

Edge Hotel School

The delivery of an industry engaged learning strategy in higher education:
Issues and benefits for both parties

Andrew Boer & Oliver Brown



Don't just study Hotel Management... Experience it

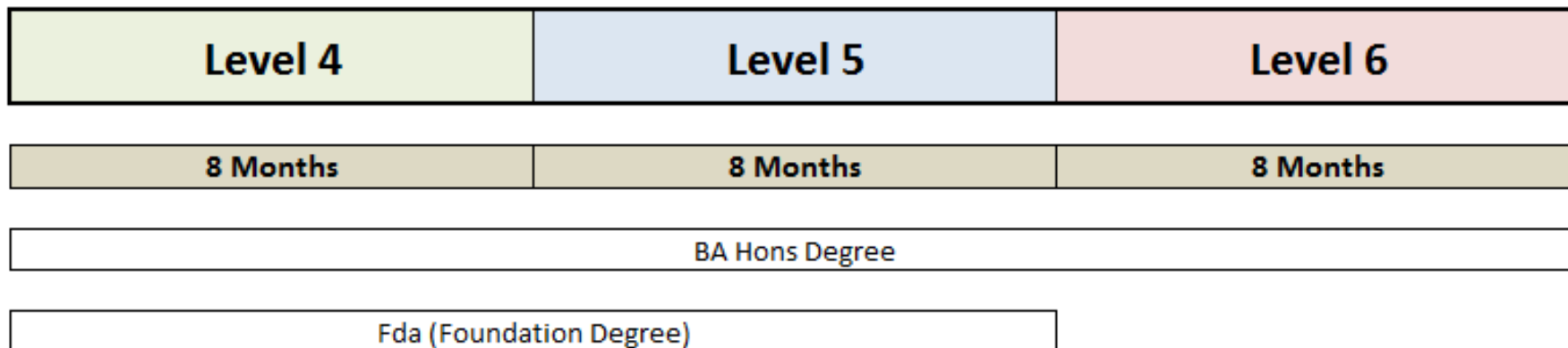


Wivenhoe House...



home of the Edge Hotel School

A two year University of Essex degree course



- Entry routes: Full BA award & Foundation degree
- Progression route from FdA to full BA (Hons)
- 45 weeks of study per year
- Intakes in September and February

Industry Involvement



EHS 'Industry Engaged Education'

- Industry involvement in every module and at every level of the course



- Workshops, annual conference, field trips, Masterclasses, careers support, mentoring, scholarships, consultancy projects etc.

Issues and benefits

- Commercial needs of both institutions
- The concepts of 'Academic freedom and responsibility' and 'Professionalism'
- 'Parity' of student experience



Issues and benefits

- Expectation Management and clarity of roles (academic, pastoral and professional)
- Student confidentiality
- Student attendance





Issues and benefits

- Highly motivated and responsive workforce
- Youthful enthusiasm
- Cheap workforce
- Development of very high levels of professionalism and industry focussed commitment