

CARL
VON
OSSIEZKY
universität OLDENBURG



Management of Technology Enhanced Learning (MTEL)

Certificate of Advanced Studies (CAS) Strategy and Leadership for Online Learning

Winter Semester 2020/2021

For managers, instructors, designers, and support professionals in higher education environments

With this certificate, you will gain specialised knowledge to:

- Lead and adapt to the organisational challenges and international and transnational issues when adopting distance and technology enhanced learning
- Prepare strategic plans for incorporating online and technology enhanced learning within your institution
- Identify and implement technology solutions that support institutional goals

What you learn today, you can apply tomorrow.

Content

The CAS in Strategy and Leadership for Online Learning consists of two course modules:

- **mtl125** International and Translational Educational Issues in Technology Enhanced Learning (TEL)
- **mtl200** Strategic Management and Educational Leadership in TEL

Start Date: September 28, 2020 • End Date: March 14, 2021 • Degree: Certificate of Advanced Studies (12 ECTS)

Benefits of Online Studies

- Learn from an international network of research experts and practitioners in the field
- Access the classroom anytime and anywhere with flexible and mobile learning
- Engage in real-world examples in applying new knowledge to practical contexts
- Exercise freedom of choice in realising learning goals and objectives
- Study in small groups while receiving personalised support and guidance



In times of rapid technological development, organisational leadership must not only be prepared for change but must also anticipate the potential impact that change will have on the institution. Understanding the international and global cross-border issues surrounding implementation of technology enhanced learning is critical in developing strategic plans.

Prepare and lead your organisation in realising online and technology enhanced learning through strategic development and planning.

MTEL Scientific Director

Prof. Dr. Olaf Zawacki-Richter

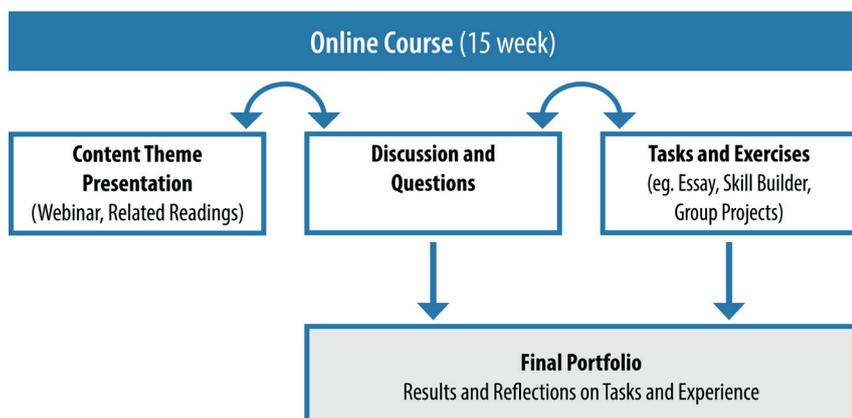


Prof. Dr. Olaf Zawacki-Richter is professor of educational technology and learning design at the University of Oldenburg Faculty of Education and Social Sciences.

»With our professional certificate in Learning Design and Innovation, you have the opportunity to acquire a high-quality, targeted qualification that is tailored to your needs, while gaining the necessary knowledge, qualifications, and skills for incorporating technology into your courses and curriculum. At the same time, you will also learn how to prepare for change and innovation when planning for and realising technology strategies in your organisation. As one of the largest scientific research and professional training centers in Germany, the Center for Lifelong Learning (C3L) uses innovative learning methods to combine high quality teaching with international practitioner expertise to ensure excellence in its continuing education programmes.«

Course Organisation/Learning Concept

Courses span over 15 weeks and are taught completely online using C3LLO, C3L's learning management system (LMS). Each course contains components of presentation, discussion questions, and tasks/exercises, which are aligned with the course content themes. Course design emphasises learner agency and decision-making by nurturing an environment of exploration, creation, collaboration, connection, sharing, networking, and reflection. A variety of technologies are employed in order to broaden your knowledge and exposure to technology trends and developments.



Key Facts

The Strategy and Leadership for Online Learning CAS consists of two course modules (12 ECTS). The certificate degree is internationally accredited and can be later applied as earned credit toward the Master of Arts (MA) in Management of Technology Enhanced Learning (MTEL).

Degree

- Certificate of Advanced Studies (CAS) with 12 ECTS

Length

- 2 course modules

Teaching and Learning Concept

- 12 weeks of fully online course delivery
- 3 weeks of portfolio preparation
- Small learning groups with a maximum of 22 students

Time Investment

- 10-15 hours per week for each course module

Examination

- Portfolio

Admission Requirements

- None

Application

- Until start of first course module in the certificate (mtl125)
- You will be enrolled as a guest student at the University of Oldenburg

Fees

- 900 € per course, plus additional guest student fee: 120 €/Semester

You can complete this certificate in one semester, and all earned credits can later be applied toward the MTEL master. The CAS consists of two course modules that provide you with the knowledge for developing online learning strategies specifically for your institutional context.

Course 1: mtl125 International and Transnational Educational Issues in TEL

Instructor:



Dr. Don Olcott, Jr.,
Global Higher Education
Consultant, Romania

Dates

Module begin: September 28, 2020

Module end: January 24, 2021

»This course examines the development and current landscape of global open and distance education across developed and developing countries. Key topics include cross-border partnerships, emerging business models, academic quality, cultural and linguistic opportunities and challenges, and innovative packaging of content including MOOCs and open educational resources. Additionally, the module compares and contrasts key global professional and international associations (e.g., UNESCO, ICDE, AAOU, OECD, EDEN, USDLA, and The World Bank) the resources these organizations offer, and their diverse roles in promoting internationalism, global trade, and the quality assurance and management of global educational services. A major theme of the module is providing examples and case studies for comparative analyses amongst a variety of open and distance learning providers representing single and dual mode institutions and ODL universities/organizations from developed and developing countries. Private sector providers and government agencies are also covered in these analyses.«

Course 2: mtl200 Strategic Management and Educational Leadership in TEL

Instructor:



Prof. Dr. Yasar Kondakci,
Dean of the Graduate
School of Social Sciences,
Middle East Technical University, Turkey

Dates

Module begin: November 16, 2020

Module end: March 14, 2021

»Decisions about educational and scientific institutional directions should be made strategically, taking into consideration an analysis of the competition, the market orientation and demand, and a clear understanding of institutional core competencies. This course will present and discuss strategic management approaches and methods and their use as a means for strategic control within the institution, specifically in reference to implementation of technology enhanced learning initiatives and projects. Initial course discussion will concentrate on the basic concepts of strategic management and its suitability for educational and scientific institutions: Which products are produced? Who are the customers? And who are the competitors? Next, relevant approaches to strategic management will be evaluated from both market-oriented and resource-based perspectives.«

Registration (Deadline: September 28, 2020)

You can register for the mtl125 and mtl200 course modules using this application form:

https://uol.de/fileadmin/user_upload/c3l/Studiengaenge/MTEL/Download/Formulare/mtel_application_form.pdf

To register for this CAS, it is not necessary to meet MTEL programme admission requirements or apply to the programme.

Earn credit toward the MTEL master

Credits earned through the Learning Design and Innovation CAS can be fully applied to the Management of Technology Enhanced Learning (MTEL) master's degree (MA), allowing you to shorten your study time toward a professional degree. You can also receive credit for prior learning, for example, from competences and skill gained through training and work experience. Please contact us for more information.

Programme advising

I am ready and available by telephone or e-mail to answer any questions you may have about the Learning Design and Innovation CAS or MTEL master's programme.



Dr. Lisa Marie Blaschke

Programme Director
Management of Technology Enhanced Learning (MTEL)

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The Center for Lifelong Learning (C3L) established in 2006, is a research center at the University of Oldenburg. As a scientific institute, the Center for Lifelong Learning (C3L) has been a leader in Germany's continuing higher education sector through the use of innovative teaching and learning formats and in the development and application of credit transfer procedures. Our courses are designed to meet the needs of working adults in companies and public institutions who want to continue their professional development or who are seeking support to develop continuing education programmes at their organisation. C3L employs more than 70 educational development, research, and learning support personnel, with more than 120 professors providing a quality learning experience for C3L students.