

PROFESSIONAL IN TRAINING MANAGEMENT (CPTM) - TRAINING INDUSTRY CERTIFICATION



GENTEX[®]
TRAINING CENTER



Introduction

Training only creates value when it changes capability, not when it fills a calendar. The Professional in Training Management (CPTM) - Training Industry Certification Course builds the full management discipline behind effective learning and development. Participants learn how to analyse training needs, design curricula, select delivery methods, manage trainers and vendors, and measure results properly. Furthermore, the course covers learning technology, budget control, and training governance. In addition, it addresses evaluation frameworks that connect learning to performance. As a result, delegates leave able to run a training function that is planned, measured, and respected.

Professional in Training Management (CPTM) - Training Industry Certification Course Objectives

- Conduct training needs analysis (TNA) using competency gaps and organisational diagnostics.
- Design curricula and learning paths aligned with competency frameworks.
- Apply instructional design models including ADDIE and Bloom's Taxonomy.
- Select delivery methods across classroom, e-learning, blended, and on-the-job formats.
- Apply the 70-20-10 learning model to development planning.
- Manage trainers, subject matter experts, and external training vendors.
- Build training budgets and control cost per learner and cost per hour.
- Use learning management systems (LMS) and learning experience platforms (LXP).
- Evaluate training using the Kirkpatrick four-level model and Phillips ROI methodology.
- Govern training quality with standards, audits, and continuous improvement.

Course Methodology

- Interactive workshops led by learning and development practitioners.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Practical exercises on needs analysis, curriculum design, and evaluation planning.
- Case studies of training functions in corporate and public organisations.
- Group work on training plans and budget models.
- Role-play of vendor negotiation and trainer briefing sessions.
- Simulation of a training programme review and improvement cycle.
- Capstone project: presenting a complete training management plan.

Who Should Take This Course

- Training and development managers.
- Learning and development specialists.
- HR professionals managing training portfolios.
- Training coordinators and administrators.
- Instructional designers and e-learning developers.
- Consultants and providers in the training industry.

Professional in Training Management (CPTM) - Training Industry Certification Course Outlines

Day 1: Training Needs Analysis and Strategy

- Role of training management in organisational performance.
- Conducting training needs analysis (TNA) at three levels.
- Competency frameworks and gap analysis.
- Prioritising training needs against strategy and risk.
- Building an annual training plan.
- Aligning learning with performance management.





- Exercise: conducting a training needs analysis.

Day 2: Curriculum Design and Instructional Methods

- Instructional design using the ADDIE model.
- Bloom's Taxonomy for learning objectives.
- Writing learning outcomes and assessment criteria.
- Curriculum structures and learning paths.
- Applying the 70-20-10 model to development.
- Designing blended and digital learning experiences.
- Workshop: designing a curriculum for a competency gap.

Day 3: Delivery, Trainers, and Vendor Management

- Delivery channels: classroom, e-learning, virtual, and on-the-job.
- Selecting and briefing trainers and subject matter experts.
- Vendor selection, tendering, and contract management.
- Quality standards for training delivery.
- Managing learning management systems (LMS) and platforms.
- Accessibility, inclusion, and learner support.
- Role-play: negotiating with a training vendor.

Day 4: Budgeting, Logistics, and Training Operations

- Building and defending a training budget.
- Cost per learner, cost per hour, and cost-benefit analysis.
- Scheduling, logistics, and resource planning.
- Managing attendance, completion, and certification records.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Training governance, policy, and compliance requirements.
- Risk management for training operations.
- Exercise: preparing a training budget and operations plan.

Day 5: Evaluation, Impact, and Continuous Improvement

- The Kirkpatrick four-level evaluation model.
- Phillips ROI methodology and benefit-cost ratio.
- Designing assessments and knowledge checks.
- Collecting learner feedback and transfer evidence.
- Reporting training impact to management.
- Continuous improvement and quality assurance cycles.
- Capstone project: presenting a training management plan.

Conclusion

By successfully completing Professional in Training Management (CPTM) - Training Industry Certification, participants will have acquired practical knowledge of needs analysis, curriculum design, delivery management, budgeting, and training evaluation. They will understand how to build learning programmes that close real competency gaps and how to prove their impact with evidence. In addition, they will gain a training management toolkit and an applied plan. Gentex Training Center builds this programme around applied practice, so delegates return ready to run a training function with structure and credibility.

FAQs





Q1 What is the "Professional in Training Management (CPTM) - Training Industry Certification" course about?

It covers the management discipline behind effective training, from needs analysis and curriculum design to delivery, budgeting, and evaluation. Participants learn how to plan learning programmes and prove their impact. The course treats training as a managed function rather than a scheduling task.

Q2 What are the key benefits of the "Professional in Training Management (CPTM) - Training Industry Certification" course?

It increases the return on training spend by targeting real competency gaps and measuring results. Participants gain design, vendor management, and evaluation skills plus budget discipline. Organisations benefit from better-trained staff, clearer impact evidence, and stronger learning governance.

Q3 What skills will I gain from the "Professional in Training Management (CPTM) - Training Industry Certification" course?

Participants gain training needs analysis, curriculum and instructional design, training delivery and vendor management, and training evaluation and budget management.



Q4 What tools, methods, or standards are covered in the "Professional in Training Management (CPTM) - Training Industry Certification" course?

The course covers training needs analysis (TNA), competency frameworks and gap analysis, the ADDIE instructional design model, Bloom's Taxonomy, the 70-20-10 model, blended and e-learning design, learning management systems (LMS) and learning experience platforms (LXP), training budgeting and cost-per-learner analysis, the Kirkpatrick four-level model, Phillips ROI methodology, and quality assurance standards for training delivery.

Q5 How is the "Professional in Training Management (CPTM) - Training Industry Certification" course applied in real-world practice?

Participants apply it by running needs analyses against competency frameworks, designing curricula with clear learning outcomes, and selecting delivery channels by cost and effectiveness. They also manage trainers and vendors, control budgets, and report Kirkpatrick and ROI results to management.