Part I

Programme Title : Master of Public Policy and Management
Programme QF Level : 6
Course Title : Managing Universities in the Global Context: Policies and Strategies
Course Code : PPG6018
Department : Department of Asian and Policy Studies
Credit Points : 3
Contact Hours : 39
Pre-requisite(s) : Nil
Medium of Instruction : EMI
Course Level : 6

Part II

The University’s Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short “PEER & I”):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis
Higher education has overwhelmingly reformed in the past two decades, and those involved in the academic enterprise have yet to tackle with the implications of these changes. The expansion of articulate policies and plans is vital to bring about real and sustainable change in education systems throughout the world. This course intends to expose students via the experience of leading speakers in managing global and local universities, to issues like managing ranking, internationalization, media and communication, system governance, finance and strategic recruitment, intellectual property and higher education, institutional autonomy and academic freedom etc.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

CILO1: Obtain knowledge about and discuss critically the technique of managing universities in a global perspective.

CILO2: Relate and understand the policies and strategies of managing universities.

CILO3: Analyse and develop the importance of managing comprehensive academia.

CILO4: Collaborate with peers to prepare, conduct and critique group research on cutting-edge topics on managing universities in the global context.

CILO5: Communicate critically the findings and analysis of the group research project both orally and in writing.

3. Content, CILOs and Teaching & Learning Activities

<table>
<thead>
<tr>
<th>Course Content</th>
<th>CILOs</th>
<th>Suggested Teaching &amp; Learning Activities</th>
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| An overview on policies and plans that have brought about vital change in education systems throughout the world. | CILO1-2 | Lectures: Presentation and discussion of the frameworks, concepts, practices and synthesis of key references.  
Seminars: Students present case relevant to current communication management issues, topics and scenarios.  
Presentations: Comparing and contrasting different policy approaches in promoting more socially cohesive and politically stable society.  
Web and library search.  
Reading lecture notes and key references.  
Videos, case studies and group discussion. |
| Develops the theoretical and applied background to how higher education institutes function. | CILO1-3 |                                                                                                            |
| An understanding on crucial issues like managing ranking, internationalization, media and communication, finance and strategic recruitment. | CILO1-5 |                                                                                                            |

4. Assessment

<table>
<thead>
<tr>
<th>Assessment Tasks</th>
<th>Weighting (%)</th>
<th>CILOs</th>
</tr>
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<tbody>
<tr>
<td>(a) Seminar Presentation and Discussion</td>
<td>30%</td>
<td>CILO1-4</td>
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5. **Required Text(s)**


6. **Recommended Readings**


### 7. Related Web Resources

<table>
<thead>
<tr>
<th>Name of the Web Page</th>
<th>Web Link</th>
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<tbody>
<tr>
<td>OECD Higher Education Programme</td>
<td><a href="http://www.oecd.org/edu/imhe/otherimhepublications.htm">www.oecd.org/edu/imhe/otherimhepublications.htm</a></td>
</tr>
</tbody>
</table>
8. **Related Journals**

<table>
<thead>
<tr>
<th>Name of the Journal</th>
<th>Web Link (if any)</th>
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<tr>
<td>Academy of Management Learning &amp; Education</td>
<td><a href="http://aom.org/amle/">http://aom.org/amle/</a></td>
</tr>
<tr>
<td>Advances in Developing Human Resources</td>
<td>N/A</td>
</tr>
<tr>
<td>Educational Research Review</td>
<td><a href="http://www.journals.elsevier.com/education-al-research-review/">http://www.journals.elsevier.com/education-al-research-review/</a></td>
</tr>
<tr>
<td>Review of Educational Research</td>
<td><a href="http://rer.sagepub.com/">http://rer.sagepub.com/</a></td>
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9. **Academic Honesty**
The University adopts a zero tolerance policy to plagiarism. For the University’s policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students* ([https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89](https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89)). Students should familiarize themselves with the Policy.

10. **Others**
Nil

*Updated as of 6 Jan 2019*