requests for information. Freedom of Information Act 2000 explores the different types of information that can be requested under the Act, and helps learners determine which information is routinely available, which requires specific action and which is exempt from the provisions of the Act.

**Duration: 40 minutes**

# Change Management

While organisational change is taking place at an ever-increasing rate, less than 60% of re-organisations meet their stated objectives.\*

Every organisation needs to adapt to survive and grow, but many are not fully prepared for change. If you are responsible for planning, implementing or managing organisational change, these eCourses will help you ensure that the process runs smoothly and you meet your planned objectives.

We also offer a practical and engaging management resource from Harvard Business School Publishing, which gives you access to tools and resources in Change Management, as well other areas such as Leadership and Management, Communication, Financial Management and Marketing.

\*Source: Chartered Institute of Personnel and Development



See the course outlines below for a taste of what you can expect.

## Planning Change

Effective planning can help the process of change run more smoothly and improve results.

Planning Change offers a thorough grounding in different theories and concepts of change management. The course will help employees develop an understanding of what is needed to plan and implement an effective programme of change.

**Duration: 3 hours**

## Jamie's school dinners: Managing and living with change

Britain's favourite TV chef, Jamie Oliver, faced a daunting challenge when he launched his crusade to revolutionise school dinners: Government ministers, dinner ladies, head teachers, parents and pupils were universally sceptical of his radical plan and resistant to the massive changes he proposed.

This course, structured around a series of engaging video clips featuring Jamie Oliver, retraces the rollout of Jamie's campaign. The first section of the two-part programme shows managers how to successfully introduce a programme of change within their organisation, whilst the second section helps employees deal with change in the workplace.

**Duration: 2 hours**

Here is a full list of our Change Management eCourses:

Planning Change

Implementing Change

Jamie's school dinners: Managing and living with change

Harvard ManageMentor  
(small and medium employers edition)

For more information please visit [learndirect-business.com](http://learndirect-business.com)

## Managing Information

Recording, analysing and presenting business information effectively can help you to understand how your business is performing, what your strengths and weaknesses are and how your operations could be improved.

These eCourses explain why businesses record, store and analyse information, how to develop and maintain effective systems for storing and accessing information and how to analyse information to help you make the right business decisions.



See the course outlines below for a taste of what you can expect.

### Analysing Information

Effective analysis of information can reveal how a business is performing and help your organisation make the right business decisions. Analysing Information introduces data analysis techniques including ratios, percentages and averages, and explains how these techniques can be used to monitor business performance.

**Duration: 2 hours and 30 minutes**

### Using Information for Decisions

Poorly made or rushed decisions can put a business at risk. Taking time to consider all the available information and options will help avoid costly mistakes – such as overlooking the impact a decision may have on other areas of the business.

This course shows employees how to take a logical and structured approach to decision making so that decisions can be made with greater confidence.

**Duration: 2 hours and 30 minutes**

Here is a full list of our Managing Information eCourses:

[Analysing Information](#)

[Maintaining Information Systems](#)

[Using Information for Decisions](#)

For more information please visit [learndirect-business.com](http://learndirect-business.com)

## Starting your Business

Providing practical advice on all aspects of starting a business, our eCourses guide you through the entire start-up process, from drawing up a business plan to marketing your products, financing your business and dealing with business laws and regulations.



See the course outlines below for a taste of what you can expect.

### Make or Break 1: Starting your Business

This course helps you understand the risks involved in starting a business, providing the knowledge needed to deal with the most common problems and pitfalls that cause new businesses to fail. It includes all aspects of the startup process, from business planning to selling and marketing, financing and business law and regulation.

**Duration: 5 hours**

### Building Blocks for e-Business

Bring your business online and increase your business opportunities. Building Blocks for eBusiness introduces and describes the components necessary to build a successful e-business. It explains how selling online opens up a potentially huge global market and includes helpful guidance on how to make the most of the opportunities offered by the internet.

**Duration: 30 minutes**

Here is a full list of our Starting your Business eCourses:

Make Or Break 1 – Starting Your Business\*\*

Make Or Break 2 – Growing Your Business\*\*

Building Blocks for e-Business

Legalities of Online Business

\*\*delivered via CD/DVD ROM

For more information please visit [learndirect-business.com](http://learndirect-business.com)



## Communication Skills

Good communication skills are essential in helping you to build excellent relationships with colleagues, customers and suppliers.

Our eCourses can help improve your communication skills, from listening to negotiating. Take a look at the examples below to get an idea of how your employees could improve how they interact with others.



See the course outlines below for a taste of what you can expect.

### Put it in Writing: The Complete Communicator – the Art of Influence

Explore the techniques used to get your point across by writing clearly and persuasively. The course takes you through planning, drafting and producing written documents intended to obtain a response. Business staff will have valuable new skills to help them write more professional letters, emails, memos, reports, proposals and minutes.

**Duration: 2 hours**

### Assert Yourself: Learning to be Assertive

There are three key principles to help strike the right balance between aggressive and passive behaviour. From overcoming the fear of being honest, to being able to say ‘no’, this course uses famous faces and real-life situations to build assertiveness skills. These lead to increased positivity, creativity and effectiveness.

**Duration: 2 hours**

Here is a full list of our Communications Skills eCourses:

Written Communications

Put it in Writing: The Complete Communicator – The Art of Influence

Communication Process

Straight Talking: The Art of Assertiveness

Assert Yourself: Learning to Be Assertive

The Apprentice: Negotiating to Win\*\*

Negotiating: Tying the Knot

Report Writing: The Art of Writing a Good Report

Producing Project Reports

I Wasn't Prepared for That: Overcoming the Fear of Making Presentations

Presentations 1:

Preparing for the Presentation

Presentations 2: The Presentation

Briefing Skills

The Grapevine: Communicating in a World of Change

Harvard ManageMentor (small and medium employers edition)

\*\*delivered via CD/DVD ROM

For more information please visit [learndirect-business.com](http://learndirect-business.com)



## Customer Service

Poor customer service can lose you business. In fact, 50% of consumers say it's the main reason they switch.\*

Covering all aspects of customer service, from identifying customer needs and expectations to building relationships and addressing customer concerns, this selection of eCourses will help you improve the customer focus of your business, leading to increased sales and customer loyalty.

\*Source: YouGov 2007



See the course outlines below for a taste of what you can expect.

### Demanding Customers: Customer Care Made PERFECT

Businesses that thrive in today's competitive environment have the skills in place to turn negative customer reactions into positive customer experiences! Using the P.E.R.F.E.C.T. (Polite, Efficient, Respectful, Friendly, Enthusiastic, Cheerful and Tactful) model, this course is a helpful introduction to the problems that demanding customers create and the expectations they have. The course will help employees deliver an outstanding customer service experience to even the most difficult of characters.

**Duration: 2 hours**

### On the Receiving End: Making Call Centres More Effective

According to a 2007 survey\*, just 4% of people have had a good experience when dealing with a call centre – and more than one third of those questioned admitted to shouting and swearing at agents because they got so frustrated! So those businesses that can provide a positive customer experience will really set themselves apart from their competitors.

On the Receiving End: Making Call Centres More Effective is a straightforward introduction to the skills needed to be an effective call centre operative. By learning how to 'read' the customer, how to manage emotions and how to map the call by explaining the options and agreeing a solution, call centre staff will be able to remain calm, detached and 100% professional when dealing with difficult customers and testing situations.

**Duration: 2 hours**

Here is a full list of our Customer Service eCourses:

Steps To Success – Professional  
Customer Service

Demanding Customers: Customer Care  
Made PERFECT

Telephone Behaviour: The Rules of  
Effective Communication

On the Receiving End: Making Call Centres  
More Effective

If Looks Could Kill: Controlling Your Behaviour

Who Sold You This, Then?  
Effective After-Sales Service

Complaints and Quality Management:  
Quality through Customer Service

No Complaints? Complaints and  
the Customer

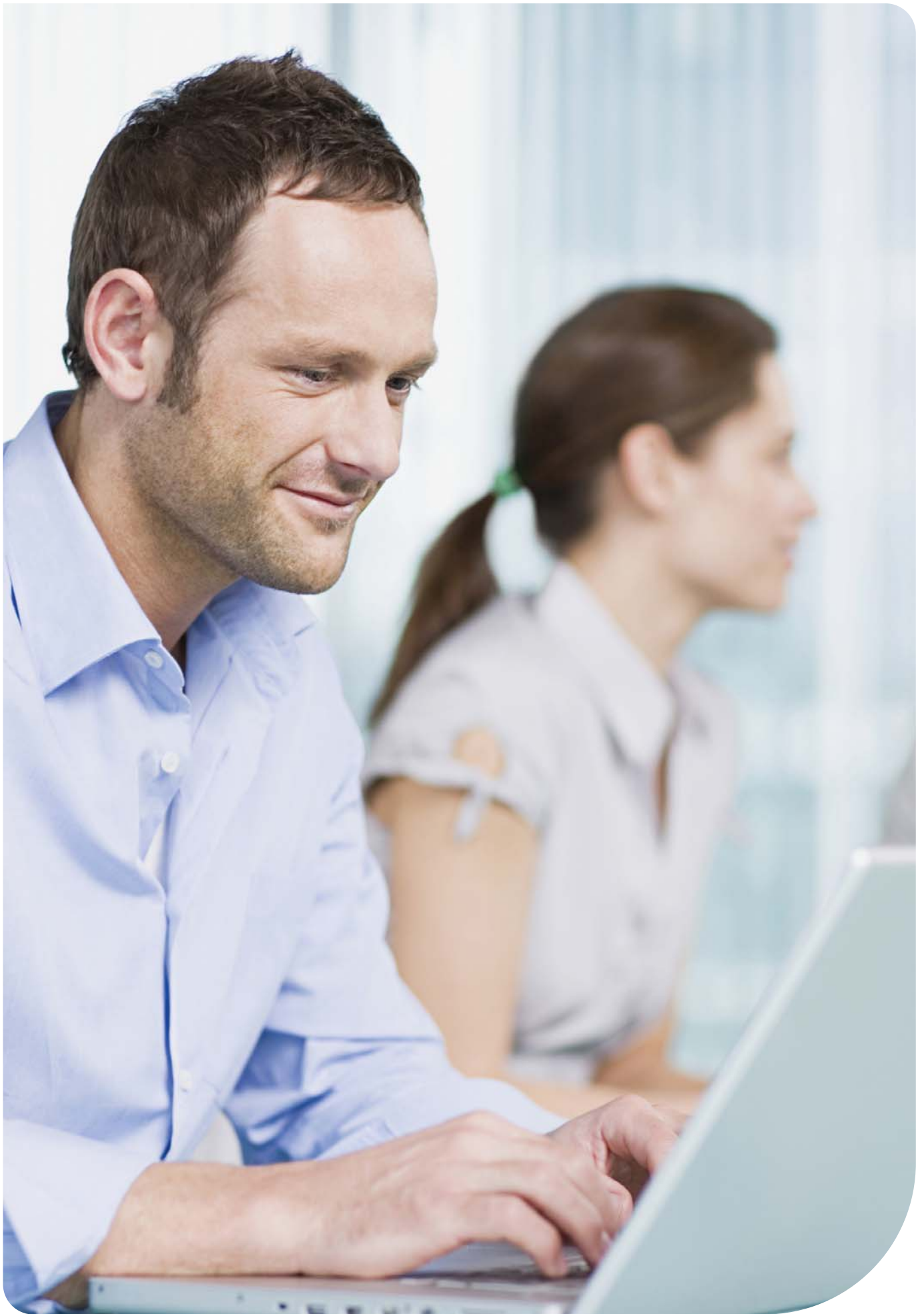
An Inside Job: Meeting Internal  
Customer Needs

Understanding Customers

For more information please visit [learndirect-business.com](http://learndirect-business.com)







© Ufi Ltd October 2009. All rights reserved. **learndirect** is a registered trademark of Ufi Ltd. All information correct at time of going to press. Photographs are for illustration only and are not intended to represent those persons featured in the case study.

**[learndirect-business.com](http://learndirect-business.com)**

*Nothing can stop you when you learndirect*

