

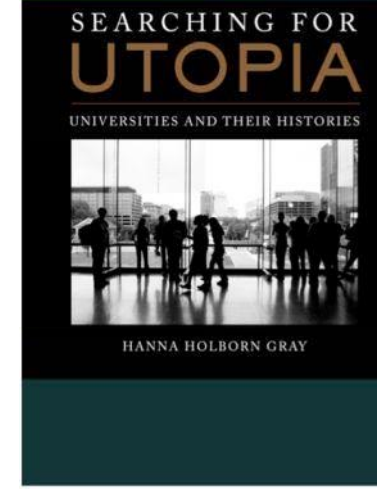
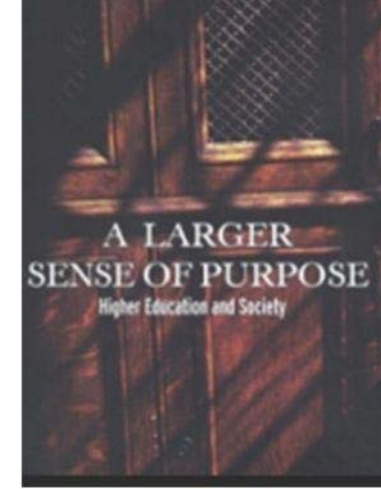
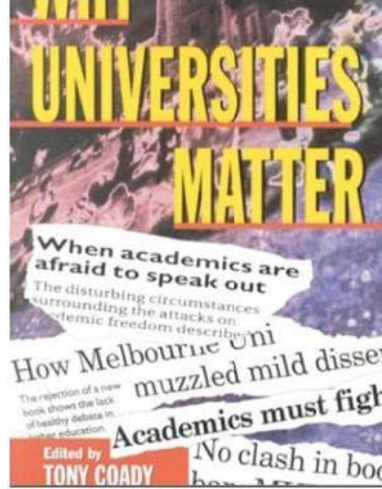
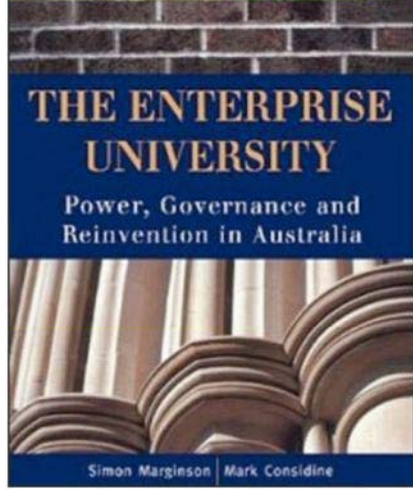


Curriculum Design: A University Perspective

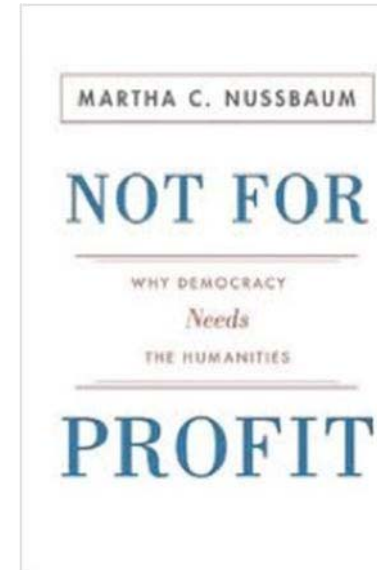
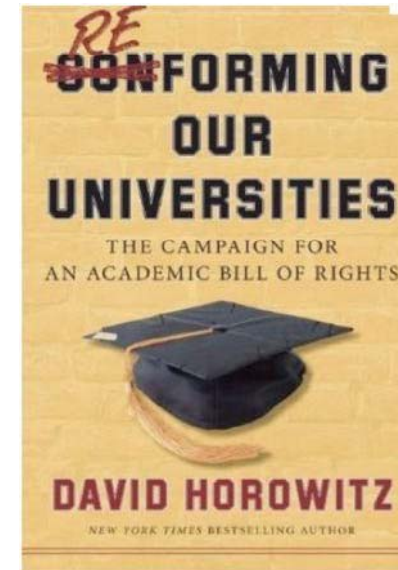
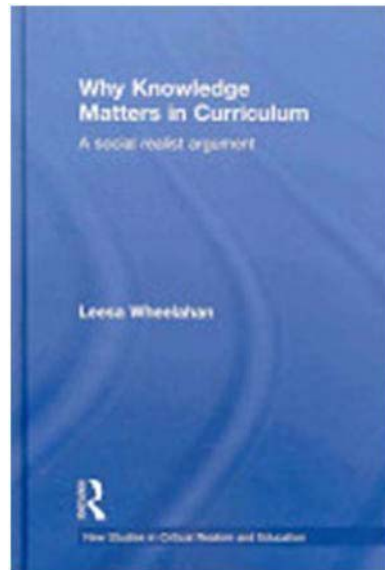
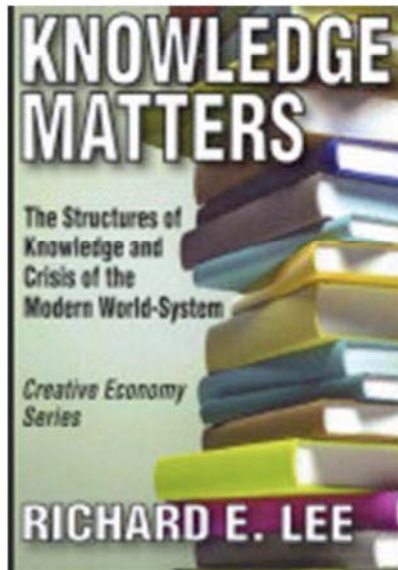
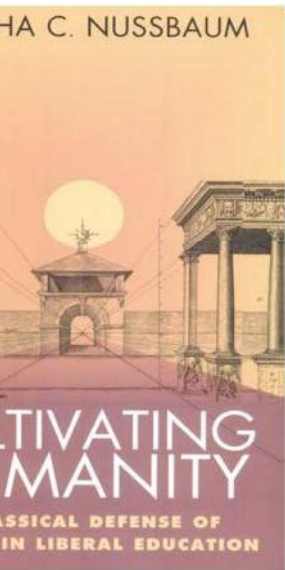
Dr. Dianne Dredge, Associate Professor, School of Tourism & Hospitality Management,
Southern Cross University

THE-ICE Benchmarking Roundtable Series III, June 13, 2012





There is no shortage of opinion...





STAFF CUTS PROTESTS

The University responds

Vice-Chancellor Dr Michael Spence and Director of Corporate Media Relations Andrew Potter justify the necessity of budget cuts

Response to the Rally

On our part the University objects to... advice and a willingness to get involved in the important decision of University life. Earlier have long been an accepted part of the campus experience, and spirited debate and well-reasoned arguments are to be applauded. But as in all areas of society, there are accepted standards of behaviour. Encouraging others to "sing" and "harm management" does nothing to foster... small number of students have overstepped the line - deliberately disingenuous...

Commonwealth grants for infrastructure, and tied donations from philanthropists. This was not meant to be used at our discretion or jump up salaries, but to be spent on specific purposes. In all, we were left with \$25 million in discretionary funds. We have to spend that amount maintaining and upgrading our buildings just to meet our minimum occupational health and safety obligations.

The second myth is that these cuts are "subsidy and stopgap", based solely on research output. Nothing could be further from the truth. Research output was...

Spence faces 'crisis of legitimacy'

The Vice-Chancellor should cancel the cuts or step down, writes David Pink

Spence and David Pink

Cuts must be made

Dominic McNeil pits on the right side of the Spence

The campaign against the University of Sydney's radical cuts has taken on the all too familiar form of party-political rhetoric. It has sought to have its rights won on popular appeal rather than rationally defined arguments. A popularly contest is not the appropriate method to determine how the University of Sydney finances should be structured. The fact that campaigners have had to resort to a popular grassroots movement illustrates the logical security of the position.

"Stop the Cuts" disturbingly gun its... Top 200's "Stop the Bouts". These...



THE NEOLIBERAL ENTERPRISE UNIVERSITY

...ds to lose jobs as universities
...to cope with cuts
...es to replace professors
...to strike over proposals of cuts

... and Owen Bowcott
...nday 7 February 2010 21:33 GMT

More work fewer workers: La Trobe union warning

ANDREW TROUSON The Australian February 10, 2010 12:00AM

Academics at La Trobe University face a... ing loads as faculties cut... ucing casual and sessional... al branch of the National... cation Union has warned.

... that load onto existing staff it will cost... NTEU branch president Virginia Mansel

La Trobe Vice-Chancellor John Dewar Picture: Francis Source: The Australian

...eaching workloads will be intensified by... ting the time allocations set out in the... ly Workload Management System. This will... the expense of research and other... is, unless a lecturer already has a... stablished research track record," she said.

Harried, underpaid staff plan to flee the sector

JULIE HARE The Australian September 21, 2011 12:05AM

TWO in five academics under the age of 30 plan to leave Australian higher education within the next five to 10 years because of high levels of dissatisfaction caused by lack of job security, poor pay and mountains of paperwork and red tape.

And for those aged between 30 and 40, the figure is one in three.

Dissatisfaction and insecurity are so rife among casual and sessional staff that a new report for the Department of Education, Employment and Workplace Relations estimates that close to half the





Building a stronger future: Balancing professional and liberal education ideals in undergraduate tourism and hospitality education

www.tourismhospitalityeducation.info

External Challenges

Boundaries between universities and vocational education providers have become blurred:

- Academic mobilities
- Student mobilities
- Institutional mobilities

Increased competition and ‘the race to secure the pipeline’

Market/student-driven system where ‘consumer is king’

Academic workforce ‘under the hammer’

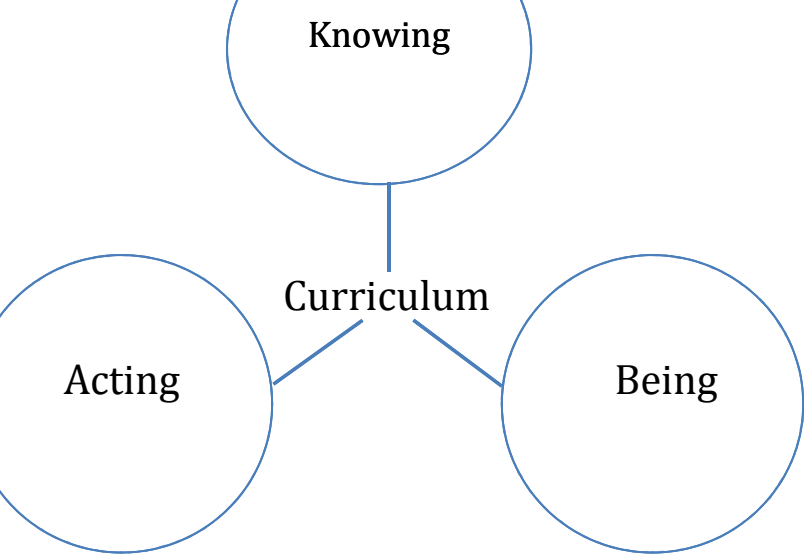
Industry is ‘doing it tough’



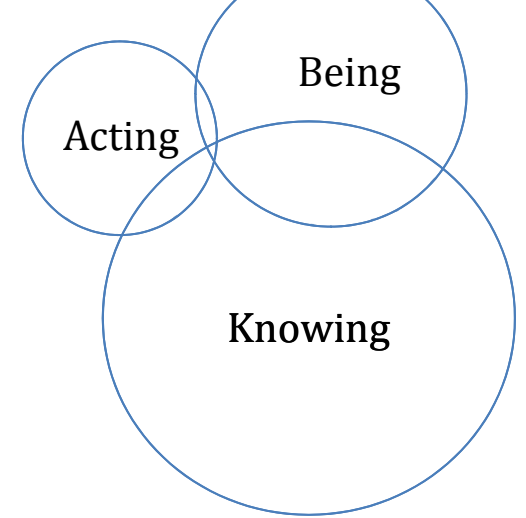
Internal Influences

- Improving efficiencies: the industrialisation of teaching
- Quality assurance and standardisation
- Casualisation of staff with consequences for curriculum content, assessment, pedagogy, delivery, etc
- Tensions between a curriculum for industry or for broader societal goals
- Academic/institutional identity is confused



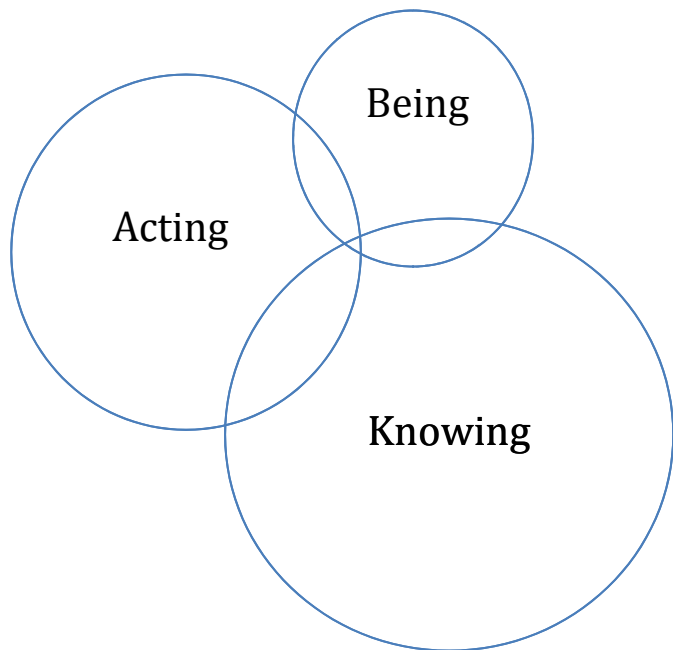


GENERAL SCHEMA

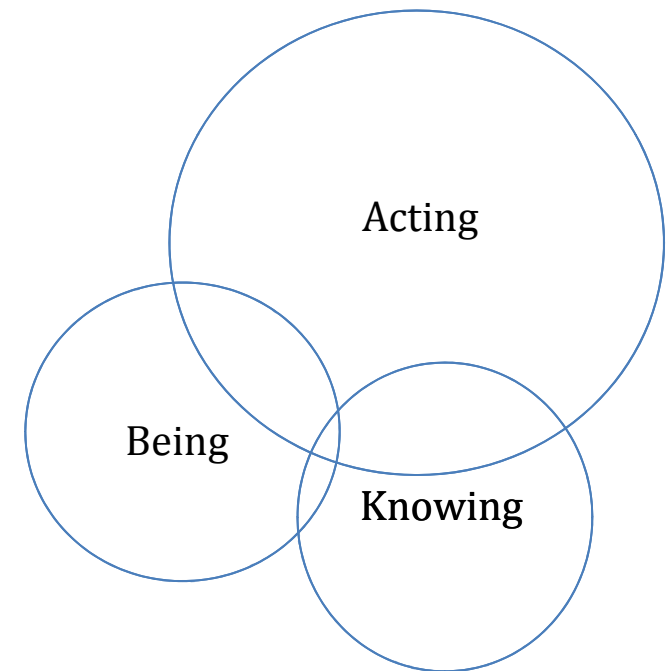


CURRICULA IN ARTS & HUMANITIES

The curriculum



CURRICULA IN SCIENCES & MATHEMATICS



CURRICULA IN PROFESSIONAL STUDIES

Expert practice

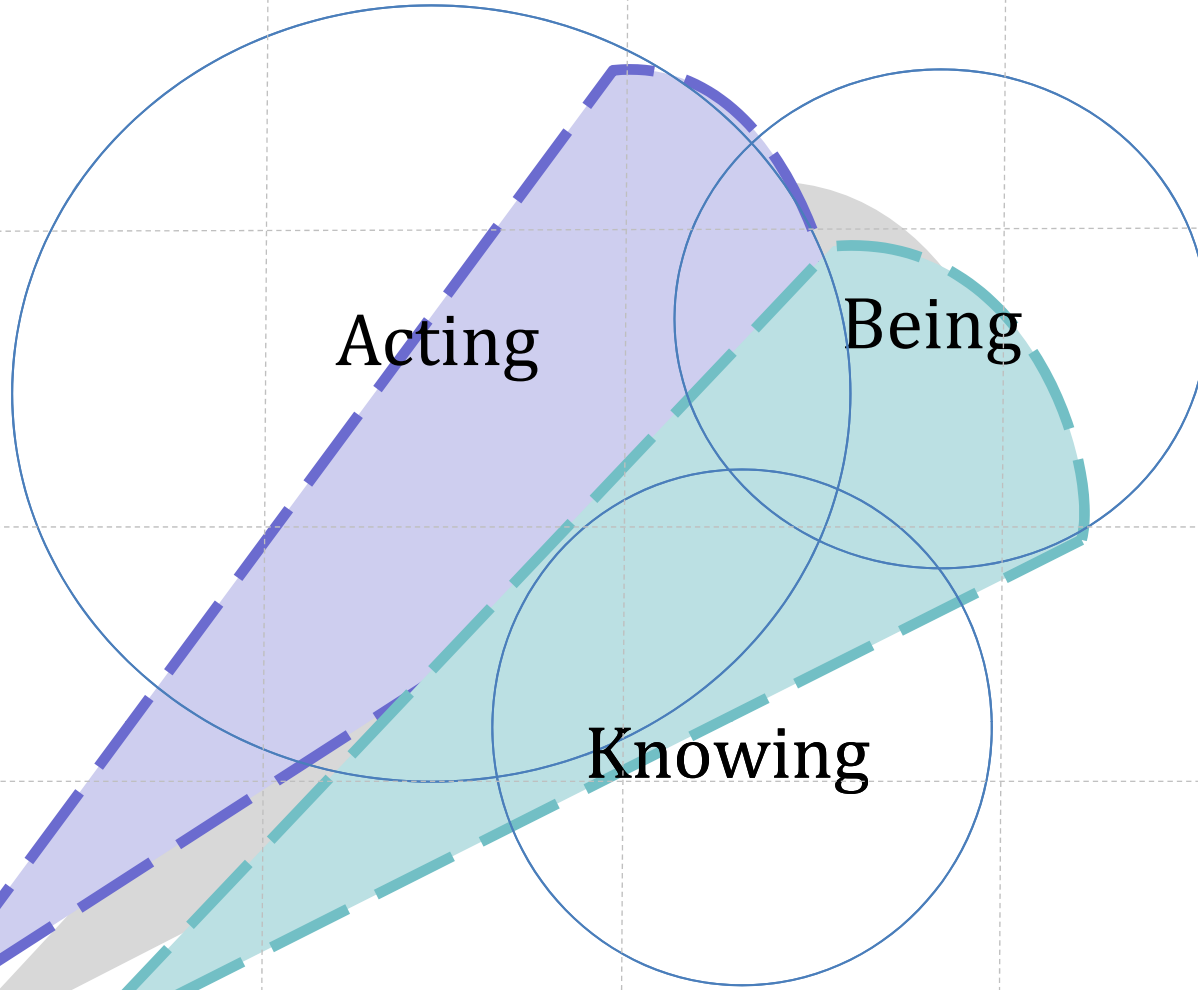
DOING

Basic skills

Simple concepts

KNOWLEDGE

Complex knowledge



Acting

Being

Knowing

Inputs for Curriculum Design

- Clarity of *purpose* of the offering (industry, public good)
- Clarity of *values* embedded within and threaded through
- Based on unique *academic assets* and strengths
- Clarity about the *stakeholders* and how much influence they should have
- Clarity of *student body* (characteristics, expectations, socio-economic background, academic support required)
- Balance standardisation while allowing for *the creative artistry* of good teaching



Observations: Content

- Sustainability
- Ethics and values
- Internationalization & cultural diversity
- Work integrated learning, service learning, problem based learning, reflexive practice learning
- Curriculum mapping subjects and programs
- Assessment development and alignment
- ICT environments and possibilities
- Creativity, inspirational teaching practice



A final thought:

The *up* side of down IS to remember the intrinsic reward...

...the unit was professional and engaging, and the lecturer is passionate about the subject ...”

...I loved only having six topics which covered all the assignments and we could get into it all in so much more depth...”

...I want to point out that I found the material being taught and how it was taught was really well done, honestly probably the best in all of my units previously done. You could definitely see the time and effort that was put in the planning of the unit.

...I finally figured out that this is what I want to do as a career. I am passionate about it after doing this unit....”

