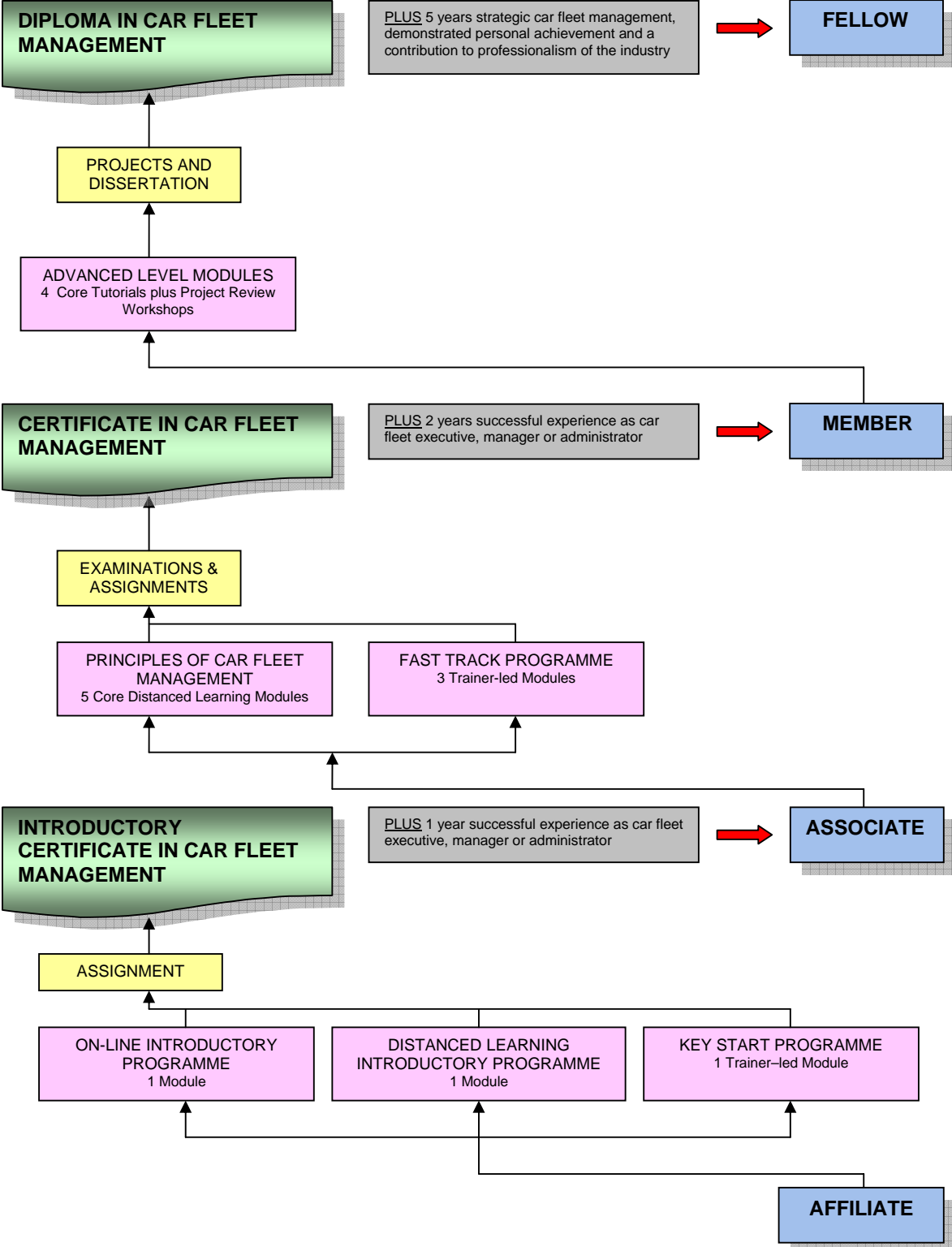




The Institute of Car Fleet Management

Education & Training Syllabus

The Route to Professional Competence



The Education and Training Syllabus

Levels and Scope

The 'core' education and training scheme is three tier leading to awards - through examinations, job-based assignments or projects as the basis for assessment - at Introductory, Certificate and Diploma level. This structure will provide a progression route for anyone involved in car fleet management to acquire new, or to develop existing skills, knowledge and competence standards laid down by the Institute and recognised within the industry.

Structure

The syllabus at both Certificate and Diploma level comprises comprehensive 'core' modules combined with job-based assignments or projects designed to cover specific areas of competence and their application to the participant's car fleet operation. This provides both flexibility and tangible results by creating opportunities for individuals to meet their own development needs and adding value to the fleet operation of their employing organisation.

The Introductory level programme caters for the training and development needs of new entrants to the car fleet function, primarily in administrative roles. Certificate level modules cover the basic principles underpinning effective fleet management at an operational level whereas those at Diploma level embrace advanced techniques, skills and knowledge required for strategic and operational management of the entire fleet function in a competent and confident way.

Recognition and Awards

Modules at each level are considered to be of equal significance thus contributing to both educational award criteria and eligibility for membership upgrading within the Institute. The methods of assessment are via a job-based assignment at Introductory level, written examinations and job-based assignment reports at Certificate level and project reports plus written dissertation at Diploma level.

Exemptions are awarded (at Introductory Certificate and Certificate level only) against the syllabus criteria for individuals who can produce evidence of having attained relevant, recognised qualifications and/or significant achievements in a past or present car fleet operation.

Core programmes at all three levels are externally moderated and endorsed by, and participants registered with, the Institute of Leadership & Management (ILM) – part of the City & Guilds Group.

A. Introductory Award

Optional Delivery Formats:

- ❖ *On-line Introductory Certificate Programme*
- ❖ *Key Start (Trainer-Led) Introductory Certificate Programme: one residential module*
- ❖ *Introductory Certificate (Distance-Learning) Programme: one module (available in either CD-ROM or hard copy format)*

AIM

To provide new entrants and administrative support staff to a car fleet operation or a fleet service provider with a general introduction to, and appreciation of, the key features and competence standards required for professional car fleet management and administration.

OBJECTIVES

By the end of the programme participants should be able to:

1. Identify the key stages in the evolution of car fleet management and describe factors that have increased its significance in business
2. Identify the key competence standards that apply to effective and efficient car fleet management and administration
3. Identify the main elements contained in a typical car fleet policy
4. Identify the key elements, issues and scope of the car fleet management function and how it is likely to develop in the future
5. Describe the aims and education structure of the ICFM
6. Demonstrate preparation for the completion of a post module Job-based Assignment.

The On-line Introductory Certificate Programme (Internet-based option)

The programme, the launch of which was first announced at the ICFM National Conference in November 2004, is designed to cover the foundation principles of car fleet management at a level pitched at new entrants to the profession – either administrators in fleet or HR Departments of businesses managing their own fleets or junior specialist staff working for fleet service support providers. In addition to providing a background on how fleet management has evolved the programme will enable new entrants to begin to understand what's involved in developing a fleet policy relevant to the needs of the business, the importance of 'asset management' and provide a pointer to fleet related roles likely to emerge in the future.

Interactive Features

The programme is 'interactive' by providing opportunities for trainees to obtain advice and guidance on the principles covered from a remote trainer, obtain feedback on their learning progress to date and to test their learning through a series of self-assessment 'quizzes'.

Trainees can dip in and out of the programme to suit the time they have available for learning - although the use of a study plan (template included) is advised to maximise learning opportunities. Full guidance on how to navigate the way around the features of the programme is provided after the initial log-in stage.

Programme Design

The technology for programme has been developed for the Institute by an Internet business consultant who has gained expertise through the development of e-based learning platforms for other businesses.

Trainee Support

On and off-line trainer support is available to anyone undertaking the programme. Support could take the form of clarifying the programme framework and/or principles, assisting students in applying the principles to their own role or providing guidance on the Job-based Assignment. Trainees can also interact with one another necessary. A set of Frequently Asked Questions (FAQ's) is included in the functionality of the programme

Length of Study

The programme requires about 12 hours of study time to complete, although this figure could vary depending on the students learning style preference and experience in a fleet related role. The Job-based Assignment could take an additional 4-6 hours to complete.

The 'Key Start' Introductory Certificate Programme (Residential, trainer-led option)

This programme option has been introduced following the success of the residential trainer-based option for delivery of our Certificate level 'Fast-Track' Programme. It has been developed for Affiliate Members who have a learning style preference for classroom-based trainer-led methods.

The programme comprises one module of two days duration run at a well equipped training & conference centre

CONTENT

Day One

- Trainer and participant introductions
- Introductory Certificate Programme Overview
- Key Competence Elements - the 'Blueprint'
- The Evolution of Car Fleet Management
- Car Fleet Policy - the Key Elements
- The Significance of Asset Management

Day Two

- Car Manufacturer/Distribution Structure
- Vehicle Supply and Disposal Options
- The Developing Scope of Car Fleet Management
- Aims & Education Structure of the ICFM
- Programme Summary & Assignment Briefing

Introductory Certificate Programme (Distanced Learning Option)

This programme option was originally developed for students who wanted to study in their own time and who did not necessarily have access to a PC or the Internet. It comprises one distance learning module (available in either CD-ROM or hard copy format) and is divided into manageable sections with regular Activities to assist the student in applying the principles to their own job role.

CONTENT

- Introductory Certificate Programme Overview
- Key Competence Elements - the 'Blueprint'
- The Evolution of Car Fleet Management
- Car Fleet Policy - the Key Elements
- The Significance of Asset Management
- Car Manufacturer/Distribution Structure
- Vehicle Supply and Disposal Options
- The Developing Scope of Car Fleet Management
- Aims & Education Structure of the ICFM
- Module Summary & Assignment Briefing

Trainee Support

Trainer support – via e-mail or telephone is available to anyone undertaking the programme. Support could take the form of clarifying the programme frame work and/or principles, assisting students in applying the principles to their own role or providing guidance on the Job-based Assignment.

Support Workshops are also available (subject to demand).

Length of Study

The module requires about 12 hours of study time to complete, although this figure could vary depending on the students learning style preference and experience in a fleet related role. The Job-based Assignment could take an additional 6-8 hours to complete.

B. Intermediate Award

Optional Delivery Formats:

- ❖ *'Fast Track' (Trainer-Led) Certificate Programme: three residential modules*
- ❖ *Certificate (Distance-Learning) Programme: five self-standing modules available in either CD-ROM or hard copy format*

AIM

To equip car fleet administrators or managers in a car fleet (or fleet service provision) operation with foundation knowledge and principles necessary to understand and action the operational and non-strategic aspects of a car fleet function.

OBJECTIVES

By the end of the programme trainees will have:

1. Identified and applied the principles and key skills for the effective administration and management of car fleets at an operational level in five key competence areas.
2. Shared fleet management related problems and solutions with experienced trainers and associates with similar development needs and goals
3. Establish the areas for improvement and development of existing policies, practices and processes to meet future operational efficiency needs and legislative requirements.
4. Demonstrated practical application of the principles and skills through successful completion of post module Job-based Assignments and structured assessment.

'Fast Track' Certificate Programme (Residential trainer-led Option)

In November, 1999, following the success of the distance learning-based course, the ICFM Council introduced an alternative training delivery method for candidates studying for the Certificate in Car Fleet Management. This has been developed for Associate Members who have a learning style preference for tutor-led training delivery.

The programme comprises one two day module and two modules of three days duration run at a well equipped training & conference centre

Module One - Foundation Module (Two Days)

- Programme and delegate introductions
- Certificate Programme Overview
- Building & Maintaining Business Relationships
- Understanding the Communication Process
- Applying the Key Communication Skills
- Principles for Managing Communication
- Techniques for Developing Relationships

- The Key Functions of Management
- Managing Others Effectively
- Solving Problems & Taking Decisions
- Teams & Teamwork
- Assignment Briefing
- Module Evaluation

Module Two - Administration & Finance (Three Days)

- Administration Unit Introduction
- Fleet Policy
- Vehicle Provision Administration
- Administration of Support Services
- Optimising Fleet Performance
- Legal Administration
- Administration Assignment Briefing
- Finance Unit Introduction
- Business Structures & Sources of Finance
- Company Finance & Accounts & Cash Flow
- Business Economics & Asset Management
- Using Financial Information & Financial Systems
- Departmental Finance, Budgets & Budgetary Control
- Funding Options for Car Fleets
- Finance Assignment Briefing
- Module Evaluation

Module Three - Acquisition & Law (Three Days)

- Acquisition Unit Introduction
- Scope/Objectives/Establishing Needs
- Identifying Supply Sources
- Acquisition Procedures & Methods
- Vehicle Selection/Pricing Policies
- Conditions of Contract
- Cash Flow Considerations
- Tendering
- Basic Negotiating Principles
- Residual Risk/Disposal Methods - Benefits & Risks
- Professional Behaviour/Codes of Conduct
- Acquisition Assignment Briefing
- Law Unit Introduction
- The UK Legal Structure & Bodies
- Road Traffic Law - Powers of the Police
- Inland Revenue Requirements
- Driver & Vehicle Licensing
- Accident Reporting
- Office of Fair Trading - Function & Scope
- Insurance/Uninsured Loss Recovery
- Vehicle Disposal - Legal Requirements
- Data Protection Act
- Legal Aspects of Contract Hire & Leasing
- Health & Safety/Duty of Care
- Law Assignment Briefing
- Module evaluation

Please Note

The competence assessment process involves participants sitting a two hour written examination plus the completion of a Job-based assignment for each of the five core elements i.e. People Management, Administration, Finance, Acquisition and Law.

The marks from written examinations are added to those attained in the Job-based Assignments to provide an assessed grade for each unit of competence.

Certificate Level Programme (Distance Learning Option)

This programme option is designed for students wanting a flexible method of learning and who don't necessarily have either the time or funding to attend a residential training programme. It comprises five self-standing distance learning modules (available in either CD-ROM or hard copy format) with regular 'Activities' to assist the student in applying the principles to their own job role. Each module has its own Job-based Assignment that, along with written examinations, are the means of competence assessment.

C/1 – Principles of Finance

- Business structures
- Business economies and asset management
- Understanding company finance and accounts
- Sources of finance
- Profit planning within the business
- Cash flow – significance, forecasting, cash management
- Department finance, budgets and budgetary control
- Using financial information effectively
- Financial systems in the business
- Funding options for car fleets

C/2 – Principles of Law

- The UK legal structure – relevant aspects
- Road Traffic Law/Powers of Police
- Inland Revenue requirements
- Driver and vehicle licensing
- Accident reporting
- Office of Fair Trading – function and scope
- Uninsured loss recovery – methodology and case law
- Vehicle disposal – legal requirements
- Data Protection Act
- Legal aspects of contract hire and leasing

C/3 – Principles of Acquisition

- The scope and objectives of purchasing
- Establishing needs
- Identifying supply sources
- Purchasing procedures
- Purchasing methods
- Vehicle/extras selection
- Suppliers pricing policies and methods
- General Conditions of Contract
- Cash flow considerations in purchasing

- Tendering
- Basic negotiating principles
- Assessing residual risk
- Vehicle disposal – methods, benefits, risks
- Professional behaviour, Codes of Conduct

C/4 – Principles of Administration

- Administrative aspects – nature, purpose and scope
- Licensing/registration requirements and policies
- Driver Licence administration
- Developing and maintaining vehicle records
- Fuel cost control systems
- Service/repair/maintenance policies and control
- Insurance administration
- Supplier liaison – administration and action
- Special requirements for non-mainland GB
- Overseas vehicle usage
- Accident management and driver training

C/5 – Principles of People Management

- The importance of building and maintaining effective business relationships
- Understanding the communication process
- Key communication skills and their application
- Principles for managing communication
- The key functions of management
- Principles for managing others effectively
- Involving others in solving problems and taking decisions
- Teams and teamwork
- Principles of face-to-face and written presentation
- Techniques for developing relationships

Trainee Support

Trainer support – via e-mail or telephone is available to anyone undertaking the programme. Support could take the form of clarifying the programme framework and/or principles, assisting students in applying the principles to their own role or providing guidance on the Job-based Assignment.

Support Workshops are also available (subject to demand).

Length of Study

Each module requires about 15 hours of study time to complete, although this figure could vary depending on the students learning style preference and experience in a fleet related role. Each Job-based Assignment could take an additional 6-8 hours to complete.

C. Advanced Award

Delivery Format:

- ❖ *Diploma (Tutor-Led) Programme: four residential modules*

The 'Diploma Programme (Residential, tutor-led)

The ICFM Diploma programme since its inception has proven to be one of the most comprehensive advanced level programmes available dedicated to strategically focused principles and skills in car fleet management. Successful completion leads to the award of the prestigious Diploma in Car Fleet Management externally endorsed qualification. Apart from being a valuable asset in selecting candidates for senior fleet management positions the Diploma also satisfies a key criterion in the attainment of Fellowship status within the Institute. The programme comprises four modules, each of two days duration

AIM

To equip car fleet managers or senior client focused managers (in fleet support provision) with strategically focused knowledge and principles necessary to review and/or re-write car fleet policy in a way that should attain acceptability at board management level.

OBJECTIVES

By the end of the programme participants will have:

1. Identified and applied advanced level principles and skills for the effective management of car fleets at a strategic level in four principal competence areas.
2. Shared fleet management related problems and solutions with experienced tutors and associates with similar development needs and goals.
3. Establish the areas for improvement and development of existing fleet strategy and tactics to meet current and future organisational needs and legislative requirements.
4. Demonstrated practical application of strategy, tactics and learning through successful completion and review of comprehensive projects and a written dissertation.
5. Developed associate relationships to facilitate the effective exchange of ideas and tactics via peer group networking.

D/1 – Administration & Control

- Strategies and policies for effective fleet control
- Workshop – fleet policy & control
- Links between role, fleet and HR Policies
- Fleet control system criteria and selection
- Workshop – fleet management systems
- Modular fleet management systems
- Strategies for effective risk management
- Workshop – Risk management
- Insurance, legal administration & Duty of Care
- Environmental strategies
- Workshop – energy saving initiatives
- D/1 project briefing

D/2 – Advanced Finance

- Standard costing practices and procedures
- Budget analysis, formulation and control
- Capital requirements, analysis, life cycle costing
- Discounted cash flow techniques
- Funding – sources, options and tax implications
- Taxation and the company car
- Auditing – practice and procedures
- Corporation tax
- Intangibles e.g. legal, banking, insurance etc.
- Review and monitoring fleet performance
- D/2 project briefing

D/3 – Acquisition & Control

- Developing and implementing acquisition strategies
- Corporate and supply planning
- Advanced negotiating techniques
- Vehicle evaluation and selection
- Sourcing and vehicle supply routes
- Pricing arrangements for different types of contract
- Supply factors – availability, lead times, supply threats, vendor rating
- Leasing/Contract hire – special considerations
- Developing supplier relationships
- Developing and implementing disposal strategies
- Quality assurance in Car Fleet Management
- D/3 project briefing

D/4 – Advanced Interpersonal Skills

- Establishing & applying communication strategies
- Advanced communication principles and practice
- Relationship development techniques
- Influencing styles and behaviours
- Managing and avoiding management
- Developing Assertive Skills
- Leadership styles and behaviour
- Developing and team performance
- Guidelines to ICFM project completion
- Managing and presenting projects

Competence Assessment

Competence is evidenced through completion of three work-based projects (one linked to each of three modules D/1, D/2 and D/3) and completion of a written dissertation.

Trainee Feedback

Trainees are provided with comprehensive feedback based on their presentation of project work to both peers and assessors.