



VISION



MISSION



STRATEGY



ACTION PLAN

## ELT MANAGEMENT



*Management skills are indispensable in language teaching and learning, and the effectiveness of these skills directly impacts the quality of language education, the soundness of a language program and the satisfaction level of both students and faculty in the language classroom.*



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**FOR ACTING OR PROSPECTIVE ELT MANAGERS**

- **Introduction**
- **Organizations**
  - Management theories and styles
  - Types of organizations
- **Human Resource Management 1**
  - Managing staff and hiring essentials
  - Team building and delegating tasks
  - Effective communication
- **Human Resource Management 2**
  - Managing teachers
  - Observation and feedback
  - Supervising and mentoring
- **Academic Management and Quality**
  - Course development and planning
  - Choosing and using new products
  - Quality control measures
- **Project Management**
  - Time and financial management
  - Risk management
  - Stakeholder management
- **Marketing and Change**
  - Marketing strategies
  - Marketing through social media
  - Change management
- **Customer Service**
  - Getting feedback from sponsors
  - Corporate clients
- **Strategic Management**
  - Decision making,
  - Planning and monitoring
  - Performance analysis and assessment

ELTM consists of an introductory module and eight content modules. Here is an overview of course modules and some of the themes offered.

## **CELT Athens Online**



**Attend from anywhere  
in the world**

The purpose of this 30-hour program is to provide educational management skills training for acting or prospective managers of foreign language institutions, senior teachers who are, or will soon be, in positions of responsibility. Here's what this course will do for you:

- Increase performance
- Enhance professional reputation
- Dramatically boost career prospects
- Sharpen skills necessary for anyone from First Line Managers to CEOs



**CAMBRIDGE ENGLISH**  
Language Assessment

Authorised Centre

*Cambridge Delta  
candidates, this  
course prepares you  
for the Module 3  
ELTM specialism  
and a great career  
as an ELT Manager.*

The course will be delivered via Moodle (asynchronously which means that you will be able to log in and complete your coursework whenever you can.

There is no set timetable for this although it is expected that you will need to put in a total of 30-35 hours of individual work to complete tasks set by the course leader.

The course will be completed over 8 weeks. Additional one or two online tutorials in a synchronous virtual classroom will be provided for guidance and support.



CELTA ATHENS

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