

0089

Paper

Barry Firth
UMIST

contact:
BARRY.FIRTH@UMIST.AC.UK

A Specialist Modular Course for Professional Engineers in Industry

The Department of Process Integration's part-time MSc by Distance Learning as a Case Study – An overview as to how this was conceptualised, marketed and launched along with cost and investment in time. A review of the effectiveness of the joint MSc course with Monash University in Australia will also be presented.

The partnerships. Evaluation of both Academia's and Industry's needs and expectations from a partnership in Distance Learning. This will involve the people in the partnership and their needs and expectations.

Time involved in development and management by the provider and time invested by the partners and participants in the programme with a quantification of the financial input required.

Assessment and Qualifications. The case for live examination and practical assessment while retaining an element of personal contact. Results from our case study.

The rewards that participants can reasonably expect to gain by success and participation.

Marketing of Distance Learning programmes. What strategies are best suited for industry along with the most appropriate format of delivery of the course.

Where next? What is the potential for development of partnerships, market size and method of delivery. New overseas partners. The British Council Link in China, and industry sponsored institutions such as Petronas in Malaysia.