

ACADEMIC PRODUCT DEVELOPMENT STATEMENT



BRITISH STUDY CENTRES
School of English

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| Aim | To design effective courses. |
| Monitor | <ul style="list-style-type: none">▪ Student feedback▪ Teacher feedback▪ Market demands (from Marketing Department)▪ From student services |
| Policy | The design of the courses will take into consideration the demands and needs of agents abroad, developments in the marketplace, patterns of enrolment, as well as feedback from students and teachers and sound pedagogy. |
| Last update | February 2017 |

PROCEDURE

1. Discussions with agents and representatives overseas to gain feedback on the type of courses students are looking for.
2. Analyse end of course questionnaires to monitor the effectiveness of the courses.
3. Discuss the feedback from course questionnaires and student services in INSET with all teaching staff.
4. Syllabuses revised after consultation and input from teaching staff and Director of Studies.
5. Inter-department meetings to pass on information regarding the courses offered.
6. Marketing department monitor courses offered by other schools in order to keep pace with the current demands of the market. Student enquiries are monitored in the same way.
7. All courses and services are thoroughly reviewed in June every year in preparation for the launch of the new brochure at the English UK conference in early September.