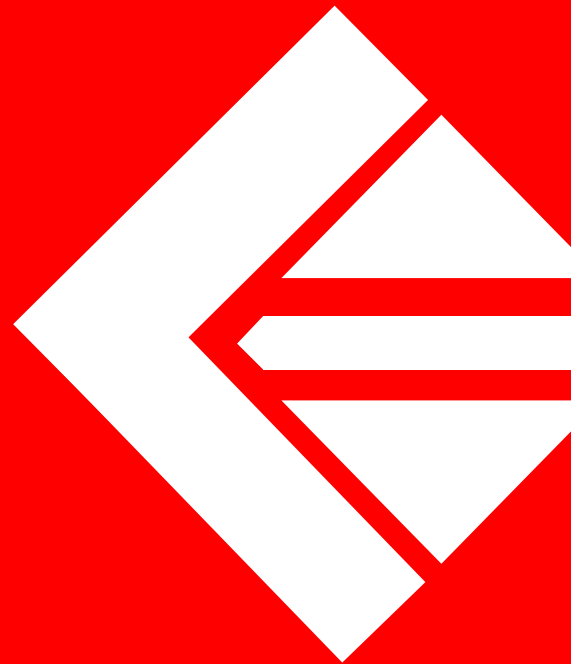


2011-2012

ENGLISHUK 



ENGLISH UK DIPLOMA IN ENGLISH LANGUAGE TEACHING MANAGEMENT (DELT^M)

Validated by

TRINITY
COLLEGE LONDON

English UK Diploma in English Language Teaching Management (DELTM)

DELTM AT A GLANCE

- The only specifically UK-focused ELT Management course for ELT professionals
- A modular format combined with ten face-to-face monthly training days
- Five assignments and an external project that are practical and of direct relevance to your organisation
- Course runs from September to June avoiding the busy summer months
- Provides a comprehensive overview of all major aspects of management within an ELT institution
- Externally validated and certified by Trinity College London

The Standing of the English UK DELTM

The 2011-2012 participants will be the fourteenth cohort of Diploma trainees. Feedback from participants has been overwhelmingly positive and if anyone wishes to be put in contact with past participants to discuss the course we would be very happy to facilitate.

Background

The course was originally developed by Helen Mattacott (ARELS) and Kingsley International (ELT Management Consultants), drawing on advice from ENGLISH UK members and other specialists in the field. The present team of tutors are experts in the field of ELT Management.

Introduction

Many managers in ELT are appointed to the position on the strength of being outstanding practitioners in the classroom. However, many feel ill-prepared for the demands of management as most companies lack the resources or skills to deliver the kind of training new managers require.

The English UK DELTM is a unique course for ELT professionals who want to learn more about business management practices and specifically how to manage a language teaching operation in the UK. Course participants can apply what they learn in their workplaces as they progress through the course and benefit from the regular interaction with other participants and the highly-respected team of ELT management trainers.

The DELTM course is now entering its fourteenth year and has significantly contributed to the development of the careers of over 200 ELT professionals. Many former course participants have gone on to develop successful careers as Group Academic Managers, Principals and Academic Managers. Former participants include a past chair of Business English UK, an ELTON award winner and a popular English UK trainer and consultant.



Interactive sessions with like-minded colleagues



Lead tutor: George Pickering

George is a well-known educational coach, trainer and consultant. In addition to being the lead tutor on the English UK DELTM course, George is also a tutor on the International Diploma in Language Teaching Management (IDLTM) run in Barcelona. He is an inspector of language schools for the Accreditation UK scheme and is also the director of Bell's Teacher Campus at Homerton College, Cambridge. George coordinates the IATEFL ELT Management SIG. He holds a PGCE, an MA in Second Language Learning and Teaching and diplomas in management, coaching and counselling.



Terry Phillips

Terry has been involved in ELT for over 30 years. During that time he has managed educational institutions at all levels and owned an International House school in the Sultanate of Oman. Since 1990 he has worked as a freelance writer, trainer and consultant. As a writer, he has published with his wife, Anna, more than 160 books in all areas of ELT, including the multi-level EAP series, *Skills in English* and, as series editor, many titles in the ESAP series *English for Higher Education Studies*. As a consultant, he has worked in more than 20 countries.

Keith Harding

Keith Harding is a freelance ELT writer, trainer, and consultant. He has worked as a teacher, teacher trainer, Director of Studies, and Principal in the UK and the USA. His training interests include: English for Specific Purposes, Continuing Professional Development, and all aspects of academic management. He has run training sessions in Italy, Iran, Ukraine, Slovenia, and Algeria, and has written several books for Oxford University Press, including *International Express*, various English for Tourism titles, and the *Oxford Resource Book for Teachers on ESP*.



Other Roles

The course tutors are responsible for delivering sessions and marking assignments. The course is externally moderated by Trinity College London to ensure that it meets high quality standards. George Pickering is lead tutor and provides support on academic matters with the English UK Professional Services Assistant fulfilling a course admin and counselling role. Mark Rendell, Deputy Chief Executive (professional services) is responsible for the overall management of the course.

Application Details

In order to secure a place on the 2011-12 course potential participants should return a completed application form with a deposit of £400 + VAT. Subsequent course fees are spread over two instalments.

Course Fees

The course fees for the 11-12 cohort are as follows.

English UK Member Rate:	£1,647 + VAT
Non-Member Rate:	£2,141 + VAT

NB. Course modules are included in the course fee.

Applicants

Applicants would *normally* hold an RSA/Trinity Diploma in TEFL/TESOL, MA in Applied Linguistics/ TESOL/TEFL *or* have a minimum of two years' management experience in an ELT organisation. Normally applicants would be at Principal, Academic Director, DOS or ADOS level. Other applicants will be considered only if they can confirm that an ELT organisation is willing to give them full access to its management systems to enable the candidate to fulfil the ENGLISH UK DELTM course assignments.

Further Details

Places on the course are strictly limited and applicants will be considered on a first come, first served basis. Please note that the 2010-11 course was fully subscribed. In order to ensure that all participants fully benefit from the guidance and support of the course trainers, we will not be able to welcome more than 14 trainees onto this course. Course sessions are normally run on a Thursday on a monthly basis at the English UK training room in Farringdon, near King's Cross in London. English UK is based at 219 St John Street, London, EC1V 4LY. Light refreshments are provided and there are a wide variety of attractive cafés and restaurants in the local vicinity.

To Apply

To apply please ask for an application form from: training@englishuk.com or download a copy from the qualifications section of our website: www.englishuk.com/training.

Syllabus and Learning Outcomes

The following list represents the skills and knowledge that a successful candidate will acquire through study on the English UK Diploma in ELT Management Course.

Module One: Organisational Behaviour

Thursday, 22nd September 2011 with George Pickering

- Have an understanding of quality management issues
- Be able to review your own role as a manager and the management structure in your organisation
- Be aware of the most pertinent legal issues in running an ELT business

Module Two: The 21st Century Manager

Thursday, 13th October 2011 with George Pickering

Understand the principles of effective core management skills and be able to put them into practice:

- Leadership and team building
- Motivation of the individual
- Negotiating
- Stress management
- Conflict management
- Time management
- Handling meetings

Module Three: Human Resource Management (Part One)

Thursday, 17th November 2011 with Terry Phillips

- Be able to devise a recruitment programme appropriate to your organisation
- Have an overview of TEFL qualifications
- Demonstrate good interviewing skills
- Demonstrate an understanding of employment legislation and good practice when devising personnel policies, employment contracts and job descriptions

Module Four: Human Resource Management (Part Two)

Thursday, 15th December 2011 with Terry Phillips

- Have a thorough understanding of personnel issues such as inductions, in-service training and staff development
- Be able to identify staff training and staff development needs
- Be able to identify good practice in observing teachers
- Be able to identify good practice in terms of staff appraisal procedures
- Be able to design fair grievance and disciplinary procedures

Module Five: Financial Management

Wednesday, 11th January 2012 with Terry Phillips

- Be able to do a basic analysis of statistical/financial information
- Understand how balance sheets and profit and loss accounts work
- Be able to cost courses and calculate fixed and variable costs
- Know how to record financial information
- Understand credit control and means of monitoring cash flow

Module Six: Marketing and Sales

Thursday, 16th February 2012 with George Pickering

- Be able to distinguish between sales, marketing and promotion
- Have an understanding of the theory of international marketing
- Be able to identify the skills required to market effectively
- Have an understanding of customer care and public relations
- Have learnt strategies in dealing with agents
- Know how to carry out a market analysis and draw up a marketing plan
- Be able to assess the efficacy of the organisation's promotional literature

Module Seven: Academic Management

Thursday, 15th March 2012 with Keith Harding

- Understand the underlying theories and be able to develop courses through identifying and responding to student needs
- Be able to manage effective placement of students into appropriate level classes
- Be able to monitor student progress through a range of means
- Be able to effectively manage the school's exams programme
- Identify ways of maintaining teaching standards within the organisation
- Understand how to give guidance and support to teachers and students
- Understand the basic principles of syllabus and course design

Module Eight: Specialist Course Management

Thursday, 12th April 2012 with George Pickering

- Identify the basic theories of good practice in business and executive course management
- Have an overview of organising vacation centre courses in multi-sites
- Understand the principles of dealing with under 16s on junior courses
- Identify the principles of good practice in providing English in a teacher's home courses
- Understand the principles of dealing with one to one tuition

Module Nine: The Customer Journey

Thursday, 17th May 2012 with George Pickering

- Be aware of the requirements of health and safety legislation
- Understand the concepts of good customer care when dealing with overseas students in terms of physical comfort, efficiency and welfare
- Be able to identify good practice in terms of student accommodation procedures, student welfare and social programme organisation

Module Ten: Managing Change

Friday, 15th June 2012 with George Pickering

- Demonstrate knowledge of the processes required in the formulation of company policy
- Be able to identify the forces necessitating change
- Understand how to plan the process for management of change
- Understand the ethical issues involved in running a school; fair dealing with staff, students, suppliers and stakeholders and environmental issues
- Identify the skills required for problem solving, trouble shooting and crisis management

Contact:

The Professional Services Team
English UK,
219 St John Street,
London,
EC1V 4LY

(t) 020 7608 7960
(f) 020 7608 7961

(e) training@englishuk.com
(w) www.englishuk.com/training

Company registration no: 5200973

English UK Diploma in ELT Management (DELTM) 11/12 APPLICATION FORM

1a. Personal Details (PLEASE COMPLETE IN BLOCK CAPITALS)

Title:	First Name:	Surname:
Job Title:		
Organisation:		
Work Address:		Home Address:
Tel:		Tel:
Fax:		Mobile:
Email:		

1b. If English is not your mother tongue please state your level of English in terms of the CEFR and give details of any relevant language qualifications that you hold _____

2. Application Information (please attach extra sheets if necessary)

a. Reasons for wishing to attend the course:

b. Details of any relevant management and supervisory experience:

c. We **normally** expect candidates to have an advanced specialist qualification in ELT such as a TEFL Diploma or an MA in Applied Linguistics/TEFL/TESOL and an undergraduate degree. Please give details of any relevant qualifications:

Title of qualification	Institution	Date obtained	Grade

d. Details of **current** or **most recent** employer:

Line manager:	
Organisation:	
Address	
Telephone no:	

- e. Are your course fees being sponsored by the above organisation? Yes/ No
- f. Will this organisation allow you access to its management systems in order to complete the diploma? Yes/ No
- g. Please ensure that a member of the senior management of that organisation signs below:

_____ (organisation name), will allow
 _____ (candidate's name) access to its management systems (financial information, marketing plans, operations guidelines, etc.) in order for the above named candidate to complete the English UK DELTM assignments successfully.

Name: _____ Organisation: _____

Signed: _____ Contact phone number: _____

- h. Please be advised that English UK may contact you to discuss your application in more detail. If you would prefer to be contacted on your mobile rather than work telephone number please advise in the 'personal details' section above.
- i. English UK may wish to contact a referee to further ascertain your suitability for the DELTM course. Please provide the contact details of an appropriate referee below:

Name of referee _____ Job title _____

Contact address _____

Phone number _____ Email address _____

3. Fees

English UK Member Rate (£1,647+VAT)

Non-Member Rate (£2,141 +VAT)

NB. VAT is 20.0%

Please enclose a deposit of £400+VAT (£480) with this application to secure your place on the course.

There are two payment options:

a) If you would like to pay in one lump sum please tick here. An invoice for the remaining course fees will be sent to you if your application is approved

b) If you would like to settle the remaining fees by instalments, please tick here

The instalment payment dates and amounts are as follows:

Payment Deadline	EUK Member Rate	Non-member Rate
Deposit	£400 (+VAT)	£400 (+VAT)
01 st September 2011	£647 (+VAT)	£891 (+VAT)
09 th December 2011	£600 (+VAT)	£850 (+VAT)

Please note that the maximum group size is 14 and places are allocated on a first-come first-served basis.



Registered Office: 219 St John Street, London, EC1V 4LY

t: 020 7608 7960 e: training@englishuk.com
f: 020 7608 7961 w: www.englishuk.com

www.englishuk.com/training