Abstract: In this public lecture, Professor Turner will examine the key trends which are driving shifts in higher education policy worldwide toward a model of education that is more responsive to the needs of government, that is more interested in engagement with industry, and that is as much about development and modernization as it is about education. What is widely seen as an instrumentalist and managerial turn in education policy is also relatively volatile; the policy settings can be highly unpredictable as they respond to political shifts rather than to changes in the disciplines or prevailing pedagogic practices. While this is frustrating for administrators as well as teachers in the universities, it is the teaching staff who have to negotiate the difficulties on the ground caused by government enthusiasm for the latest big idea. Higher Education policy, almost by definition, occurs at some distance from the coalface of the university, and so it can often set implausible goals to be achieved there. How does one deal with the demands and challenges this creates? Given the lifecycle of the each new idea, to what extent do we need to respond to them at all? This lecture is a pragmatic guide for university teachers which may help them survive the effects of higher education policy.