

Postgraduate(Coursework) Strategy 2018-20

Outcomes and Reporting Framework

Aim

The Postgraduate (Coursework) Strategy aims to diversify ACU's student profile and revenue streams. It will achieve this by increasing postgraduate (full fee paying) coursework student enrolments and enhancing the postgraduate student experience.

The Strategy Updated

In 2018 ACU commissioned an independent analysis of our current postgraduate (PG) offerings and strategies to inform the University's positioning in domestic and international markets. More intensive analysis was focused on the Faculty of Law and Business (FLB) to support future directions. The Postgraduate Strategy is an ACU wide approach involving faculties and directorates.

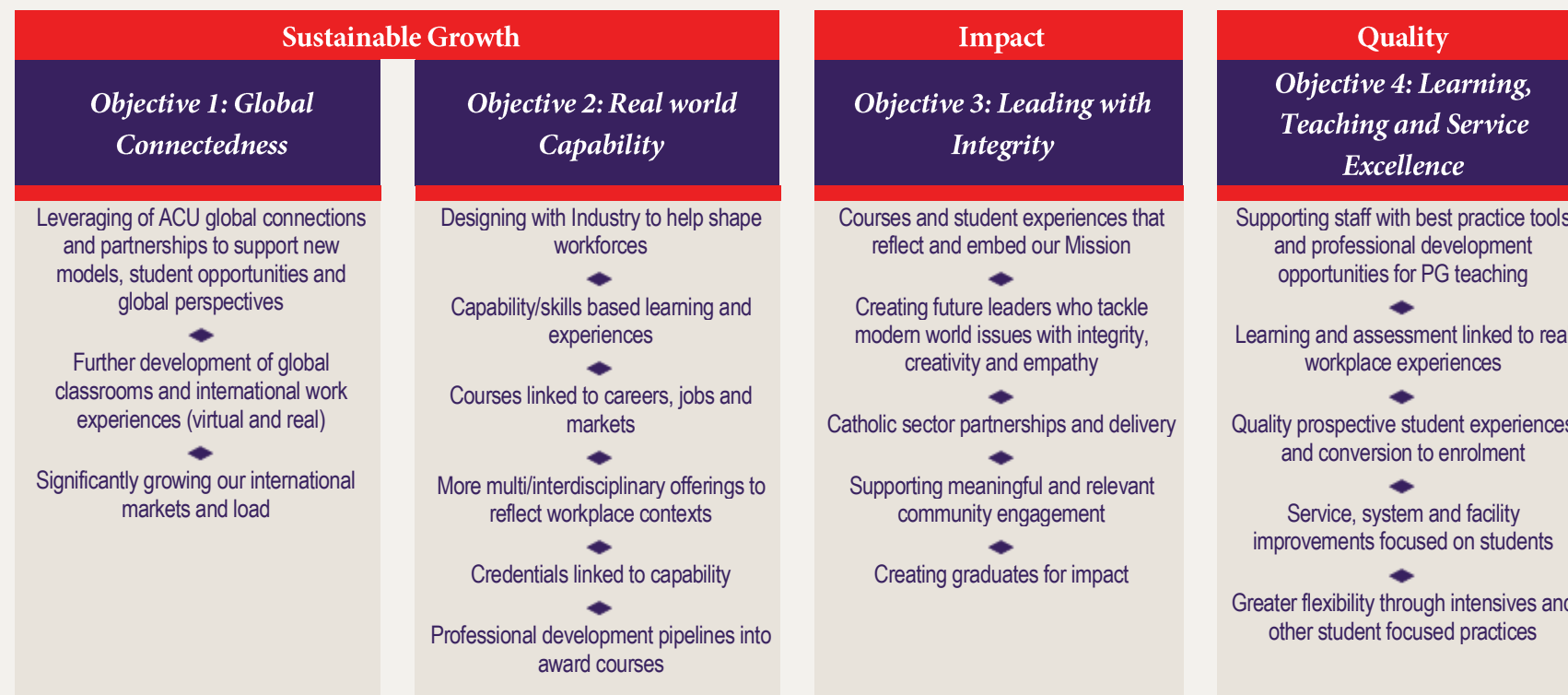
This independent analysis indicates continued opportunities for ACU to grow our postgraduate load, particularly in international markets. The more intensive analysis of FLB offerings indicates there is scope for further growth in ACU's international postgraduate student load. Specific recommendations from this research focus on: translating ACU's Mission more effectively into PG offerings that resonate with markets; further leveraging our global connections and areas of current expertise; introducing a more structured approach to working with industry and a greater focus on quality learning; teaching and student experiences aligned to students' individual needs and goals. This research along with previous market analyses, brand research and recent ACU experiences and course developments have informed this updated 2018-20 Strategy.

2018-20 Postgraduate Strategy – Objectives/Priority Areas

The Strategy objectives have been updated to reflect an increased focus on growth, impact and quality.

They reflect a consolidating of effort and offerings around industry and 'real world' capability, ACU's Mission and related global opportunities and offerings for growth. Excellence in learning teaching and services is central to the Strategy to create a stronger postgraduate reputation and culture. The Strategy aligns with ACU's Strategic Plan Goals focused on Catholic Identity, Academic Profile and Excellence in all areas of teaching (providing students with a distinctive, responsive and relevant learning experience).

The four updated objectives are:



Stronger Postgraduate Culture: See, Do, Think, Know, Feel