



"We make learning special"

Management in ELT

This course is intended for those who have, or shortly expect to have, management roles and responsibilities in ELT institutions, for example, directors/heads of studies, heads of department, senior teachers, inspectors, language advisers, resource centre managers and others with managerial positions or functions.

The course is designed to enable the participants to become better managers, whatever their particular post. The course will cover a range of key issues in ELT Management in the broad areas of Academic Management, Financial Management, Administration, Marketing, Human Resources and Quality.

The course will be delivered through a combination of carefully guided reading, seminar presentation and discussion, workshops, case studies, focus groups, mini-projects and tutorials, selected as appropriate.

Main focus areas will include that which is most relevant and useful to the participants from the following:

Academic Management:	structures and systems; managing professionals; staff selection; leadership; communication; observation and feedback; appraisal; staff development; innovation; managing change and conflict
Financial Management:	business plans; budgets; cost control; cashflow; pricing policy; tendering; forecasting; reporting; information systems
Marketing:	market analysis; finding new markets; product development; promotion, marketing and sales; advertising; staying ahead
Human Resources:	why people are the most important asset; recruitment & selection procedures; interviewing; contracts; skills audits; skills profiles & job descriptions; succession planning; appraisal & review
Quality:	planning for quality; monitoring and evaluation; feedback systems; client satisfaction procedures; total quality management.

Course Methodology

NILE courses are taught in a range of ways, but the underlying principle is that all courses should be taught using methodology that course participants can adapt and emulate for themselves on returning to their classrooms. Sessions are built into each course to allow course participants to reflect on the way that they have been taught and review the suitability of the strategies and techniques for their own circumstances.

Preparation and follow-up

All course participants are issued with a pre-course questionnaire to be returned prior to the course. This is to ensure that the areas of most significance to participants within the general course area are covered. In addition, participants are sent an indicative reading list covering some of the topics to be dealt with on the course. Participants are also asked to bring along to the course information and materials relating to any project they are involved in or have recently completed, which could benefit from supportive critical comment during the course.

Towards the end of the course there is a "where next" session with the group as a whole, or with individuals. This session is used to review the concepts and practices dealt with on the course and to see how they will apply to the participants' workplace on their return. Open-ended follow-up consultation is available to all course participants after the course via email.

Timetable

All courses are held between the hours of 9 am and 5.30 pm. The working day normally starts at 9.15 am and ends at 3.30 or 5.15 pm. All courses last for a minimum of 25 hours per week.

In addition to the main course team, courses often have one or more visiting guest speakers. These are usually well-known figures from the world of EFL/ESL who have published and lectured widely or who are well-versed in the changing face of Britain and the role of English in the world-wide community. Recent speakers on NILE's Summer Guest Speaker Programme (June – September) have included: Mike McCarthy, Ron Carter, Jeremy Harmer, Michael Lewis, Nick Owen and Brian Tomlinson,

Since most of NILE's courses are for serving teachers or teachers in training, these sessions with visiting speakers, along with the extra-curricular programme, represent an ideal opportunity for course participants to mix socially and professionally with teachers from a wide variety of different countries and contexts.