

the centre for
excellence in
media practice

cemp

Balancing Work & Study.

- Our project looked at online Masters provision for working professionals.
 - Work-based learning.
 - Action Inquiry.
 - Reflection.
 - Agents for change/improvement.
- Since the project, the new government has expressed the view that more students should undertake online learning.

- It is clear from our research that employers and employees can get a lot out of engagement with HE.
 - Investing in the education of your employees will benefit your business and organisation;
 - Work-based, online-learning;
 - It's a very different experience;



What needs to be done:

- HE needs to be better at educating employers;
- HE needs to be more flexible (online/short courses);
- We need to be more aspirational (professional doctorates);
- HE must develop a better understanding of what working professionals need;
- Employers need to recognise the long-term benefits of investing in their employees in this way.



the centre for
excellence in
media practice

cemp