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From Teacher to Manager: Managing Language Teaching Organizations

By Ron White, Andy Hockley, Julie Van Der Horst, and Melissa S. Laughner

Cambridge University Press, Cambridge, UK, 2010. Paperback. Book Condition: New. First Edition. This is a handbook for managers of language teaching organizations such as Directors and Assistant Directors of Studies, Academic Directors, and School Owners, including those moving into a management role from teaching or administration. It provides an introduction to key concepts required by managers of language teaching organizations, covering topics from strategic and operational financial management, sales and marketing and customer service through to academic and human resource management. This book is also suitable for candidates undertaking the Cambridge ESOL International Diploma in Language Teaching Management (IDLTM). Contents Introduction Chapter 1 Managing in the LTO Chapter 2 Organisational behaviour and management Chapter 3 Human resource management Chapter 4 Marketing and sales Chapter 5 Customer Service Chapter 6 Strategic financial management Chapter 7 Operational financial management Chapter 8 Academic management Chapter 9 Managing change Chapter 10 Project management Appendix Glossary References Index. Printed Pages: 294. Size: 185 x 240 Mm.



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