

3 MASTER OF ARTS (EDUCATIONAL MANAGEMENT)

<p>1. Qualification MA</p>	<p>2. Programme Title Master of Arts (Educational Management)</p>	<p>3. UCAS Code N/A</p>	<p>4. Programme Type Modular Full-time Part-time</p>
<p>5. Main Purposes and Distinctive Features of the Programme</p> <p>The main purpose of this programme is to ensure that managers, or aspiring managers, in education or training are able to develop expertise and understanding of HRM and issues of marketing. It also seeks to promote an understanding of the need for sound personnel management. Education and training organisations increasingly find themselves in a competitive marketplace. It is, therefore, increasingly important to use effective marketing tools in order to identify market segments to promote educational and training organisations in order to maximise student enrolment but always from an ethical human resource base.</p> <p>What a graduate should know and be able to do on completion of the programme</p> <p>The specific objectives are that by the end of their chosen programme of study within the scheme, students will have:</p> <ol style="list-style-type: none"> 1. explored educational research, as practitioners and readers; 2. acquired a secure understanding of subject knowledge in their selected areas of study; 3. acquired skills and abilities necessary for them to pursue the demands of their chosen programme successfully; 4. applied subject knowledge, skills and abilities so gained to their own professional context in order to address areas of concern and development needs in an informed, justifiable manner; 5. made informed comment on the applicability, relevance and usefulness of theories, concepts, models, methodologies and techniques applied to practice; 6. evaluated, reviewed and reflected upon their assignment / project work, and provided a reasoned identification of aspects requiring further development. 			
<p><u>Knowledge and understanding in the context of the subject(s)</u></p> <ol style="list-style-type: none"> 1. an awareness of the practical aspects of HRM in organisations (EDU4007) 2. the ability to understand and where necessary participate in HRM activities (EDU4007) 3. a comprehensive and realistic perspective on HRM and HRD (Human Resource Development) and marketing issues (EDU4007) 4. skills and techniques appropriate to managing HRM issues and concerns (EDU4008) 5. the capacities to analyse and critically discuss HRM and marketing case studies, investigations and research Have an awareness of the practical aspects of the marketing of organisations papers (EDU4008) 6. The ability to understand and where necessary participate in marketing activities. (EDU4008) <p><u>Cognitive skills in the context of the subject(s)</u></p> <ol style="list-style-type: none"> 1. Distinguish between qualitative and quantitative approaches in educational research. (EDU3100) 2. Develop an awareness of the practical aspects of the management of organisations. (EDU4002) 3. Develop a comprehensive and realistic perspective on a range of management issues. (EDU4002) 		<p><u>Subject-specific practical/professional skills</u></p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of ethical issues in their analysis of the work of others and in their own work (EDU3100) 2. Be able to relate relevant theoretical concepts covered in the module to educational practices. (EDU4001) 3. Carry out research and development work. (EDU5000) 4. Have applied theory to their own area of practice. (EDU4003) 5. Research and finally produce a written assignment on a topic negotiated with their tutor. (EDU4002) 6. Apply theoretical approaches to their working environment. (EDU4003) 7. Understand and where necessary participate in management activities. (EDU4002) 8. Develop skills and techniques appropriate to an organisational manager. (EDU4002) <p><u>Other skills (e.g. key/transferable) developed in subject or other contexts</u></p> <ol style="list-style-type: none"> 1. Identify their own needs and weaknesses in respect of analytical writing, and plan and undertake appropriate action. (EDU3100) 	

<ol style="list-style-type: none"> 4. Understand the conceptual frameworks developed in the module and be able to interpret them appropriately in relation to your professional practice. (EDU 4022) 5. Evaluate the appropriateness of different research paradigms as applied to specific research examples. (EDU3100) 6. Discuss, critically analyse and evaluate relevant theoretical concepts involved in management performance 7. Have read widely and critically and demonstrated an understanding of the key theoretical concepts. (EDU4018) 8. Undertake critical analysis and evaluation of relevant theoretical views and empirical work within the chosen area of study. (EDU5000) 9. Discuss and analyse management case studies and reports in the light of management theory and their own working practice. (EDU4002) 10. Critically review the literature on management topics. (EDU4002) 11. Analyse and critically discuss management case studies, investigations, reports and research papers. (EDU4002) 12. Have read and critiqued research conducted and reported by others. (EDU4002) 	<ol style="list-style-type: none"> 2. Use appropriate techniques and software applications to produce components of Masters level documents. (EDU3100) 3. Use ICT appropriate to their programme of study; e.g. to interact with tutors and peers over the internet, to access course documentation and learning resources from the scheme's web site. (EDU3100) 4. Use appropriate techniques to undertake literature searches by traditional and electronic means. (EDU3100) 5. Present seminar papers. (EDU4002) 6. Document study and findings in the form of a dissertation(EDU5000) 7. Plan and undertake appropriate study, research, and development work, as necessary in pursuit of the objectives. (EDU5000) 8. Produce a self-profile of current skills, knowledge, and expertise. (EDU4002) 9. Produce a profile of own developmental needs. (EDU4002) 10. Plan, prepare and give presentations. (EDU4021, EDU4007) 11. Communicate effectively orally and in writing. (All modules) 12. Work effectively in groups. (All modules)
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7. Qualities, Skills & Capabilities Profile

A Cognitive	B Practical	C Personal & Social	D Other
Analytical skills	Conduct literature searches	Analyse strengths and limitations of own work	Use information technology
Evaluative skills	Plan, design, conduct research	Work effectively in groups	Give presentations
Skills in synthesising	Analyse and report research findings	Work independently	Reflect on own experience and practice
Critical analysis	Write assignments and dissertations	Plan effectively	Ethics
Research skills	Follow appropriate ethical practice	Communicate effectively both orally and in writing	Review literature
Enquiring skills	Relate theory to practice	Manage time effectively	Scholarship
	Analyse case studies, reports and research findings	Participate in discussions	
	Critique articles and research conducted by self and others		

8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units
Masters Degree: average 3 years (maximum 5 years) part-time, 1 year full-time, 180 credits

Postgraduate Diploma: Min. 3 semesters (max 4 years) part-time, 2 semesters full-time, 120 credits

Postgraduate Certificate: Min. 2 semesters (max 2 years) part-time, 1 semesters full-time, 60 credits

Part II || *Students take 3 core modules + 3 option modules (must include the 2 specialist options) + a dissertation*

Students must complete 3 module assignments in the specialist field of management. Two will be for the two specialist management modules and the third can be from any of the other modules taken by the student.

	<u>Core Modules</u>	<u>Options (normally 20 credits each)</u>	<u>Project (60 credits)</u>
HE6 Modules	EDU3100 Research Awareness and Support Skills Or, where more appropriate EDU4000 Research Methods - Field Studies		
HE7 Modules	EDU4002 Organisational Management And EDU4001 Curriculum Studies	EDU4007 Management Option Module A - Human Resource Management EDU4008 Management Option Module B - Marketing	EDU5000. Dissertation

9. Learning, Teaching and Assessment Strategy

Learning and Teaching Methods

Tutor and student led seminars
 Lectures
 Student presentations
 Student research
 Case studies
 Discussion
 Group and Individual work
 Tutorials
 Practical work
 Student activities

Assessment Methods

Oral presentations
 Written assignments e.g. essays and reports
 Dissertation
 Case studies

Assessment Classification System

Successful
 Unsuccessful

Honours Classification Bands

N/A

10. Other Information (*including compliance with relevant University policies*)

Date programme first offered

September 1998

Admissions Criteria

Standard Requirements

Applicants for the existing Masters will normally have:

(i) a Certificate in Education, or a PGCE, or an equivalent teaching qualification

and

(ii) recent teaching / training experience

and

(iii) one of the following qualifications:

an Honours Degree;
 a Postgraduate Diploma;
 a Professional Qualification recognised by the University of Bolton as equivalent to an Honours Degree

and

(iv) applicants from overseas whose first language is not English will normally be required to have a current IELTS score of 6.5 from an accredited centre.

Non Standard Entry

University of Bolton may admit applicants who are unable to meet these conditions but hold alternative qualifications and/or experience demonstrating appropriate knowledge and skills at Honours Degree level, as exceptional entrants to the Postgraduate Diploma in the first instance. Progression onto the Masters award will be conditional upon satisfactory completion of the requirements for the Postgraduate Diploma.

Indicators of Quality and Standards

High scores by students on the Student Satisfaction Questionnaires
High scores by students on the Module Evaluation Questionnaires
Tutor evaluation reports
Feedback from staff and students at Scheme Committee
Feedback from the External Examiner
External Examiner Reports
Students' assignment work

CURRICULUM OUTCOMES MAP

Outcome / Module	EDU3100	EDU4002	EDU4001	EDU4007	EDU4008	EDU4003	EDU5000
K1				√			
K2				√			
K3				√			
K4							
K5					√		
K6					√		
K7					√		
S1	√						
S2			√				
S3							√
S4						√	
S5		√					
S6		√					
S7		√					
S8		√					
C1		√					
C2		√					
C3				√			
C4				√			
C5					√		
C6					√		
C7		√					
C8	√						
C9				√			
C10							√
C11		√					
C12		√					
O1	√						
O2	√						
O3	√						
O5							√
O6							√
O7		√					
O8	√						
O9		√					
O10		√		√			
O11	√	√	√	√	√	√	√
O12	√	√	√	√	√	√	√

CURRICULUM SKILLS MAP

Modules	Learning to Learn	Communication	Group-work/Working with others	Problem-solving and Planning	Self Management	Use of ICT	Numeracy
Level H6							
EDU3100 Research Awareness and Support Skills	√	√	√	√	√	√	√

Modules	Learning to Learn	Communication	Group-work/Working with others	Problem-solving and Planning	Self Management	Use of ICT	Numeracy
Level H7							
EDU4002 Organisational Management	√	√	√	√	√	√	
EDU4001 Curriculum Studies	√	√	√	√	√	√	
EDU4007 Management Option Module A - Human Resource Management	√	√	√	√	√	√	
EDU4008 Management Option Module B - Marketing	√	√	√	√	√	√	
EDU 4003 Work-Based Module - Developments	√	√		√	√	√	
EDU5000 Dissertation	√			√	√	√	√

ASSESSMENT SUMMARY TABLE

	Essay	Presentation (tutor-assessed)	Dissertation
EDU3100 Research Awareness and Support Skills	Two 1500 word reports		
EDU4002 Organisational Management	5000 words		
EDU4001 Curriculum Studies	5000 words		
EDU4007 Management Option Module A - Human Resource Management	5000 words or	Assignment (representing 75% of the final mark/grade) and take part in a role-play, e.g. an	

		appraisal, exit or disciplinary interview, to be recorded on video, to demonstrate a range of skills required in order to function effectively in the field of HRM (25%).	
EDU4008 Management Option Module B - Marketing	5000 words essay or portfolio		
EDU4003 Work-Based Module - Developments	Project report of 3000 words		
EDU5000 Dissertation			20,000 word