

Programme development toolkit

Guidelines for the design,
approval, and introduction
of continuing education programmes



Step by step

In an ever faster changing world, continuing education is an essential step for the continuous development of professional life. Career transitions across different roles, firms and even industries require new skills (both technical and social). Hence, continuing education is evolving from an occasional activity to become a genuine lifelong learning project.

Continuing education is essential for ETH Zurich to serve society and support and strengthen the Swiss global competitive strengths. ETH is committed to be present whenever former students and other professionals need us along their career.

Together with you, we will design or further develop educational



programmes that are consistent with the ETH Zurich strategy and regulations and also help your Chair leverage its research output and expand its fundraising abilities.

We will provide expertise and resources to support you from the initial idea to the final programme and beyond.

A handwritten signature in blue ink, appearing to read 'Stefano Brusoni'.

Professor Stefano Brusoni,
Vice Rector for Continuing Education

Further Development

Recurring questions: competencies, didactics, financing, communication & marketing and participant management



Development

Concept

The design is based on the analysis

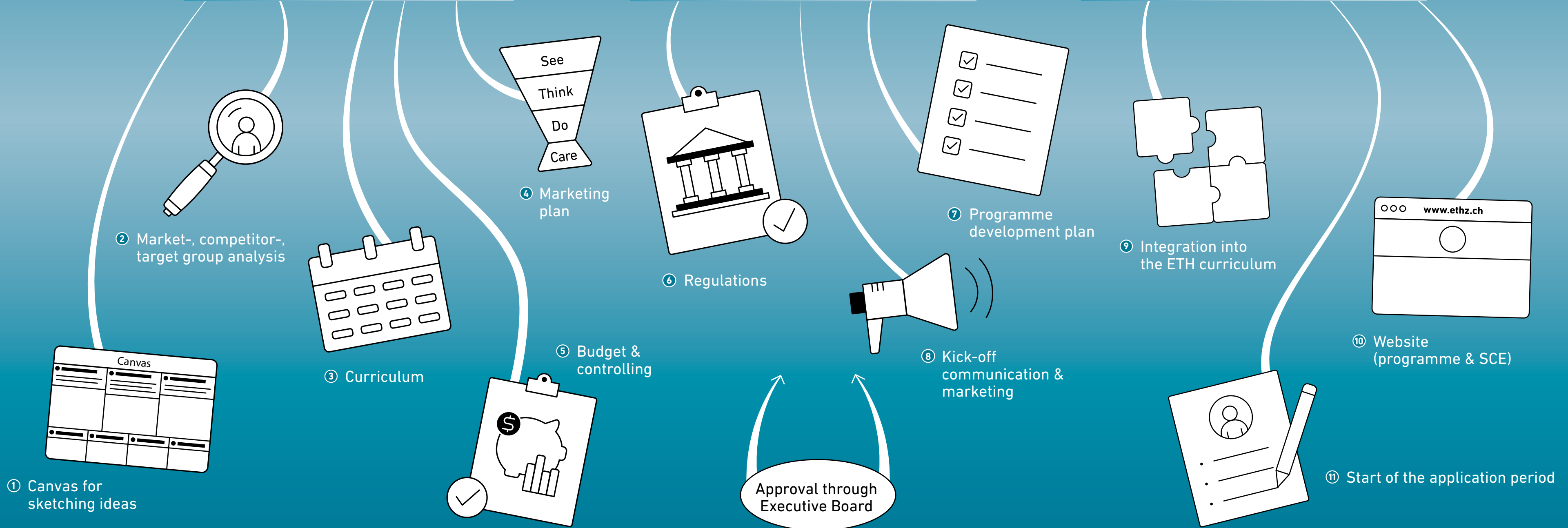
Analysis	Design
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Approval

In line with the strategy of ETH Zurich

Introduction

Integration into the ETH curriculum and launch on the market



Concept

The programme design is based on the analysis of needs and competition.

In a first step, the canvas helps to sort the ideas based on the most important questions.

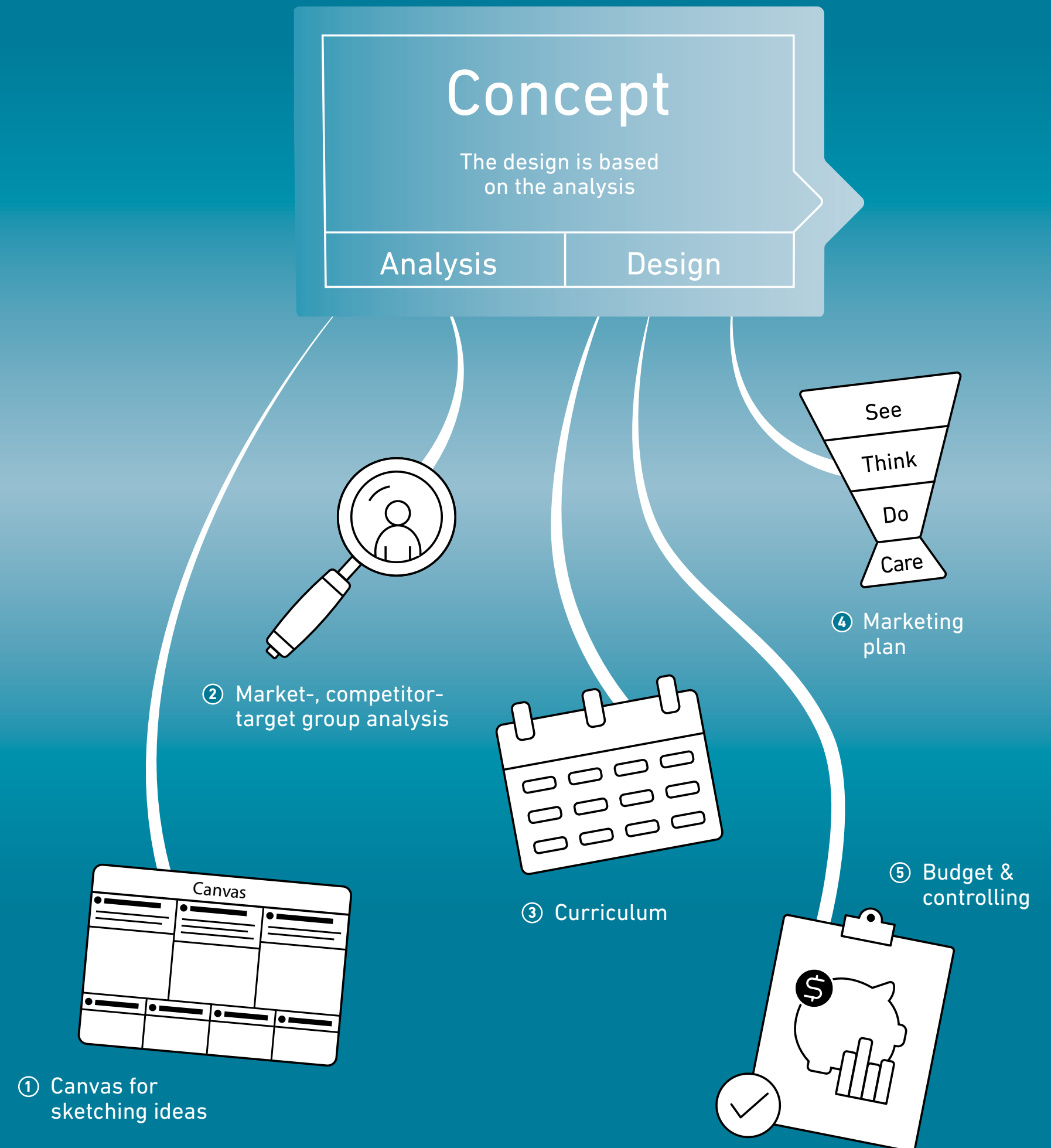
The analysis of target groups, needs and the environment form the foundation. The cornerstones of the development process are the market and competition analysis as well as the strategic benefits of the programme for ETH as a whole and the department. Depending on the needs of the target group, you decide on the format of the programme (from CAS to MAS; from modular to monolithic etc.).

By federal law a continuing education programme must be

continuously financially viable, which is why sustainable and break-even financing is necessary.

The continuing education programme is part of the ETH curriculum and is therefore subject to its principles: from curriculum development and teaching quality to admission.

In order for the target group to become aware of the new and market-driven programme, time and resources are needed for communication and marketing. ETH is operating in a competitive market and must position itself as a provider of continuing education programmes.



Approval

In line with the strategy of ETH Zurich

Before ETH Zurich launches a programme, it is thoroughly examined.

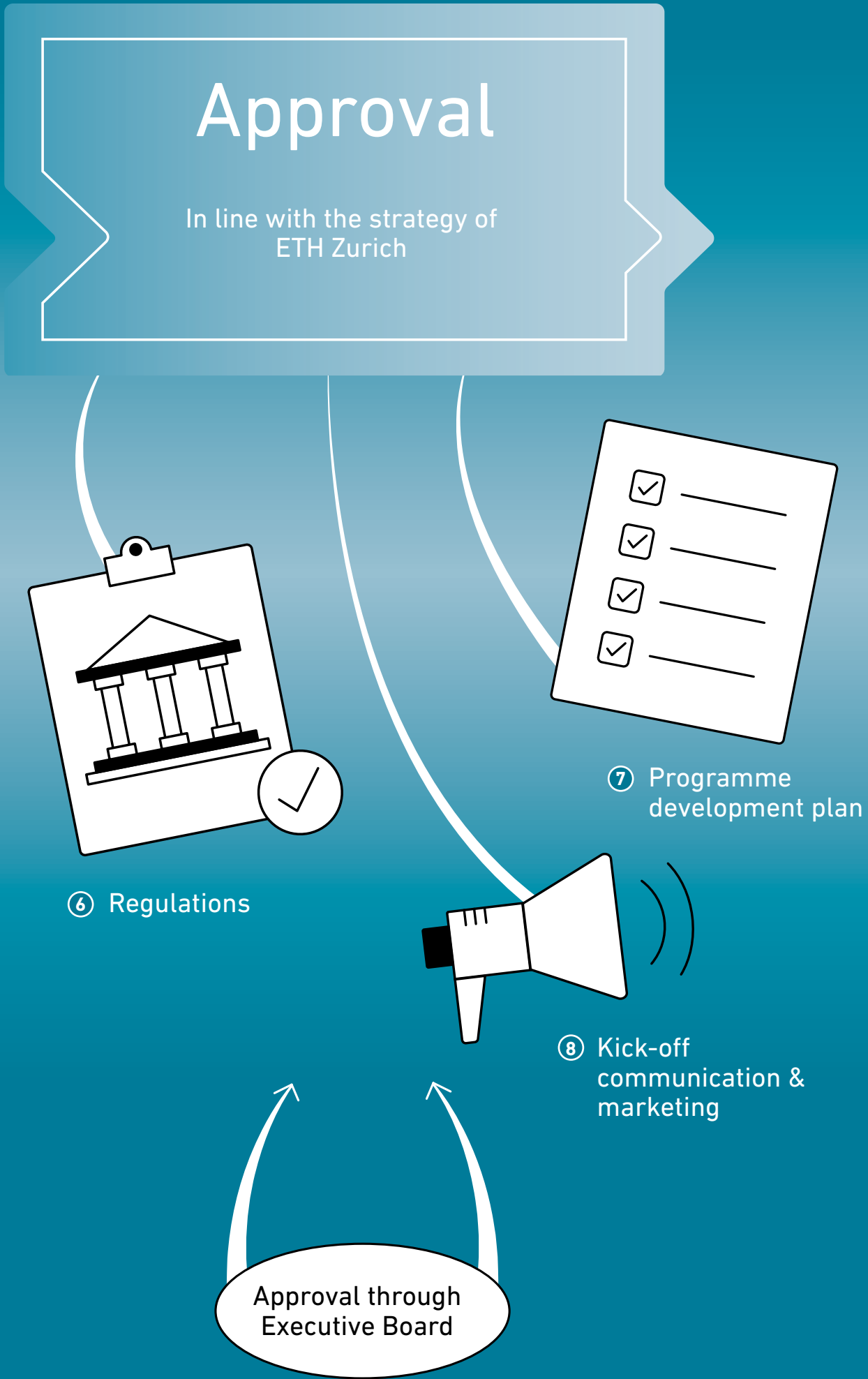
The department acts as the responsible body of a continuing education programme and must therefore also decide in advance on the creation of a new programme. However, the decision to introduce a continuing education programme is ultimately the responsibility of the Executive Board.

The Department Conference (DK) approves the study regulations. The DK also appoints the programme directors in accordance with the study regulations and agrees to handle the necessary administrative processes via the study administration office.

Once the decision of the DK has been made, we prepare the dossier for the Executive Board meeting together with you. This includes the final programme development plan (PEP) and the study regulations. The PEP includes the target group, the competencies, the lecturers, the market situation, the communication and the financial plan.

The SCE compiles the Executive Board's proposal and coordinates it with the Rector. The Executive Board approves the application. The programme is officially confirmed.

The communication and marketing activities are prepared so that they can be implemented quickly after the Executive Board's decision.



Introduction

Integration into the ETH curriculum

The continuing education programme is part of the curriculum at ETH Zurich and is thus subject to the regulatory and structural requirements of ETH.

The online application platform eApply and the course catalogue specify the deadlines. The programme can be launched once it has been integrated into eApply and the course catalogue, and the curriculum has been translated into the technical regulations. As soon as the continuing education programme has been published on eApply, potential participants can apply for the programme.

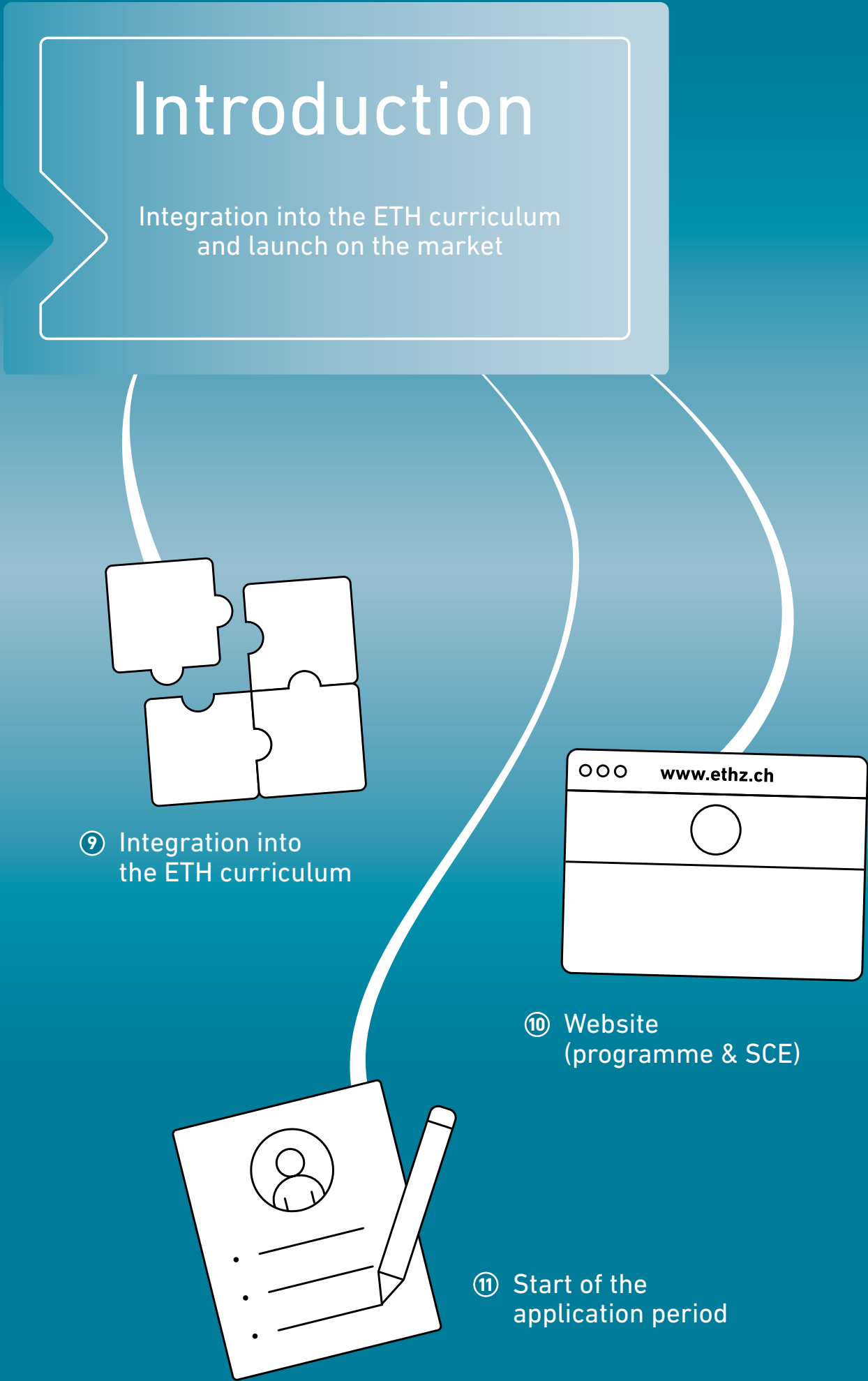
Your continuing education programme is published in the course catalogue and is binding for

everyone. Participants know what to expect, how many ECTS they will receive, which performance assessments have to be passed and who will be lecturing.

Introduction to the market

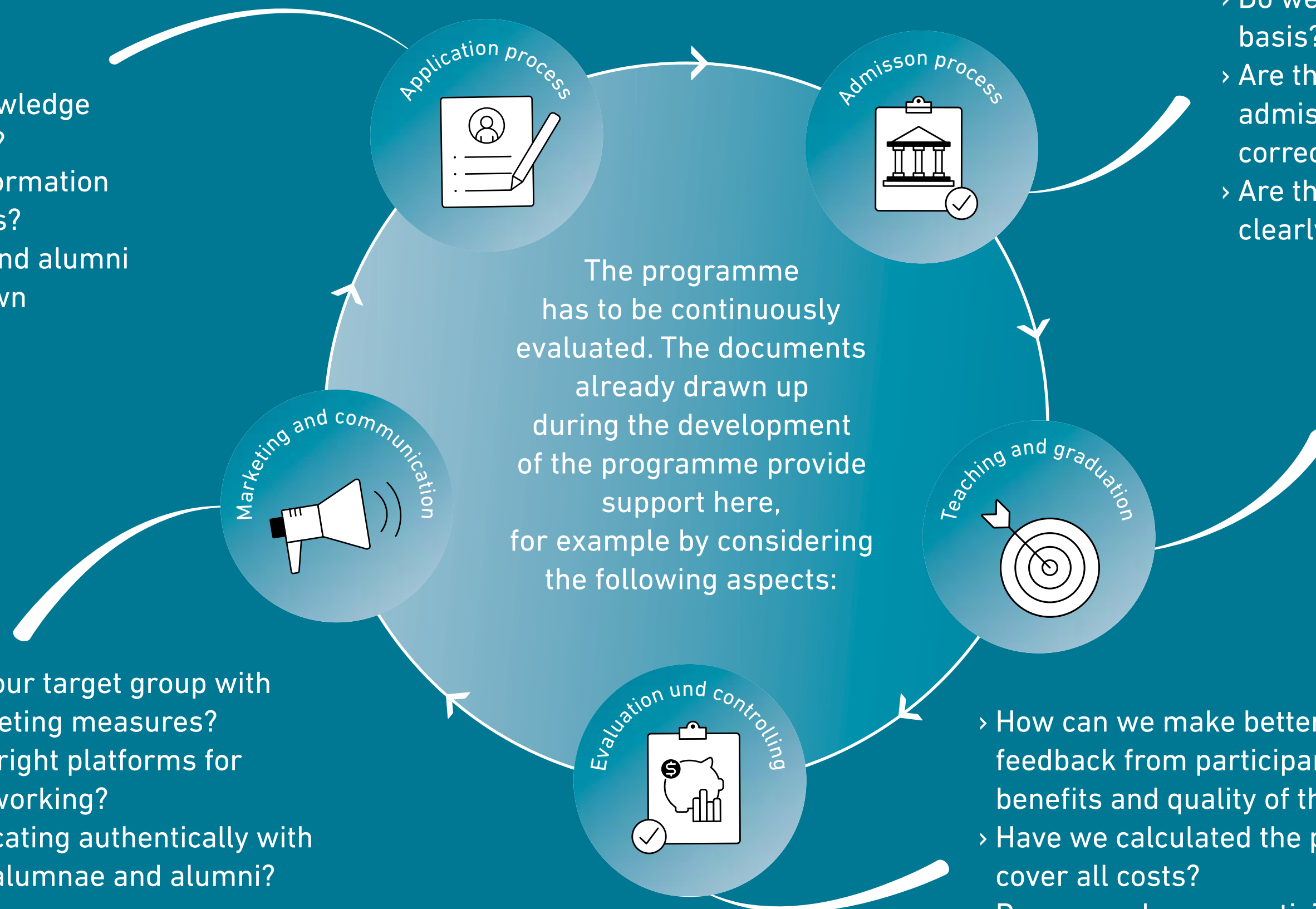
Communication and marketing activities are running at full speed. The continuing education programme is published on the programme website and on the School for Continuing Education website. Information events raise the interest of potential participants.

From concept to implementation: Are all preparations going as planned? Can we actually start the individual modules?



Further Development

- › Are we still offering the knowledge that our target group needs?
- › Do we need more online information events or consultation offers?
- › How can we turn alumnae and alumni into ambassadors for our own programme?



- › Do we have the right regulatory basis?
- › Are the internal processes - from admission to degree request - still correct?
- › Are the responsibilities and tasks clearly assigned?

- › Are we offering the right competencies?
- › Are the didactic methods still correct?
- › Are all students graduating on time? What are the reasons for delays?

- › Are we reaching our target group with the existing marketing measures?
- › Are we using the right platforms for dialogue and networking?
- › Are we communicating authentically with participants and alumnae and alumni?

- › How can we make better use of feedback from participants on the benefits and quality of the programme?
- › Have we calculated the programme to cover all costs?
- › Do we need more participants, or do we need to reduce costs?

Do you have any questions or suggestions?

Please contact us.

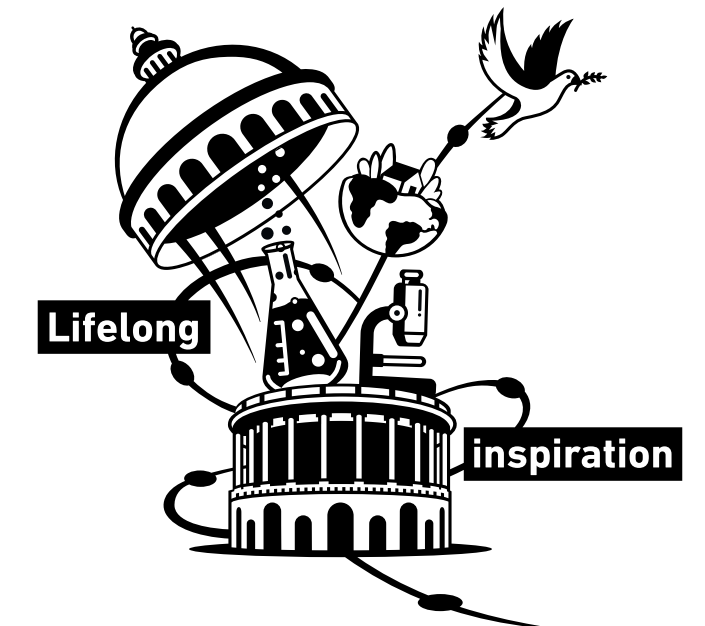
Your contact person

Yvonne Schröder



Dr Yvonne Schröder
Project Manager

+41 44 632 56 57
yvonne.schroeder@sce.ethz.ch



ETH Zürich
School for Continuing Education
HG E 17–18.5
Rämistrasse 101
8092 Zürich

info@sce.ethz.ch
www.sce.ethz.ch

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