



Face-to-face Professional Development Course

NILE
PART OF THE INTRAC GROUP

macmillan
education

Management in Language Education

50 hours face-to-face course in Norwich

17 - 28 July 2017

This course will enable you to focus on, and raise your awareness of, important aspects of ELT management. You will develop **specific competences relevant to your own positions** and work with fellow professionals from a range of settings and countries on issues facing those in educational management. The course will cover some or all of the following aspects:

- **Organisational structures, cultures and systems;** the nature of leadership and individuals and organisations; managing change and innovation
- **Staff recruitment procedures;** recruitment & selection procedures; meetings and internal communications; staff development; teacher development; observation and feedback; performance management and appraisal; managing conflict
- **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
- **Planning for quality;** establishing standards; monitoring and evaluation; feedback systems; client satisfaction procedures; assessment, inspection and accreditation
- **Marketing in education;** market analysis and segmentation; brands and market presence; market and product development; promotion and sales; customer relations management
- **Business plans;** budgets, forecasts and financial reports; cost control; reporting; business information systems
- Important aspects of management, especially **management in education**
- **How to develop** specific management competences relevant to their own positions
- **How to 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

More information about the course at www.nile-elt.com/face-to-face-courses

10% discount and exemption from the £150 registration fee

to claim your discount code contact Alla Soluyanova: a.soluyanova@macmillan.ru, +7 910 4353504.

This course is eligible for Erasmus+ funding.
A programme of social and academic activities is also included.

