

[Qualifications]

It is also important to think about minimum qualifications needed for academic leaders. Well qualified academic managers who are across the many and diverse areas of ELT are essential to managing the many risks that arise at a busy Centre. A well-qualified academic manager with post-graduate TESOL qualifications, as well as many years of experience in the industry, is an invaluable asset to a Centre. This kind of staff member can quickly judge and act on critical incidents in a timely manner. For example, a well-qualified and experienced Director of Studies has superior course development, marketing and academic counselling skills.