

**Master of Arts
Work Based Learning Studies** Reg. No.250470
(Coaching, Learning and Development)

**Master of Arts
Work Based Learning Studies** Reg. No.250470
(Counselling)





Middlesex University

Middlesex University based in London, United Kingdom (UK) with a distinguished heritage of excellence and innovation in higher education. There are over 40,000 students on Middlesex courses at campuses in London, Dubai, Malta and Mauritius, and with prestigious academic partners across the world.

The University's mission is to provide internationally outstanding research and teaching in higher education that make a difference to people's lives. The University offers a wide range of practical courses, from arts and design, business, health and education, law, media and performing arts, and science and technology; and it is renowned in work based learning studies courses.

Institute for Work Based Learning and East Asia Work Based Learning Centre

The Institute for Work Based Learning (IWBL), Middlesex University is the pioneer in development of Work Based Learning Studies (WBS) in the United Kingdom (UK). IWBL manages all WBS programmes offered by the University, and has been offering WBS programmes from Certificate to Doctorate levels since 1995. Middlesex University was awarded a Queen's Anniversary Prize for Higher and Further Education for Work Based Learning in 1996 for its role in integrating formal education and employment. In 2005, the Higher Education Funding Council for England designated Middlesex University as a Centre for Excellence in Teaching and Learning in Work Based Learning.

In 2000, the Middlesex University East Asia Work Based Learning Centre (EAWBLC), an overseas teaching centre of the IWBL was established in Hong Kong, providing academic leaderships, teaching, learning resources, and local support for students who study WBS programmes in Hong Kong.



Hong Kong Management Association

The Hong Kong Management Association (HKMA) is a non-profit-making incorporated body established in 1960. Over the past years, the Association, with a mission to train and develop human resources, has been actively taking part in training tens of thousands of management personnel and professionals, thereby raising the standard of management and improving its quality in Hong Kong. Over 2,000 integrated and well-balanced courses are offered by the Association and attended by some 50,000 participants annually. As part of HKMA's deep commitment to providing opportunities to local executives and professionals for continuing development, the Association, in partnership with a number of overseas universities, offers a series of programmes leading to Bachelor's, Master's and Doctoral Degrees in various areas of studies.

Work Based Learning Studies

Middlesex University pioneers the field of WBS. WBS is centered on the principle that learning takes place in all areas of life, as well as in the classroom; and it is designed to meet the development needs of employers and employees. It also aims to realise student's potential by using innovative methods to develop knowledge and skills they gain through the design and implementation of real-life work based projects. It is especially beneficial for students who wish to combine higher education with professional development. Every Work Based Learning Studies programme is as unique as the person who creates it. Therefore, unlike conventional universities, Middlesex University offers a customised approach to learning. The programme is designed by the student's based on their work role and professional development needs.

Benefits of WBS

- ✓ Adopt a customised and flexible modes of study
- ✓ Provide opportunities for personal development, career and professional development
- ✓ Learn and develop within the context of the work role and the working environment
- ✓ Identify and reinforce existing professional knowledge and skills
- ✓ Undertake critical reflection to improve personal effectiveness
- ✓ Attain an academic qualification that is relevant to work
- ✓ Contribute creation of corporate knowledge through work based learning project

WBS Programme Features

The MA in WBS programme has the following features and flexibilities:

- 20-month programme
- Minimum lectures to attend, and with UK designed resource packs
- Intensive workshops and tutorials
- Assessment is coursework-based
- Non-degree applicants are eligible to apply
- Access to programme advisors and project supervisors, who will provide advice and feedback to the students' coursework

Recognition of the Degree

The MA in WBS programme allows Hong Kong in-service executives and professionals to study part-time and locally to earn a Master's Degree conferred by a prestigious UK university that is recognised internationally.



Mode of Study

All subject modules are offered in a mode which is delivered through a combination of lectures, self-directed study, and intensive evening workshops and tutorials; and advising sessions and supervising sessions by programme advisors and project supervisors; held in Hong Kong at either Middlesex University EAWBLC or HKMA learning centre, conducted by Middlesex University and HKMA academic staff.

Tutorials, Workshops and Consultations

The face-to-face tutorials and workshops for each subject normally consists of 3 - 6 meetings of 3 hours each. There will also be individual consultations on coursework preparation. Discussions with, and feedbacks from, the lecturers, programme advisors and project supervisors may also be conveyed via fax, e-mail, or face-to-face consultations. Please refer to attached the APPLICATION INFORMATION for a Timetable of classes of this coming semester (tentative).

Programme Assessment

Each module will be assessed on the basis of coursework. Students are required to complete specified course assignment(s) for each module including Work Based Learning Project. In addition, assessment for the Work Based Learning Project is based on a written report as well as a 30-minute oral presentation.

Admission Requirements

All applicants of this programme should have:

- Recognised professional qualification or a first degree from a recognised institution; or
- HKMA / PolyU or HKMA / Lingnan University Diploma in Management Studies (DMS) or equivalent qualification(s) awarded by other institutions; and
- 5 years of executive experience; and
- Proficiency in English language.
- Alternatively, practising HRM/HRD/counselling/social welfares professionals with no less than 8 years of executive experience and who can satisfy the Admission Committee on their personal motivation and communication ability.*

* *These individuals may be required to attend an interview and will be considered on a case-by-case basis, subject to their academic and work experience.*





MA in WBS (Coaching, Learning & Development) Programme - MACLD

There are high demands in both public and private sectors for effective HRM/HRD professionals, who have expertise in coaching, learning and development fields. They play a key role in upgrading the technical and business skills of the current work force, broadening the preparation of new workers, as well as promoting labour force adjustment and workplace learning to meet the challenges of a knowledge-based economy that competes globally.

Aim and Objectives of the MACLD WBS Programme

The aim is to help people to achieve excellence in their HRM/HRD professional practice, to help them institute changes within their organisation through coaching, learning and development initiatives.

The objectives of the MACLD programme are to enable students to:

- Identify and reinforce existing HRD concepts, skills, and good practices
- Effectively manage and critically evaluate their work based learning of HRD within the organisational context
- Recognise and meet individual, organisation, and industry needs and expectations in the field of coaching, learning and development
- Undertake work based research project that will have an improvement of practices within coaching, learning and development fields

Target Students

The programme is suitable for in-service adult educators, HRD professionals such as coaches and trainers, HRM executives; and other suitable candidates, who play a role in coaching, learning and development.

Programme Structure

The MACLD programme consists of two parts:

- (1) Four Specialist Modules
- (2) Four Core WBS Modules

The MACLD programme, of 20-month duration and consisting of five semesters, is built on a 180-credit-point structure comprising 8 subjects, including a work based learning project of 12,000 words.

Programme Fee

HK\$88,980

Trimesters	Module Code	Module Name	Level 6 Credits	Level 7 Credits
1	CTD 3115	Adult Learning, Coaching and Training in Organisation	15	
	CTD 4015	Organisational Diagnosis for Human Resource Development		15
2	CTD 3315	Advanced Workshop on Coaching Skills	15	
	CTD 4215	Developing Successful Training and Development Projects		15
	WBS 4810	Continuing Professional Development		10
3	WBS 4630	Advanced Practitioner Inquiry		30
4	WBS 4220	Effective Writing for Professional Practice		20
5	WBS 4760	Negotiated Work Based Learning Project		60
Total Credits: 180			30	150



**Middlesex
University
London**

MA in WBS (Coaching, Learning and Development)



MA in WBS (Counselling) Programme - MACON

Counselling helps people to appreciate aspects of lives, relationships with others and of themselves. It also helps practitioners to examine in detail troublesome behaviours or situations they are faced with, and to find areas where it would be possible to initiate some changes. Counselling may facilitate the client to look at alternative solutions and help him/her to decide the best options.

Aim and Objectives of the MACON WBS Programme

The aim is to help people to achieve excellence in their professional counselling practice, to help them be aware of and enhance their individual counselling approach; developing them to be more effective in different counselling situations.

The objectives of the MA in WBS (Counselling) programme are to enable students to:

- Identify and reinforce existing counselling knowledge, skills, and good practices
- Effectively manage and critically evaluate their work based learning of counselling with different counselling situations
- Recognise and meet broad knowledge and skills in counselling with in-depth understanding and techniques in specific areas of counselling.
- Undertake work based research project that will have an improvement of practices within the field of counselling.

Target Students

The programme is targeted for practising counselling professional who work in a variety fields of counselling, including healthcare, nursing, teaching and training, community and welfare work, family support services and human resources management.

Programme Structure

The MACON programme consists of two parts:

- (1) Four Specialist Modules
- (2) Four Core WBS Modules

The MACON programme, of 20-month duration and consisting of five semesters, is built on a 180-credit-point structure comprising 8 subjects, including a work based learning project of 12,000 words.

* Graduates of the MA in WBS (Counselling) Programme are eligible to apply to become members of the Hong Kong Professional Counselling Association.

Programme Fee

HK\$88,980

Trimesters	Module Code	Module Name	Level 6 Credits	Level 7 Credits
1	WBS 7421	Mental Health Issues in Counselling	15	15
	WBS 7316	Working with Client's Emotional Reaction: Crisis & Trauma		
2	WBS 7315	Contemporary Approaches to Counselling and Psychotherapy	15	15
	WBS 7420	Advanced Workshop on Counselling Approaches		
	WBS 4810	Continuing Professional Development		
3	WBS 4630	Advanced Practitioner Inquiry		30
4	WBS 4220	Effective Writing for Professional Practice		20
5	WBS 4760	Negotiated Work Based Learning Project		60
Total Credits: 180			30	150





Module Description

MACLD Specialist Modules

CTD 3115 Adult Learning, Coaching and Training in Organisation

The module aims to enable participants to understand what companies need, and how they can develop their employees with the necessary skills to meet these needs. Coaching and training are congruent to the continuous efforts designed to improve employee competency and organisational performance. Students will learn how adults derive their learning from a variety of sources. Participants will also explore some aspects of adult learning so as to ensure that the approaches to be adopted are amenable to employees' continuous development by coaching and training.

CTD 4015 Organisational Diagnosis for Human Resource Development and Design of HRD Programme

The module aims to provide the students with an understanding of the concepts of organisational diagnosis. It focuses on helping students acquire the techniques for analysing the implications of organisational factors for human resource development and the design and evaluation of HRD programmes.

CTD 3315 Advanced Workshop on Coaching Skills

This module aims to enable participants to understand how to use various forms of coaching in a strategic way, namely, creating a personally nourishing atmosphere, while simultaneously making employees more productive.

CTD 4215 Developing Successful Training and Development Projects

Students will learn from the best practices of training and development in Hong Kong by studying the selected cases drawn from companies that won the HKMA Training Award*. Students are expected to compare and contrast; critique and apply what they have learned from the cases to their organisations. Overseas training and development case studies will also be introduced as supplementary reading and examined by students with a view to enhance higher acceptance of HRD practices by organisations in Hong Kong.

* *The Award for Excellence in Training and Development has been organised annually by the HKMA since 1990 to give public recognition of achievements in training and development to companies as well as individuals.*

MACON Specialist Modules

WBS 7421 Mental Health Issues in Counselling

This graduate-level course will expose students to past and current research regarding concepts of “abnormal” behaviours, and the processes of clinical assessment and diagnosis. Topics covered include the etiology, treatment, and management of various types of psychological disorders. A variety of class exercises – including small group activities and video tapes are used to understand mental disorders. A number of controversial issues in abnormal psychology will also be explored and discussed in the course. The current edition of the multi-axial Diagnostic and Statistical Manual of Mental Disorders (DSMIV-TR, July, 2000) will serve as the explanatory basis for the description and analysis of these dysfunctional conditions.

WBS 7316 Working with Client’s Emotional Reaction: Crisis and Trauma

Crisis interventions address urgent situations that are triggered by a specific life event or situational event. The prevalence of acute crisis situations in our society necessitates that counsellors acquire a knowledge and skill base for resolving crisis episodes. Therefore, practitioners using crisis interventions focus on short-term interventions to assist the client to return to a state of stability. This course will focus on learning the basic principles and methods of crisis intervention, debriefing, emotional first aid, and working with suicidal and para-suicidal patients e.g. borderline personality.

WBS 7315 Contemporary Approaches to Counselling and Psychotherapy

Using a framework of examining how people change in counselling, this course will examine major theoretical approaches to counselling and contemporary issues in psychotherapy. While focusing on the distinctive assumptions, principles, concepts and strategies that characterise individual theories of and approaches to counselling and psychotherapy, attention will also be given to commonalities among theories. Moreover, issues of professional ethics in counselling practices will also be critically examined. This course will maintain a balance between theoretical discussions and reflections on the counselling practice. Lectures will be conducted in an interactive manner including both didactic and experiential components.

WBS 7420 Advanced Workshop on Counselling Approaches

This advanced skills training course aims at providing students with practical hands-on experience in doing counselling. Students will have the opportunity to practise basic counselling skills, conduct intake assessments and practise evidence - based interventions of various approaches. Students are expected to actively participate in class and complete practice assignments. Through small group discussions and activities, role-playing and reviewing of videotapes, individual videotape supervision, skills and strategies related to the different phases of counselling will be examined. The training sessions will cover topics such as: Conceptualising and assessment of client issues, concerns and risks; basic counselling skills; cognitive behavioural, solution-oriented and emotional-focused interventions.



MACLD and MACON Core WBS Modules

WBS 4810 Continuing Professional Development

This module is designed to enable learners to critically evaluate their professional development needs and devise a programme to address them. The learner will critically reflect upon learning and professional achievements so far and to devise a professional development plan and programme agreement for future learning development within the relevant work / practice context.

WBS 4630 Advanced Practitioner Inquiry

This module is designed to develop advanced practitioner skills in research and inquiry methodologies in order to design a work-based project / inquiry / activity that has the potential to improve your own practice and that of others. It will explore approaches to practitioner inquiry methods appropriate for your area of work / practice and enable critical reflection upon your position as a practitioner researcher and the ethical implications that could arise during the project.

WBS 4220 Effective Writing for Professional Practice

The aim of this module is to equip learners with skills in searching for and critiquing literature and information from a range of sources, including web-based ones. These skills will enable the learner to compile a range of textual references, which are wide ranging in scope and with suitable specialist depth to inform other work based inquiries / activities. In addition, the learner will develop essential academic literacy skills including the capacity to evaluate key ideas through critical intellectual engagement with the main currents of thought in the learner's own work / practice, and the capacity to critically reflect on the ideas and information presented in the texts.

WBS 4760 Negotiated Work Based Learning Project

This module aims to provide the opportunity to develop projects, inquiries and/or other work based activities that are designed to improve or inform areas of your own or others' work / practice. You will explore and critically discuss your work / practice and demonstrate the learning gained, as well as the development of your knowledge and skills. The learning will be located within your own localised and specialised work / practice.

The themes of projects, inquiries and/or other work based activities are negotiated and can be related to individual professional development and/or organisational development aims.



Application, Enquires, and Contact

Application

To apply for a place in the MA in WBS programme, an application must be lodged with The Hong Kong Management Association. Applications are assessed by, and admission decisions are made, at the discretion of the Institute for Work Based Learning, Middlesex University. For details, please refer to the attached APPLICATION INFORMATION.

Enquiries

For enquiries, please call the HKMA Customer Service Section on 2774 8500 during normal office hours. For course details, please contact Ms Jane Ma on 2774 8552.

Contact



**Middlesex
University
London**

Institute for Work Based Learning
Middlesex University
College House
The Burroughs, Hendon
London NW4 4BT
United Kingdom

Phone: (44) 20 8411 6118
Email: wbl@mdx.ac.uk
Website: www.mdx.ac.uk

East Asia Work Based Learning Centre
Middlesex University
28/F, EIB Centre
40-44 Bonham Strand East
Sheung Wan
Hong Kong

Phone: 2861 3660
Fax: 2117 0611
Email: e.lau@mdxu.org



MACLD / MACON Local Secretariat
The Hong Kong Management Association
16/F, Tower B, Southmark
11 Yip Hing Street
Wong Chuk Hang
Hong Kong
Phone: 2774 8500 / 2774 8552
Fax: 2365 1000
E-mail: janema@hkma.org.hk
Website: www.hkma.org.hk

Comments from Participants

"The MA in Work Based Learning Studies (Coaching, Learning & Development) is flexible and practical, which fulfils my needs in acquiring advanced knowledge and skills and a practitioner-research Master's Degree qualification in human resource development. I have gained extensive interpersonal and practical skills from this programme, which enriched my company's training programmes, making them more engaging and effective. It enables me critically review my experiential learning, and to plan my specialist focus for future development; acquire invaluable work based learning skills for lifelong learning, and lay down a solid foundation to progress my professional career in learning and development."

Yvonne WAI,
Assistant Training Manager, International 5-Stars Hotel Chain

"The work based learning programme recognizes my past knowledge and skills, and enables me to attain a higher education qualification in an affordable and flexible manner. The learning process has enabled me to re-profile my counselling practices into meaningful frameworks that provide insights and directions to my long term personal and professional development."

Vincent Kan,
Vice Chairman, The Samaritan Befrienders Hong Kong

"The programme enhanced my skills and self-awareness on counselling practices. It is designed for practitioners aiming for continuous workplace improvements."

Polly Wong, Nursing Officer

"The MA in WBS (Coaching, Learning & Development) programme enables me to integrate my prior learning, course subjects, and work based learning research project in a practical manner. The programme facilitates me to apply my knowledge and skills to the workplace. It equips me with a holistic approach in dealing with corporate learning & development activities and enhancing my department's role in people development. This augments my confidence and skills in managing my training team and pursuing my professional career in learning & development."

Bonita KU,
Training & Customer Service Manager, Multinational Beauty Corporation





Institute for Work Based Learning
Middlesex University
College House
The Burroughs, Hendon
London NW4 4BT
United Kingdom

Phone: (44) 20 8411 6118
Email: wbl@mdx.ac.uk
Website: www.mdx.ac.uk

East Asia Work Based Learning Centre
Middlesex University
28/F, EIB Centre
40-44 Bonham Strand East
Sheung Wan
Hong Kong

Phone: 2861 3660
Fax: 2117 0611
Email: e.lau@mdxu.org



MACLD / MACON Local Secretariat
The Hong Kong Management Association
16/F, Tower B, Southmark
11 Yip Hing Street
Wong Chuk Hang
Hong Kong
Phone: 2774 8500 / 2774 8552
Fax: 2365 1000
E-mail: janema@hkma.org.hk
Website: www.hkma.org.hk