



PART OF THE INTO GROUP

## Management in Language Education



### Course Overview

Effective educational management involves the development of a diverse set of core skills and competencies which can help you to achieve academic and business success for your institution.

This 50-hour course will give you insights into the key strands of educational management including academic management, human resource management, project management, marketing and finance. It will take a practical approach using real life scenarios and case studies to illuminate how you can successfully apply management theory to your own specific context.

### Who is the course suitable for?

- Managers of English language teaching (ELT) schools, institutions and departments
- Managers working on ELT and other educational projects
- Inspectors and advisors working in the area of ELT
- Teachers and senior teachers who have (or will soon have) management responsibilities
- Participants with a minimum language level corresponding to B2 on the Common European Framework

## What are the aims and objectives of the course?

To enable participants to:

- reflect on and raise their awareness of important aspects of management, especially management in education
- develop specific management competences relevant to their own positions
- work with fellow professionals from a range of educational settings and countries on issues and tasks in educational management and the management of English language teaching operations

All course participants receive a pre-course questionnaire, which must be returned prior to the course. This is to ensure that the areas of most relevance to participants are covered. The main focus areas are likely to include:

1. **Organisational Management** Organisational structures, cultures and systems; the nature of leadership and management; individuals and organisations; managing change and innovation
2. **Human Resources Management** Staff recruitment procedures; recruitment & selection procedures; meetings and internal communications; staff development; teacher development; observation and feedback; performance management and appraisal; managing conflict; team building
3. **Academic Management** Programme development and management; the curriculum and syllabuses; student admission and placement; timetabling and schemes of work; managing teaching / learning materials and resources; managing assessment and testing; student counselling; record-keeping; project management
4. **Managing Quality** Planning for quality; establishing standards; monitoring and evaluation; feedback systems; client satisfaction procedures; assessment, inspection and accreditation
5. **Marketing Management** Marketing in education; market analysis and segmentation; brands and market presence; market and product development; promotion and sales; customer relations management
6. **Financial Management** Business plans; budgets, forecasts and financial reports; cost control; reporting; business information systems

Time will be built into the course for reflection and for participants to consider how to adapt ideas from the course to their own context.

All NILE's courses involve a significant element of English language improvement and/or development of language awareness.

## How long is the course?

Classes are held from Monday to Friday and take place as detailed in the course-specific timetable but within the hours 0915 – 1715.

**What approach is used?**

The 50-hour course provision includes intensive tuition by trainers who are experts in the fields of ELT and educational management, as well as opportunities for reading and research and guest lectures from well-known figures in the field of ELT.

Classes will be practical and 'hands-on' but with reference to relevant theory.

Classes are held from Monday to Friday and take place as detailed in the course-specific timetable but always within the hours 0915 – 1715.

**Facilities and resources**

The NILE course venue includes an extensive ELT library and computer suite with Wi-Fi throughout the buildings. Each course has an accompanying online platform which enables you to access course materials and share ideas and materials with other course participants as well as a comprehensive online library. This is available for six months after the course so you can keep in touch with your colleagues and continue to access course materials once you have returned home.