

## COURSE DESCRIPTIONS 科目簡介

### COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES

#### **MIH501 Globalisation, Policy and Society (from 2018-19)/ Globalisation, Higher Education and Society (in 2017-18) (3 credits)**

This course focuses on several key topics in education and society in East Asia and the rest of the world, with particular reference to analyse how education and society have been affected by the growing trends of globalisation. The course takes an explicitly comparative approach with each of the issues examined through case studies of societies located in East Asia like Hong Kong, Taiwan and Mainland China, Japan, Korea and Singapore, critically examining how the globalising economy and the growing tide of neo-liberalism have affected educational development and social change.

#### **MIH502 Comparative Social Policy Research Methods (3 credits)**

This course begins with a broad overview of the reasons why we might want to compare welfare states, how we might compare its key pillars such as education, employment, social security, housing and health care and the problems that can occur when we do. The remaining sessions are then based around a consideration of comparative data provided by international organisations, including OECD, World Bank, UNESCO, offering students the opportunity to explore the mixed economies of welfare and the key structural changes occurring in the context of increasing internationalisation.

#### **MIH503 Asia Pacific Higher Education Policy and Management Symposium (1.5 credits)**

In collaboration with the Asia Pacific Higher Education Research Partnership (APHERP) and the East-West Center in the USA, as well as East Asia Social Policy Research Network (EASP), an international symposium will be organised at Lingnan University to engage students enrolling in the Master of International Higher Education Management to participate in international research event to enhance their learning and research experiences. Throughout the typically two-day international symposium, students would have the opportunity to learn from leading researchers in the comparative development and policy studies. Research and policy dialogue among scholars and practitioners coming from the Asia Pacific region will focus on the main themes of higher education research and social policy.

#### **MIH504 Internationalisation and Quality Management in Higher Education (3 credits)**

The concept of “quality” has become a central theme in modern Higher Education Institutions (HEIs). Rising tuition fees and the increasing role that it plays in funding universities, state funding, and the desire to apply management principles to the running of universities have all led to the emphasis on quality. The notion of quality has departed from its origins in quality control and assurance that takes a retrospective view of quality in favour of the idea of quality enhancement. Quality enhancement is a forward looking and progressive examination of quality with a view to bringing about change, innovation and improvement and this course will examine practical ways of bringing about such enhancement.

#### **MIH505 Teaching and Learning Strategies (from 2020-21) / Creating an Effective Student Learning Environment (in 2019-20 or before) (3 credits)**

This course introduces students to the study of human learning as it applies to instruction, with particular reference to contextualise the proposed course against the wider policy background of creating a more conducive and inclusive learning environment to address the integration matters arising from the growing diversity of student populations, especially managing the growing complexity of international students admitted to contemporary universities.

**MIH506 Branding and Marketing of Education (from 2018-19) / Branding and Marketing of Higher Education (in 2017-18) (3 credits)**

Branding and marketing of higher education institutions have increasingly sought to differentiate from one another. Universities nowadays are eager to market themselves and build a strong brand for success. In fact, university branding is about much more than logos and mottos. To blend the theory and practice of brand management, this course provides students with the knowledge and skills needed to develop, manage, and promote the core values of a university's brand in competitive markets. This course emphasises on the design of marketing programmes to build university identity and brand equity. Students are expected to obtain a comprehensive understanding of brand management concepts and principles through assignments, readings, case studies, and a course project for practical application and experiential learning.

**MIH509 Regional Study on Education Management in Greater China and East Asia (from 2018-19) / International/Regional Higher Education Policy and Management Institute (in 2017-18) (3 credits)**

In collaboration with major universities in Taiwan, Mainland China, Macau and East Asia, special lectures and class discussions, professional visits and cultural tours will be organised for students. In selected Asian societies, students will be engaged in field observations and field visits to develop a more critical understanding of education management and governance through their active participation in and personal experience and critical reflection. More specifically, this course is an intensive and experiential unit, which provides a platform for students to study beyond classroom. Through observing different higher education institutions, student learning experience will be enhanced through theory-field experience integration and reflection.

**MIH601 Internationalising Education: Institutional Strategy and Development (from 2018-19) / Internationalising Higher Education: Institutional Strategy and Development (in 2017-18) (3 credits)**

In this module you will explore the origins and development of international higher education with particular focus on current drivers and practices. Drivers include economic, political, cultural and academic pressures, while the practices covered will include transnational campuses, international collaborations in teaching and research, the recruitment of overseas students and staff, and the use of new distance learning technologies. These will be illustrated through specific examples in different contexts, making use of both the literature and invited speakers.

**MIH602 Postgraduate Studies Seminar Series (1.5 credits)**

This course provides students with the opportunities to learn from leading scholars and prominent leaders in international higher education and management. Students will be required to attend relevant seminars and to respond to the presentations delivered by the invited speakers. They will also lead and present in peer de-briefing seminars after the guest seminars.

**MIH603 Cases and Workshop for Management Issues in Education (3 credits)**

This course provides a platform for students to critically reflect upon issues and practices in school / university management. Students will be engaged with school principals and university administrators who are experienced in school and higher education administration / management for critical analysis of major management issues and relevant cases in education. Through dialogues and action learning, students will be able to analyze how major management ideas and practices which are popular in the Western societies have influenced school management and university governance in Asia.

**MIH605      Managing Talents and Finance in Education Institutions** (from 2018-19)/  
**Managing Talents and Finance in Higher Education Institutions** (in 2017-18) (3  
credits)

This course covers the management two of the most important resources of an institution, namely human resource and financial resource. Students will learn the essential knowledge in human resource management and financial management and be required to apply it in role plays, cases, and project.

**MIH606      Managing Entrepreneurial Education Project** (from 2018-19)/ **Managing  
Entrepreneurial University Project** (in 2017-18) (6 Credits)

This is an individually supervised and executed capstone project where students will apply what they have learned to a real-world setting. They will demonstrate their knowledge, skills and analytical abilities in the area of international higher education management through the execution of a project on a topic of their choice. Based on the research strength and expertise of the staff at Lingnan University and our strong regional and overseas research networks, students could develop their capstone project on one of the themes related to what they have learned in their courses: (1) Globalisation, Higher Education and Society, (2) Creating an Effective Student Learning Environment, (3) Internationalising Higher Education, (4) Branding and Marketing of Higher Education, (5) Internationalisation and Quality Management in Higher Education, and (6) Effective Management of Resource.

**MIH607      Guided Study in Education Management (3 Credits)**

This course provides an opportunity for students to engage in an independent study on a topic of their own choice relating to education management. With academic guidance of the academic advisor, students may identify an area of professional/academic interest for taking the guided study. The matching between the student and the academic advisor will be based on individual student's learning needs and expertise of the faculty member. Through one-to-one personal tutorials and guidance, students will be expected to orally present the proposal on a chosen topic relating to education and management and complete the research report.

**MIH608      Global Higher Education: Issues and Challenges (3 Credits)**

Higher education is facing an uncertain future due to the interactions of various elements, including the rising trend of anti-globalisation and nationalism, the rapid development of exponential technologies (like the artificial intelligence, biotech, robotics, etc.), and global health crisis (like the COVID-19 pandemic). This course provides opportunities for students to learn and explore how higher education sectors and individual university and college in various countries respond to the issues and challenges in the contemporary world.

Scholars and practitioners in the field of higher education from partner institutions of Lingnan University are invited to share the research and practices of their higher education sectors and institutions in responding to the current issues and challenges. From both theoretical and practical perspectives, the series of seminars and lectures in this course will cover different topics related to the issues and challenges faced by higher education in different contexts of various countries and regions. Students will respond to speakers' presentations and actively engage in discussing the findings with speakers and other participants. Students will be expected to draw connections between the presentations and their current or future research.