

Developing Learning Autonomy in Work-Based, Learner-Centred CPD Provisions



What are the aims of this project?

This project aims to adopt a new approach to developing a truly learner-centred and/or client-centred post-experience CPD learning based on a work-based LTA strategy.

The main objective of this would be to develop learner autonomy in marketing CPD provisions that are based upon marketing 'skills' orientation, rather than being locked into 'standardised' marketing 'subject' modules.

The final outcome will be a new LTA strategy that produces a genuine innovation in work-based postgraduate/post-experience CPD provisions;

What is the background / rationale?

Recruitment to part-time postgraduate provision in Marketing has generally declined. We need to reconfigure the way we compete to re-position ourselves by developing new provisions with a clear focus on delivering 'actual' business improvement. Our target is practicing marketing professionals who are serious about business and personal transformation.

The provisions are work-based, non-standard and centred upon enquiry/problem based approaches targeted at the resolution of real business problems within the learner's organisational context. Partnership is a fundamental underpinning principle. 'Content' is co-constructed and driven by learners who are actively engaging in learning 'as students' as well as its delivery as 'learning partners'.

The development of autonomy in learners is central to the facilitation of learning, engagement and assessment in these provisions.

What are the benefits to student learning?

A key benefit is the development of a new approach to LTA that underpins a new lucrative opportunity for the Faculty by adopting a different approach to the client-centred, work-based CPD market.

If successfully launched, we would be a market pioneer in developing truly learner-centred and/or client-centred postgraduate CPD provisions based on a more 'egalitarian' approach where we all learn and collectively explore solutions and future possibilities.

The outcomes of this project can also be used to inform existing work-based undergraduate and postgraduate provisions in enhancing student experience. For instance, the development of work-related, enquiry-based, action-research and/or solution-driven learning.

How will this project be evaluated?

The project will be evaluated in a number of different ways which include the monitoring of Student/client satisfaction on their learning experience in course evaluation (with clearly acknowledged evidence of personal and business transformation) as well as through dissemination, both internal and external, via conferences, publications and workshops/seminars.

Project Leader

Kiefer Lee

Email: k.lee@shu.ac.uk

Telephone: 0114 225 5198