KNELearn

COURSE CATALOGUE

Online Courses for Academics and Researchers



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TARGET AUDIENCE & PURPOSE

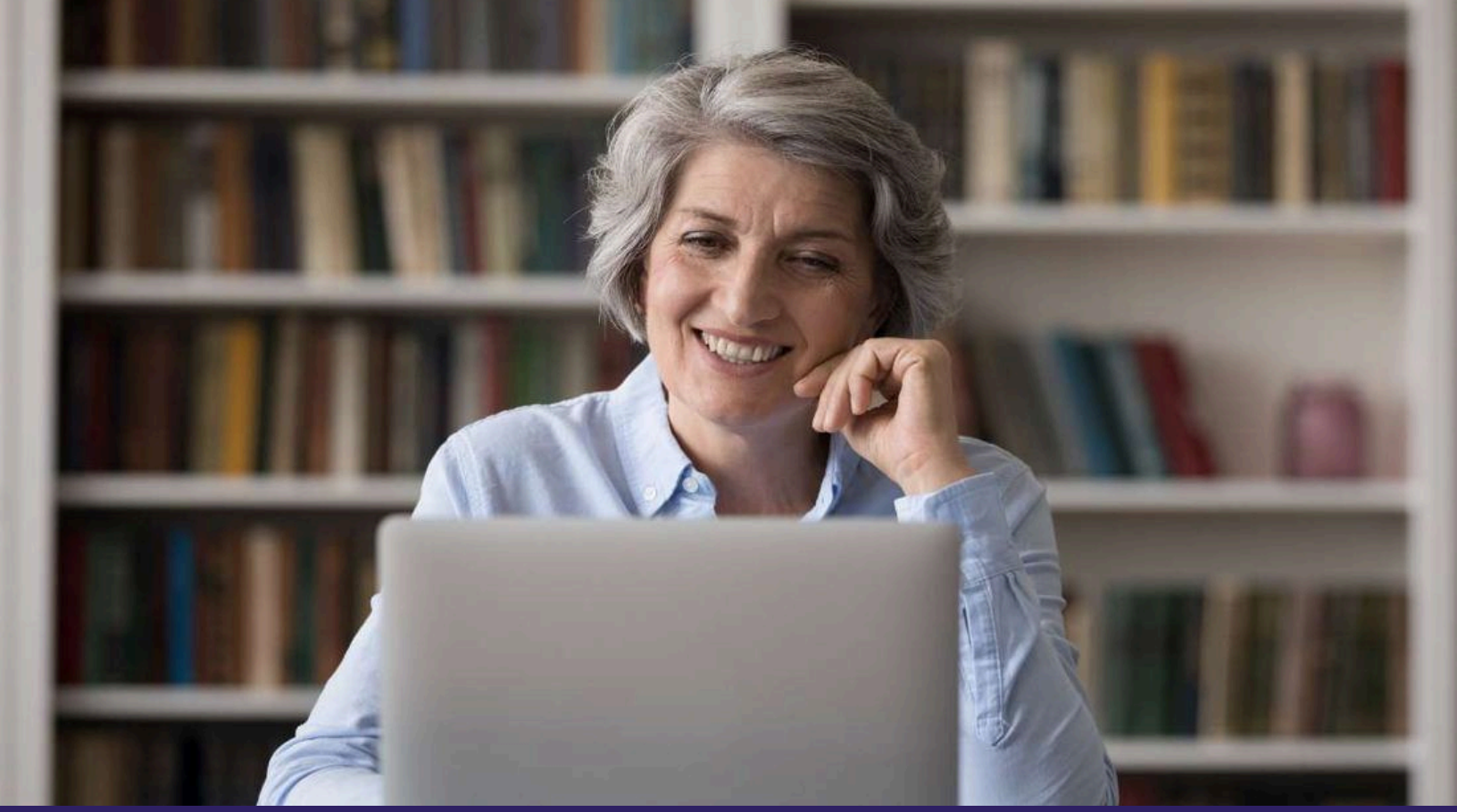
Target Audience & Purpose

KnE Learn supports academics and researchers in their professional development throughout the various stages of their careers.

Our goal is to contribute to a more knowledgeable world by providing needs-driven learning experiences that elevate individual researchers and institutions to compete and collaborate globally.

Our courses and programmes are offered on an institutional subscription so you can continue building the capacity of your institution's leadership, faculty, and staff.

Contact us at hello@knelearn.com or visit knelearn.com for more information on our offerings.



COURSE FEATURES

Course Features

Each course can be completed in two to three hours on average and is divided into 30-minute learning bursts. Course length varies by subject. See the Full Course Index for exact durations.

The courses are focused on knowledge and skills that are relevant and immediately applicable in a professional setting.

To ensure engagement and skills transfer, the courses use a variety of videos, click-to-reveal exercises, interactive worksheets, and reflection opportunities to guide learners in mastering the course outcomes.

Learners receive a downloadable and shareable certificate of completion upon course completion. The majority of our programmes are CPD certified, with the CPD stamp shown directly on the certificate.

KnE Learn is a member of the CPD Certification Service.

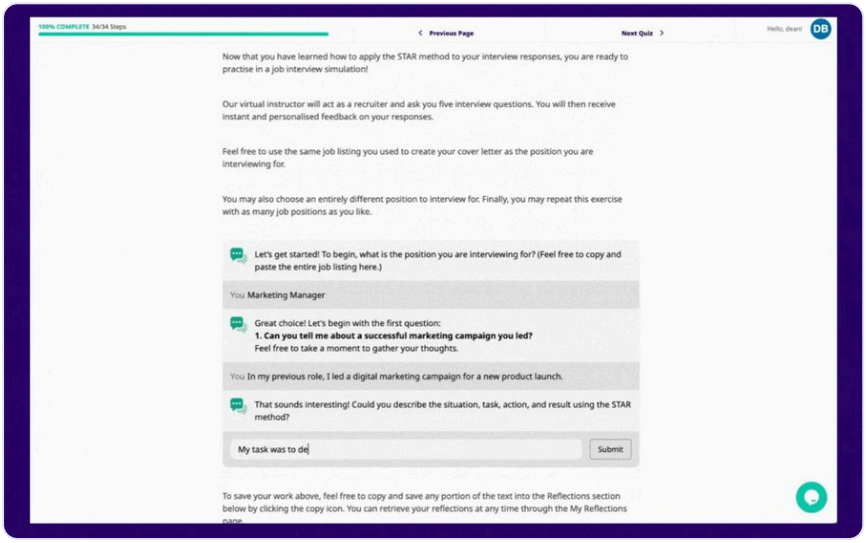
Interactive by Design

Every course is built around active, hands-on interaction — not passive video-watching. (1 of 2)

01

Virtual Instructor-Led Practice

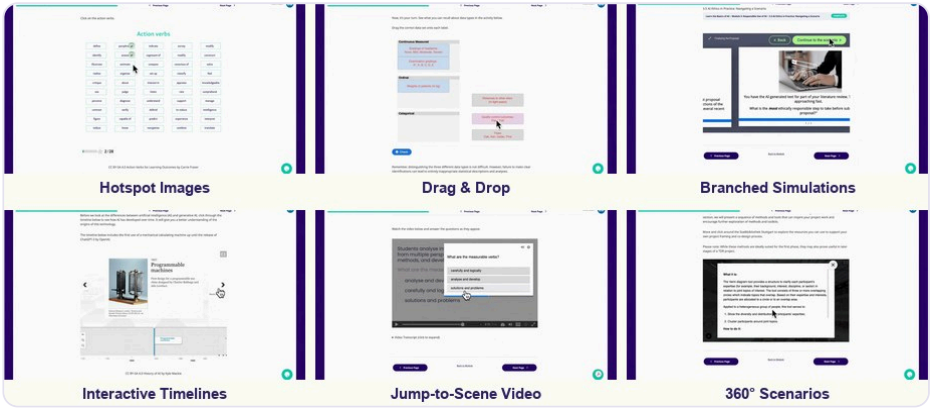
Learners interact with a pre-prompted AI instructor and receive instant, personalised feedback on their responses.



02

Interactive Exercises

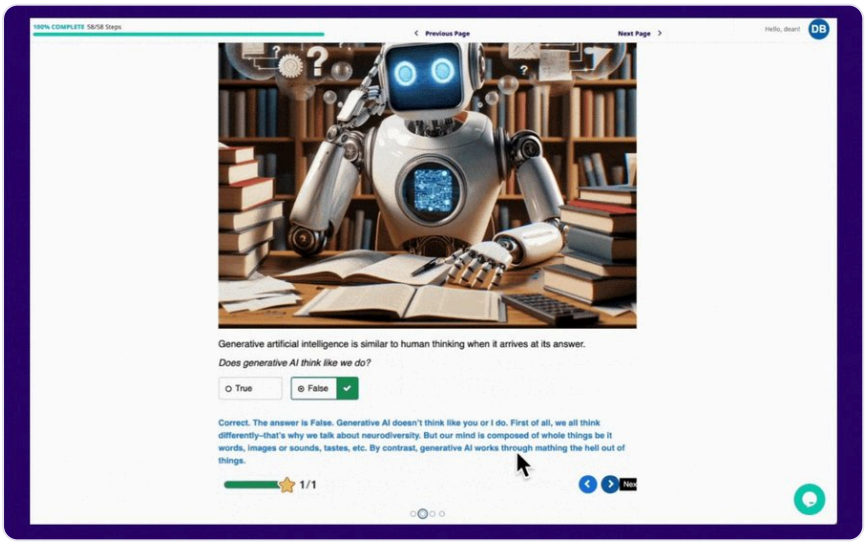
Hotspot images, drag-and-drop games, branched real-life simulations, interactive timelines, jump-to-scene videos, and 360° scenario explorations.



03

Frequent Knowledge Checks

At least three quizzes per course — over 1,100 assessment questions across the catalogue — check comprehension after every module.



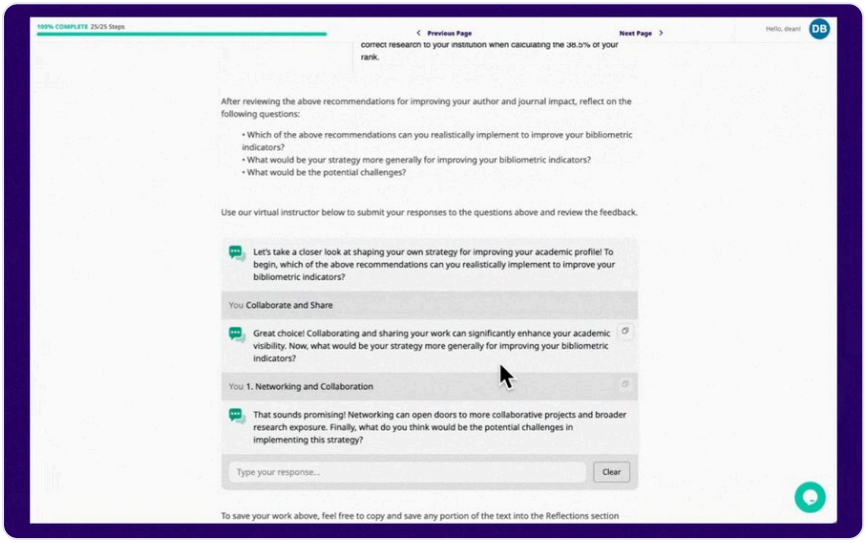
Interactive by Design

Every course is built around active, hands-on interaction — not passive video-watching. (2 of 2)

04

Open-Ended Reflection

Guided reflection prompts, with a repository of easily retrievable and downloadable learner reflections to revisit later.



05

Practical Takeaways

Every course ends with a tangible, ready-to-use output learners can apply in their work immediately.



06

Shareable Certification

A downloadable certificate of completion after every course, with one-click sharing to social media and email signatures.



KNE LEARN BY THE NUMBERS

A regional track record built one institution at a time.

2,500+

Learners trained across the MENA research & higher-education community and beyond

45+

Higher-education and research institutions engaged

45

Self-paced courses, bundled into 13 programmes

136

Hours of self-paced content

Figures reflect learners and institutions engaged across KnE Learn's self-paced course platform to date.

WHAT OUR LEARNERS SAY

Feedback from an institutional pilot cohort.

Results from a KnE Learn institutional trial, self-reported by participating learners.

95%
found the courses informative

93%
found the courses practical

96%
found the courses impactful

98%
would like to continue using KnE Learn

> *The courses used a structured approach and provided practical examples. I particularly enjoyed the foundations of the ranking course. The interviews…were incredibly enlightening, as understanding our organizations' objectives and the criteria they use to rank universities is crucial.*

> *I am deeply grateful for these courses. The well-organized structure, interactive elements, and practical applications have not only enriched my learning experience but also provided me with invaluable knowledge to master my skills.*

> *Developed countries have advanced through their solid universities full of researchers around the world, and this way of learning will ultimately lead us to the right path and the only way to progress.*

> *The knowledge I gained from this course is invaluable.*

Source: KnE Learn Institutional Trial, Ministry of Higher Education and Scientific Research, Kurdistan Regional Government.

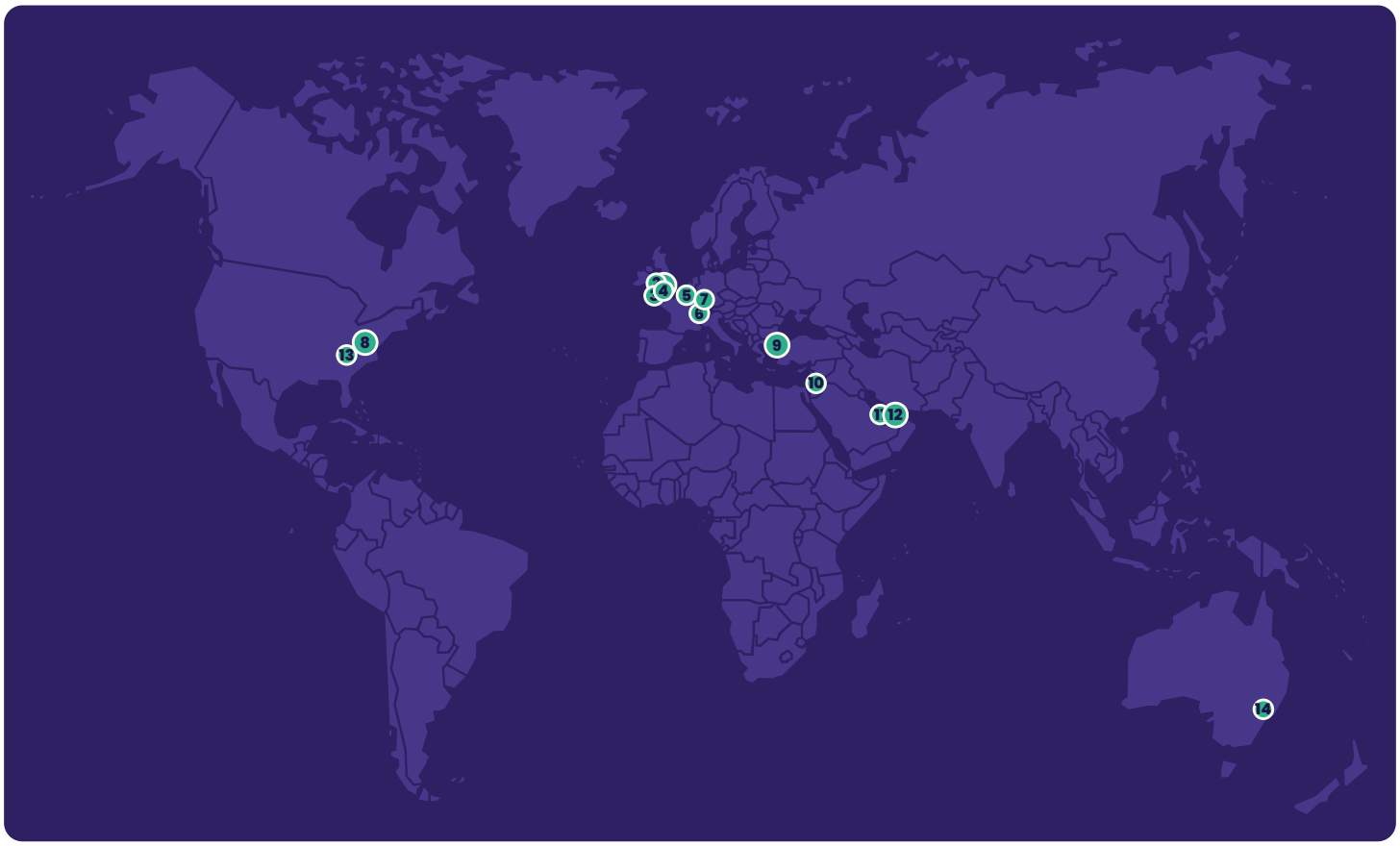
Course Experts

The instructors, subject-matter experts, and instructional team behind KnE Learn's programmes.

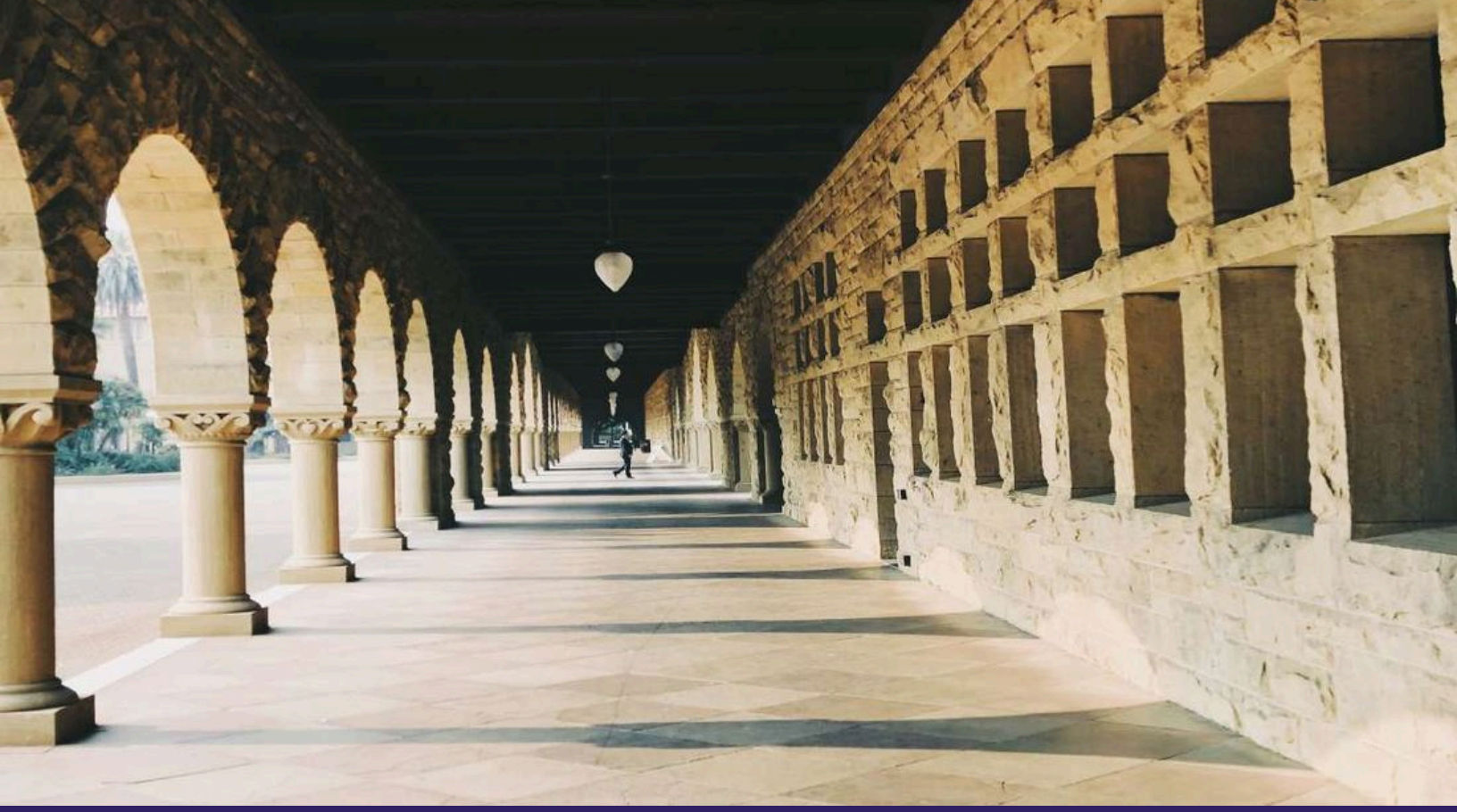
19
Course Experts

10
Countries Represented

14
Institutions & Home Bases



1. **Nottingham, UK**
   Andrew Corcoran (Nottingham University Business School); Dr Andrea Chiarelli (Research Consulting Ltd)
2. **Liverpool, UK**
   Dr Philip Rowe (Liverpool John Moores University)
3. **Exeter, UK**
   David Miller (Academic Programme Development)
4. **Oxford, UK**
   Dr Peter Mitchell (University of Oxford)
5. **Brussels, Belgium**
   Daniela Gomes (ExcluSivix Ventures)
6. **Bern, Switzerland**
   Tobias Buser (Global Alliance for Inter- and Transdisciplinarity)
7. **Darmstadt, Germany**
   Dr Marc Pinski (Technical University of Darmstadt)
8. **New York, USA**
   Dr Gali Halevi (SCImago Research Group); Rachel Scheer (RJS Strategic Communications)
9. **Çanakkale, Türkiye**
   Burcu Özge Razı, Dr Salim Razı (COMU Centre for Academic Integrity)
10. **Amman, Jordan**
    Cameron Mirza (Ministry of Higher Education)
11. **Doha, Qatar**
    César Wazen (Qatar University)
12. **Dubai, UAE**
    Amber Schoer, Isaac Tabor, Dr Emily Choynowski (Knowledge E)
13. **Charlottesville, USA**
    Dr Leo S. Lo (University of Virginia)
14. **Melbourne, Australia**
    Dr Lynette Pretorius (Monash University)



CORE PROGRAMMES

Core Programmes

Our courses are bundled into programmes for deeper skills mastery in subject areas relevant to the MENA research community. Many of the subject areas covered (such as research commercialisation and institutional reputation building) are rarely found in an accessible multilingual self-paced format.

We have carefully selected these programmes to reflect the professional and practical needs of researchers and academics in the region.

The **Full Course Index** on the next page lists every course across all 13 programmes at a glance, with its duration, institutional value, and key takeaway.

Full Course Index

Explore all 45 courses at a glance, grouped by programme, institutional value, and key takeaway for each.

COURSE	DURATION	INSTITUTIONAL VALUE	KEY TAKEAWAY
Teaching Excellence			
Principles of Adult Learning	3h	*Equip your educators with the core principles of andragogy to make teaching more impactful across your programmes.*	A self-reflection worksheet mapping adult-learning principles onto the learner's own teaching.
Student-Centred Curriculum Design	3h	*Redesign your courses with a strong focus on student engagement, outcomes, and lifelong learning.*	A set of revised, Bloom's-Taxonomy-aligned learning outcomes.
Measurements of Learning	3h	*Help your faculty assess learning outcomes effectively and align them with your curriculum goals.*	An exportable lesson-level assessment plan.
Online Teaching & Learning	3h	*Enable your teaching staff to create dynamic, inclusive, and engaging online learning experiences.*	A personalised course transformation plan for converting a face-to-face course online.
Research Commercialisation			
Becoming an Entrepreneurial Academic	3h	*Support your academics in blending research excellence with entrepreneurial thinking.*	A drafted strawman project proposal and recorded elevator pitch.
Identifying Potential Clients and Understanding Their Needs	3h	*Guide your researchers in identifying potential clients and aligning their work with real-world needs.*	A personal IP audit covering protection and exploitation.
Developing a Commercial Proposal	3h	*Train your staff to develop compelling proposals that speak to funders and industry partners.*	A drafted, risk-assessed commercial proposal.
Presenting a Compelling Proposal and Securing the Deal	3h	*Equip your team with the skills to confidently pitch and secure strategic research partnerships.*	A practised negotiation walkthrough with drafted fallback positions.

Full Course Index (continued 2/6)

COURSE	DURATION	INSTITUTIONAL VALUE	KEY TAKEAWAY
Unlocking and Managing Research Funding			
Grant Application Writing	3h	*Train your team to write competitive grant proposals that meet funder expectations and stand out.*	Hands-on evaluation of real-style grant proposals for strengths and pitfalls.
Project Management of Funded Grant Proposals	3h	*Support your researchers in managing funded projects with success, compliance, and efficiency.*	Applied Project Cycle Management planning for a funded project.
Statistics for Non-Statisticians			
Basic Statistical Concepts	5h	*Build your team's understanding of essential statistical concepts to support accurate analysis and research integrity.*	Hands-on experience running a two-sample t-test in PSPP.
Intermediate Statistical Concepts	5h	*Expand your staff's knowledge with intermediate tools for deeper data analysis.*	Ability to choose and run the correct statistical test for categorical or paired data.
Advanced Statistical Concepts	5h	*Equip your researchers to apply advanced statistical techniques to complex academic enquiries.*	Ability to run and interpret two-way ANOVA and regression models in PSPP.
Foundations of Inter- and Transdisciplinary Research			
Introduction to Transdisciplinary Research	3h	*Inspire your researchers to move beyond disciplinary boundaries to tackle real-world challenges.*	A personal reflection log identifying a candidate transdisciplinary research project.
Co-designing Transdisciplinary Research	3h	*Guide your teams in co-designing research frameworks with academic and non-academic collaborators.*	A preliminary stakeholder actor analysis for the learner's own project.
Co-producing New Knowledge	3h	*Build internal capacity to co-produce and share knowledge across disciplines.*	A draft research question for the learner's own project, by knowledge type.
Co-creating Pathways to Impact	3h	*Support your institution in turning research into impact through co-created strategies and pathways.*	A personalised impact and communication plan sketch.

Full Course Index (continued 3/6)

COURSE	DURATION	INSTITUTIONAL VALUE	KEY TAKEAWAY
Building World Class Universities			
Foundations of University Ranking	3h	*Help your leadership team understand the ranking metrics that matter most and elevate your institution's performance.*	A personalised "My University's Aspirational Scores" action document.
Foundations of Bibliometrics	3h	*Support your researchers in analysing bibliometric data to measure impact and guide strategic decisions.*	Working fluency in ranking-relevant bibliometrics terminology and indicators.
Maximising Research	3h	*Boost your research productivity by aligning output with your institution's goals and priorities.*	A research impact action plan tied directly to ranking indicators.
Increasing Visibility	3h	*Increase your academic and research visibility through effective dissemination strategies.*	A short-term, actionable visibility and collaboration plan.
Crunching Data	2h	*Empower your staff to interpret institutional data for smarter planning and decision-making.*	A documented data-submission process and strategy.
Branding for Degree Presentations	3h	*Strategically articulate distinctive programme value propositions through compelling narratives and purposeful branding.*	A rewritten, benefit-led degree programme description.
Developing a Distinctive Position for Your University	2h	*Differentiate your university with a strong, competitive identity that stands out in a crowded higher education landscape.*	A drafted "distinctive position" statement for the learner's university.
Developing Alumni Relationships	3h	*Strengthen alumni relationships to unlock opportunities for support, collaboration, and institutional growth.*	A comprehensive alumni relations strategy and action plan.

Full Course Index (continued 4/6)

COURSE	DURATION	INSTITUTIONAL VALUE	KEY TAKEAWAY
How to Be a Success at an Academic Conference			
Selecting the Right Conference	2h	*Help your researchers identify conferences that align with their goals and disciplines. Avoid predatory ones.*	A ranked list of conference-selection criteria, applied to a real conference choice.
Submitting Your Proposal	2h	*Support your researchers in crafting strong proposals that increase their chances of acceptance by showing them what conference organisers want and how to give it to them.*	A complete draft conference proposal, workshopped and self-assessed.
Delivering Your Presentation	2h	*Train your researchers and academics to deliver confident, professional, and impactful academic presentations, from planning the paper to handling Q&A.*	A practised, self-recorded presentation run-through with a pacing benchmark.
Publishing with Integrity			
Publishing with Integrity	4h	*Promote scientific integrity across research publishing within your institution.*	A completed Think.Check.Submit evaluation of a journal of the learner's choosing.
Professional AI Use in Higher Education			
Learn the Basics of AI	3h	*Introduce your staff to the core AI concepts and tools shaping the future of education.*	A personal AI collaboration plan identifying two professional tasks to apply AI to.
Develop Your Professional AI Use	3h	*Advance AI skills for practical and ethical use in your institution.*	A SMART-goal professional AI learning plan.
Thrive in an AI-Enhanced Professional Environment	3h	*Enable your team to excel in AI-integrated educational environments.*	A personal skills self-assessment plus SMART career-development goals.
Responsible Usage and Prompting of AI for Researchers	3h	*Empower your researchers to leverage AI efficiently and responsibly.*	Hands-on practice with all nine research-specific prompt patterns.

Full Course Index (continued 5/6)

COURSE	DURATION	INSTITUTIONAL VALUE	KEY TAKEAWAY
Employability Essentials			
Career Planning	3h	*Support your students in setting clear, achievable career goals.*	A personally populated CV and a job-tailored cover letter with AI-generated feedback.
Professional Communication	3h	*Teach your students essential workplace communication skills for career success.*	A personal Day-1 onboarding checklist and professional-interactions action plan.
21st Century Skills	3h	*Equip your graduates with the critical thinking, digital, and soft skills needed in today's world.*	A personal skills-development action plan.
Generating Research Impact			
Maximising Your Research Visibility	3h	*Increase the global visibility of your institution's research output.*	A personalised Research Visibility Plan ready for immediate implementation.
Defining Research Impact	3h	*Unify your researchers to plan within your institution's long-term impact goals.*	A personal alignment statement connecting research to institutional priorities.
Preparing for Research Impact	3h	*Showcase the real-world value of your institution's research output through proven impact communication strategies.*	A drafted narrative impact statement, reviewed for feedback.
Science Communication for Researchers			
Foundations of Science Communication	3h	*Equip your researchers to explain their work in language any audience can understand.*	A drafted and rehearsed 60-second elevator pitch explaining the learner's own research.
Communicating Science to the Media	3h	*Prepare your researchers to handle media requests with confidence and clarity.*	A scientist brand plan covering voice, online presence, and relationships with journalists.
Safeguarding Your Research within Science Communication	3h	*Prepare your researchers to respond when their work is misrepresented or challenged.*	A completed response plan for the learner's own research, from correction statement to first actions.

Full Course Index (continued 6/6)

COURSE	DURATION	INSTITUTIONAL VALUE	KEY TAKEAWAY
From Research to Publishing			
Conducting Research	3h	*Equip your researchers to find, organise, and critically review the literature their work is built on.*	A personal literature review plan, drafted through the course's five-step process.
Writing Research	3h	*Support your researchers in turning their findings into well-structured, publication-ready articles.*	An IMRaD-based outline of the learner's own research article.
Publishing Research	2h	*Guide your researchers towards reputable journals and stronger acceptance rates.*	A complete journal submission package for the learner's own manuscript.

PROGRAMME

Teaching Excellence

CPD Certified programme

The Teaching Excellence programme provides a practical teaching and learning toolkit for educators looking to enhance their students' learning experiences. The programme focuses on integral components of teaching excellence within the university setting to cover contemporary teaching practices such as student-centred curriculum design, authentic assessment, and active learning strategies, and community building in online learning environments.

Teaching Excellence consists of 4 courses (12 hours total). See page 18 for the full list.

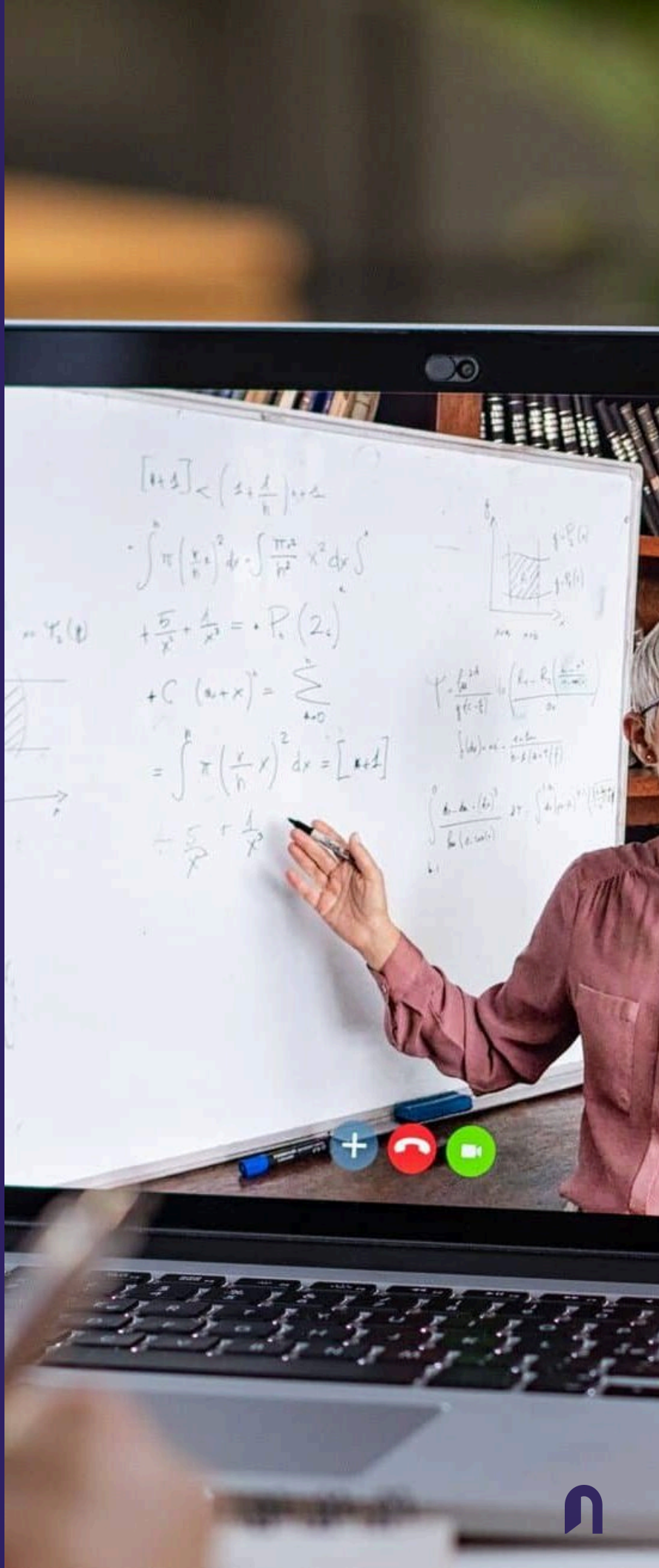
COURSE EXPERTS



Amber Schoer
Course Expert, Teaching Excellence



Isaac Tabor
Head of Digital Learning, Knowledge E



Teaching Excellence

Course listing



Principles of Adult Learning

• 3h CPD Certified

Equip your educators with the core principles of andragogy to make teaching more impactful across your programmes.

LEARNERS WILL BE ABLE TO

- Identify behaviourist, constructivist, and cognitivist characteristics in teaching practice.
- Evaluate a teaching scenario using learning theory and active-learning pedagogy.
- Apply learning theories to transform existing teaching materials.

KEY TAKEAWAY

A self-reflection worksheet mapping adult-learning principles onto the learner's own teaching.



Student-Centred Curriculum Design

• 3h CPD Certified

Redesign your courses with a strong focus on student engagement, outcomes, and lifelong learning.

LEARNERS WILL BE ABLE TO

- Evaluate course outcomes and objectives in existing curricula.
- Apply Bloom's Taxonomy verbs to revise course outcomes.
- Modify course outcomes to align with course activities.

KEY TAKEAWAY

A set of revised, Bloom's-Taxonomy-aligned learning outcomes.



Measurements of Learning

• 3h CPD Certified

Help your faculty assess learning outcomes effectively and align them with your curriculum goals.

LEARNERS WILL BE ABLE TO

- Explain the types of assessment and their purposes.
- Identify common assessment pitfalls.
- Create authentic assessment aligned to existing curriculum outcomes.

KEY TAKEAWAY

An exportable lesson-level assessment plan.



Online Teaching & Learning

• 3h CPD Certified

Enable your teaching staff to create dynamic, inclusive, and engaging online learning experiences.

LEARNERS WILL BE ABLE TO

- Recall strategies to develop an engaging online course.
- Identify various online course types.
- Create a design plan for an engaging course for adult learners.

KEY TAKEAWAY

A personalised course transformation plan for converting a face-to-face course online.

PROGRAMME

Research Commercialisation

CPD Certified programme

The Research Commercialisation programme demystifies the research commercialisation process and supports learners as they take meaningful steps towards becoming entrepreneurial academics. Led by an expert instructor, the programme guides learners through carefully designed, step-by-step processes which alleviate the stress of embarking on a journey towards entrepreneurship.

Research Commercialisation consists of 4 courses (12 hours total). See page 20 for the full list.

COURSE EXPERT



Andrew Corcoran
Associate Professor in Marketing, Nottingham University Business School



Research Commercialisation

Course listing



Becoming an Entrepreneurial Academic

• 3h CPD Certified

Support your academics in blending research excellence with entrepreneurial thinking.

LEARNERS WILL BE ABLE TO

- Assess potential clients and their needs.
- Plan to initiate a commercial relationship.
- Draft a 'strawman' project proposal.

KEY TAKEAWAY

A drafted strawman project proposal and recorded elevator pitch.



Identifying Potential Clients and Understanding Their Needs

• 3h CPD Certified

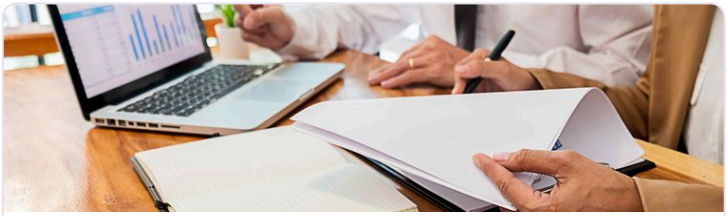
Guide your researchers in identifying potential clients and aligning their work with real-world needs.

LEARNERS WILL BE ABLE TO

- Plan to bring new IP to market.
- Initiate a commercial discussion and evaluate customer needs.
- Judge longer-term needs and opportunities.

KEY TAKEAWAY

A personal IP audit covering protection and exploitation.



Developing a Commercial Proposal

• 3h CPD Certified

Train your staff to develop compelling proposals that speak to funders and industry partners.

LEARNERS WILL BE ABLE TO

- Draft a project proposal.
- Appraise alternative proposal types.
- Assess and plan to manage project risk.

KEY TAKEAWAY

A drafted, risk-assessed commercial proposal.



Presenting a Compelling Proposal and Securing the Deal

• 3h CPD Certified

Equip your team with the skills to confidently pitch and secure strategic research partnerships.

LEARNERS WILL BE ABLE TO

- Plan a compelling pitch.
- Prepare alternative negotiation positions.
- Negotiate an agreement.

KEY TAKEAWAY

A practised negotiation walkthrough with drafted fallback positions.

PROGRAMME

Unlocking and Managing Research Funding

CPD Certified programme

The Unlocking and Managing Research Funding programme explores the components of successful grant applications and the processes required to manage projects once they have been funded. The programme guides learners through interactive exercises and reflection prompts which remove ambiguity and help researchers feel confident in their grant application and project management approaches.

Unlocking and Managing Research Funding consists of 2 courses (6 hours total). See page 22 for the full list.

COURSE EXPERT

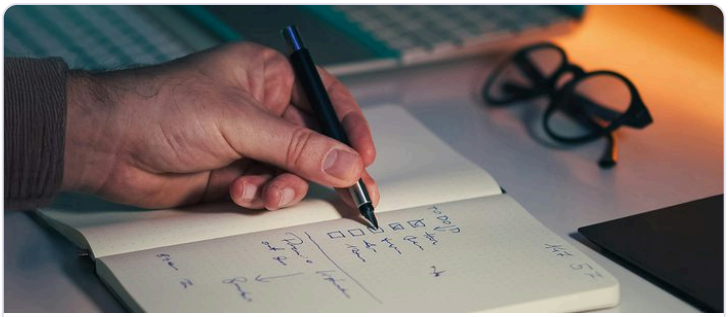


Daniela Gomes
CEO, ExcluSivix Ventures — international & EU-funded research projects



Unlocking and Managing Research Funding

Course listing



Grant Application Writing

• 3h CPD Certified

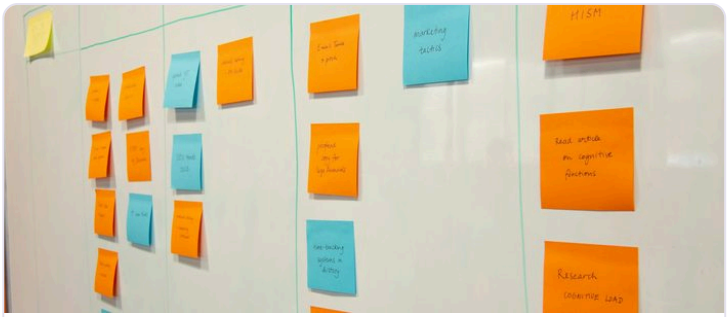
Train your team to write competitive grant proposals that meet funder expectations and stand out.

LEARNERS WILL BE ABLE TO

- Describe the consortium needed to develop a winning proposal.
- Explain essential content in a grant application.
- Apply impactful writing techniques to create a winning proposal.

KEY TAKEAWAY

Hands-on evaluation of real-style grant proposals for strengths and pitfalls.



Project Management of Funded Grant Proposals

• 3h CPD Certified

Support your researchers in managing funded projects with success, compliance, and efficiency.

LEARNERS WILL BE ABLE TO

- Review Project Cycle Management for internationally funded projects.
- Analyse the content and structure of a Progress Report.
- Examine how granting authorities check on project implementation.

KEY TAKEAWAY

Applied Project Cycle Management planning for a funded project.

PROGRAMME

Statistics for Non-Statisticians

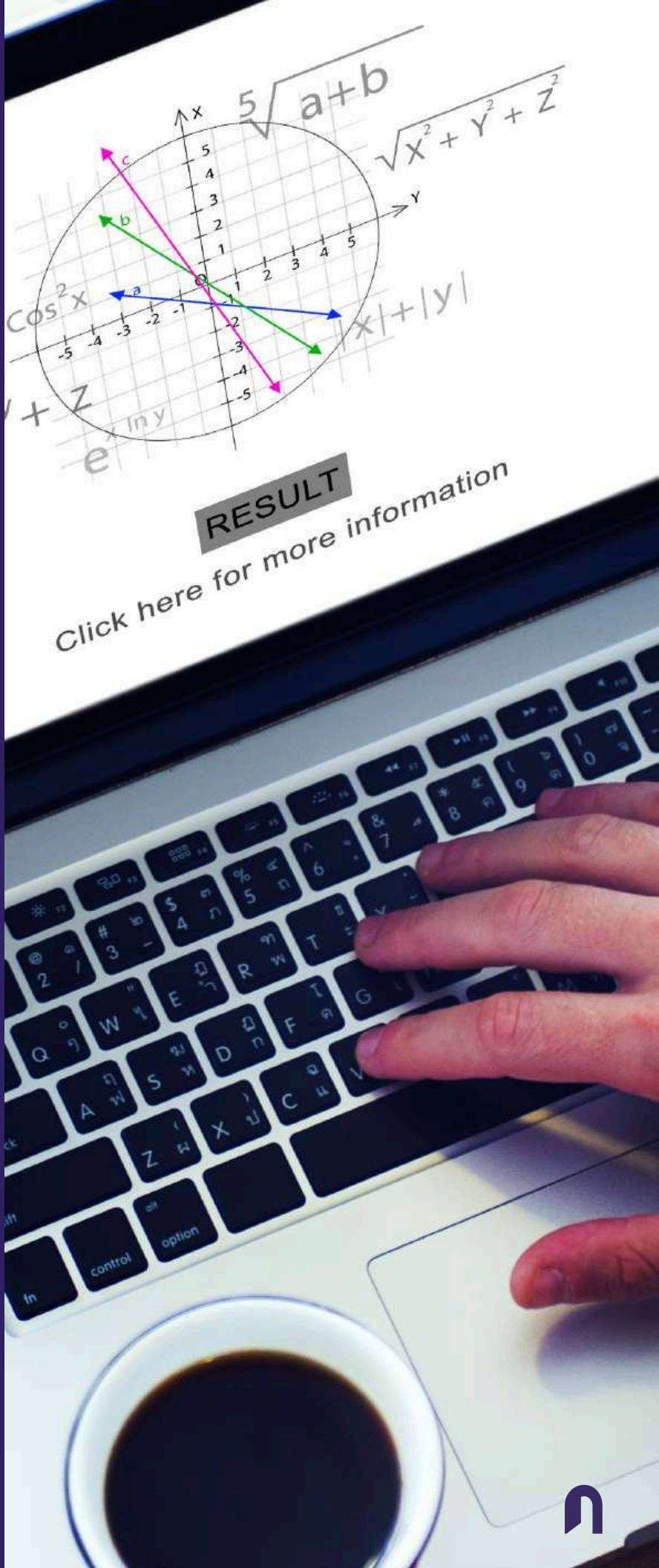
The Statistics for Non-Statisticians programme supports academics and researchers with foundational statistical skills and processes to support quantitative data analysis. The programme gives researchers the confidence to plan, execute, and interpret statistical descriptions and analyses of their own data. It further guides learners to evaluate whether papers they read have used appropriate statistical methodology.

Statistics for Non-Statisticians consists of 3 courses (15 hours total). See page 24 for the full list.

COURSE EXPERT



Dr Philip Rowe
Statistics educator and consultant



Statistics for Non-Statisticians

Course listing



Basic Statistical Concepts

• 5h

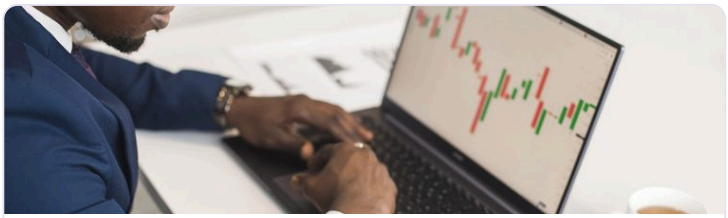
Build your team's understanding of essential statistical concepts to support accurate analysis and research integrity.

LEARNERS WILL BE ABLE TO

- Appropriately apply and interpret a two-sample t-test.
- Describe statistical power and necessary sample size.
- Differentiate practical significance from statistical significance.

KEY TAKEAWAY

Hands-on experience running a two-sample t-test in PSPP.



Intermediate Statistical Concepts

• 5h

Expand your staff's knowledge with intermediate tools for deeper data analysis.

LEARNERS WILL BE ABLE TO

- Test for a difference in proportions and describe effect sizes.
- Use the Mann-Whitney test and describe effect size.
- Present, describe, and test correlated data.

KEY TAKEAWAY

Ability to choose and run the correct statistical test for categorical or paired data.



Advanced Statistical Concepts

• 5h

Equip your researchers to apply advanced statistical techniques to complex academic enquiries.

LEARNERS WILL BE ABLE TO

- Carry out multi-factorial analyses with measured and/or categorical factors.
- Use continuous measured factors to model outcomes.
- Recognise and detect confounding in statistical findings.

KEY TAKEAWAY

Ability to run and interpret two-way ANOVA and regression models in PSPP.

PROGRAMME

Foundations of Inter- and Transdisciplinary Research

CPD Certified programme

The Foundations of Inter- and Transdisciplinary Research programme supports researchers and academics conducting research on complex societal and environmental issues. The programme aims to prepare researchers and academics in the foundations of effective inter- and transdisciplinary research, so they can address complex real-world issues in their communities.

Foundations of Inter- and Transdisciplinary Research consists of 4 courses (12 hours total). See page 26 for the full list.

COURSE EXPERT



Tobias Buser
Executive Secretary, Global Alliance for Inter- and Transdisciplinarity



Foundations of Inter- and Transdisciplinary Research

Course listing



Introduction to Transdisciplinary Research

• 3h CPD Certified

Inspire your researchers to move beyond disciplinary boundaries to tackle real-world challenges.

LEARNERS WILL BE ABLE TO

- Explain the purpose and core principles of transdisciplinary research.
- Identify the three main phases of transdisciplinary projects.
- Reflect on the complex problems in the learner's own research.

KEY TAKEAWAY

A personal reflection log identifying a candidate transdisciplinary research project.



Co-designing Transdisciplinary Research

• 3h CPD Certified

Guide your teams in co-designing research frameworks with academic and non-academic collaborators.

LEARNERS WILL BE ABLE TO

- Explain problem framing and scoping for stakeholder engagement.
- Identify the elements of assembling effective research teams.
- Conduct an actor analysis.

KEY TAKEAWAY

A preliminary stakeholder actor analysis for the learner's own project.



Co-producing New Knowledge

• 3h CPD Certified

Build internal capacity to co-produce and share knowledge across disciplines.

LEARNERS WILL BE ABLE TO

- Explain co-production processes and methods.
- Explain the three types of knowledge in co-production.
- Reflect on effective management of diverse teams.

KEY TAKEAWAY

A draft research question for the learner's own project, by knowledge type.



Co-creating Pathways to Impact

• 3h CPD Certified

Support your institution in turning research into impact through co-created strategies and pathways.

LEARNERS WILL BE ABLE TO

- Link research outputs to pathways of change.
- Identify communication strategies to enhance research impact.
- Evaluate the ethical implications of transdisciplinary research.

KEY TAKEAWAY

A personalised impact and communication plan sketch.

PROGRAMME

Building World Class Universities

The Building World Class Universities programme supports institutions to begin or continue the journey to becoming a world-class university. Led by expert instructors, the courses in the programme have been designed carefully to support collaboration between university leadership, faculty, and staff whose work impacts their university's ranking. Building World Class Universities is organised into three core and five supplemental courses.

Building World Class Universities consists of 8 courses (22 hours total). See page 28 for the full list.

COURSE EXPERTS



Cameron Mirza
Chief of Party, Pre-Service Teacher Education, Jordan



César Wazen
Director, International Affairs Office, Qatar University



David Miller
Higher-education marketing consultant; former Head of Marketing, University of Exeter



Building World Class Universities

Courses 1–4 of 8



Foundations of University Ranking

• 3h

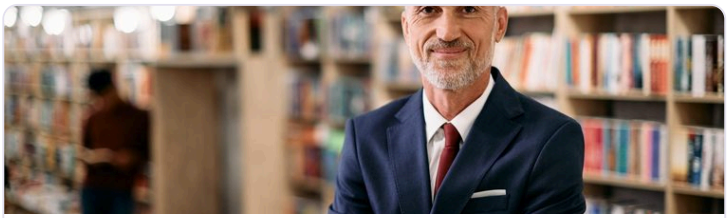
Help your leadership team understand the ranking metrics that matter most and elevate your institution's performance.

LEARNERS WILL BE ABLE TO

- Differentiate QS, THE, and ARWU ranking methodologies.
- Reflect on the university's five-year rankings vision.
- Create a rankings action plan for the institution.

KEY TAKEAWAY

A personalised "My University's Aspirational Scores" action document.



Foundations of Bibliometrics

• 3h

Support your researchers in analysing bibliometric data to measure impact and guide strategic decisions.

LEARNERS WILL BE ABLE TO

- Recall key bibliometrics terminology used in ranking methodologies.
- Define key indicators for THE and QS world rankings.
- Recall author-impact and journal-impact metrics relevant to rankings.

KEY TAKEAWAY

Working fluency in ranking-relevant bibliometrics terminology and indicators.



Maximising Research

• 3h

Boost your research productivity by aligning output with your institution's goals and priorities.

LEARNERS WILL BE ABLE TO

- Maximise the impact of publications.
- Enhance research incentives through indexed papers and citations.
- Develop strategic initiatives to secure external research funding.

KEY TAKEAWAY

A research impact action plan tied directly to ranking indicators.



Increasing Visibility

• 3h

Increase your academic and research visibility through effective dissemination strategies.

LEARNERS WILL BE ABLE TO

- Plan short-term activities to gain international visibility.
- Create a practical plan to increase meaningful collaboration.
- Create an engagement plan covering website, alumni tracking, and analysis.

KEY TAKEAWAY

A short-term, actionable visibility and collaboration plan.

Building World Class Universities

Courses 5–8 of 8



Crunching Data

• 2h

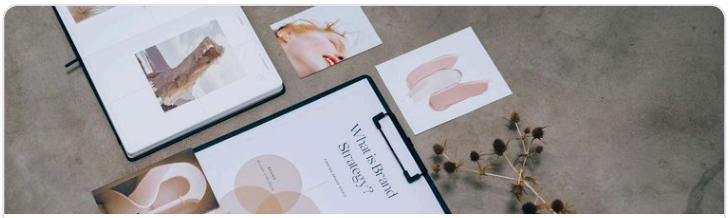
Empower your staff to interpret institutional data for smarter planning and decision-making.

LEARNERS WILL BE ABLE TO

- Apply database validation practices to university ranking data.
- Develop systematic reporting methods for institutional data processes.
- Explain how to establish an annual data-review steering committee.

KEY TAKEAWAY

A documented data-submission process and strategy.



Branding for Degree Presentations

• 3h

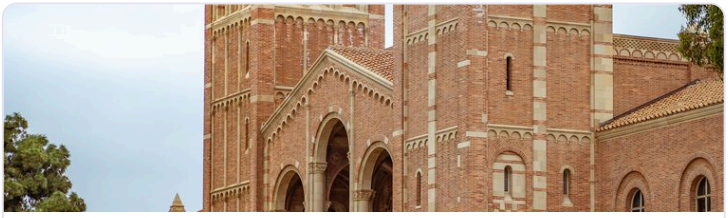
Strategically articulate distinctive programme value propositions through compelling narratives and purposeful branding.

LEARNERS WILL BE ABLE TO

- Define a degree programme's unique selling point.
- Adapt programme names to be more distinctive and marketable.
- Write clear, benefit-driven programme and module descriptions.

KEY TAKEAWAY

A rewritten, benefit-led degree programme description.



Developing a Distinctive Position for Your University

• 2h

Differentiate your university with a strong, competitive identity that stands out in a crowded higher education landscape.

LEARNERS WILL BE ABLE TO

- Distinguish between values and facts in a university's positioning.
- Evaluate a university's current expression of its position.
- Enhance a university's central point of differentiation.

KEY TAKEAWAY

A drafted "distinctive position" statement for the learner's university.



Developing Alumni Relationships

• 3h

Strengthen alumni relationships to unlock opportunities for support, collaboration, and institutional growth.

LEARNERS WILL BE ABLE TO

- Reflect on the value of alumni to university rankings.
- Analyse existing alumni programmes for key success components.
- Create value from alumni data through personalised communication.

KEY TAKEAWAY

A comprehensive alumni relations strategy and action plan.

PROGRAMME

How to Be a Success at an Academic Conference

The How to Be a Success at an Academic Conference programme supports researchers and academics as they cultivate their academic reputation by equipping them with the skills they need to select academic conferences, submit high-quality proposals, and deliver high-impact presentations. The programme guides learners through choosing the right conferences to build their academic reputation, developing a network of valuable colleagues and connections, and maximising the reach and impact of their research.

How to Be a Success at an Academic Conference consists of 3 courses (6 hours total). See page 31 for the full list.

COURSE EXPERT



Dr Emily Choynowski
Chief Academic Officer, Knowledge E



How to Be a Success at an Academic Conference

Course listing



Selecting the Right Conference

• 2h

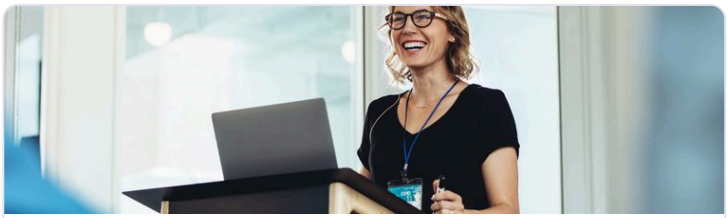
Help your researchers identify conferences that align with their goals and disciplines. Avoid predatory ones.

LEARNERS WILL BE ABLE TO

- Identify academic conference selection criteria.
- Identify ways to avoid predatory conferences.
- Evaluate a potential conference using the Think.Check.Attend tool.

KEY TAKEAWAY

A ranked list of conference-selection criteria, applied to a real conference choice.



Submitting Your Proposal

• 2h

Support your researchers in crafting strong proposals that increase their chances of acceptance by showing them what conference organisers want and how to give it to them.

LEARNERS WILL BE ABLE TO

- Explain the steps required to submit a strong conference proposal.
- Explain the components of a strong conference proposal.

KEY TAKEAWAY

A complete draft conference proposal, workshopped and self-assessed.



Delivering Your Presentation

• 2h

Train your researchers and academics to deliver confident, professional, and impactful academic presentations, from planning the paper to handling Q&A.

LEARNERS WILL BE ABLE TO

- Organise ideas for high-impact conference delivery.
- Apply key elements of visual presentation design.
- Apply strong delivery techniques for academic speeches.

KEY TAKEAWAY

A practised, self-recorded presentation run-through with a pacing benchmark.

PROGRAMME

Publishing with Integrity

The Publishing with Integrity course outlines the importance of ethical publication practices and guides researchers in using practical strategies to identify predatory journals by recognising common red flags. It further guides researchers in identifying and avoiding unethical researcher-led and institutional publication practices, from paper mills and guest authorship to the incentive structures that reward output over rigour, so they can preserve the integrity of their own research and protect their institution's reputation.

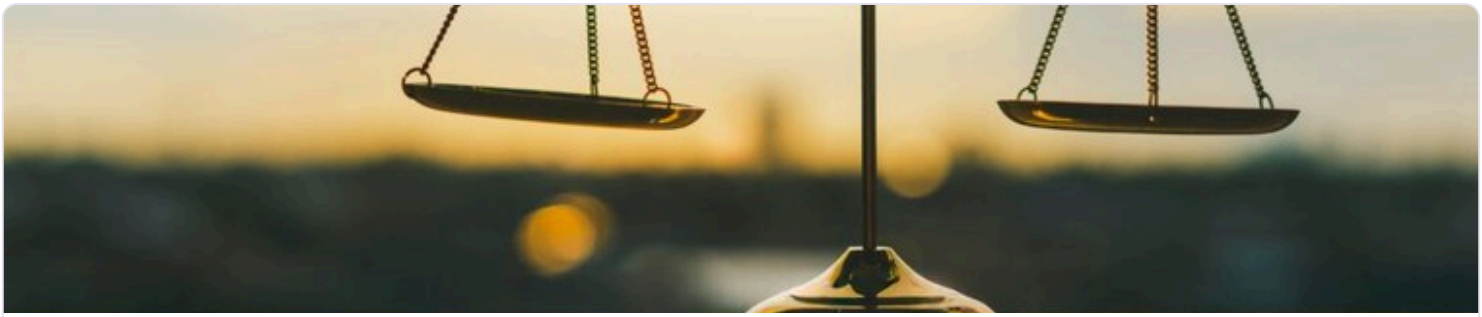
Publishing with Integrity consists of 1 course (4 hours total). See page 33 for the full list.

COURSE EXPERT



Dr Emily Choynowski
Chief Academic Officer, Knowledge E





Publishing with Integrity

• 4h

Promote scientific integrity across research publishing within your institution.

MODULES

- Why Ethical Publishing Practices Matter
- Unethical Researcher Practices
- Unethical Institutional Practices
- Unethical Journal Practices

BY THE END, LEARNERS WILL BE ABLE TO

- Explain why research integrity and ethical publication practices matter for individual researchers, institutions, and the broader scientific community.
- Identify and avoid unethical researcher-led publication practices, including paper mills, guest and ghost authorship, citation manipulation, and unethical AI use.
- Recognise unethical institutional practices and the incentive structures that drive them, and evaluate institutional research-integrity measures.
- Identify predatory and hijacked journals and apply verification tools to evaluate journal legitimacy before submission or participation.
- Apply ethical publishing best practices across authorship, institutional engagement, and journal selection to safeguard personal and institutional reputation.

KEY TAKEAWAY

A completed Think.Check.Submit evaluation of a journal of the learner's choosing.

PROGRAMME

Professional AI Use in Higher Education

CPD Certified programme

The Professional AI Use in Higher Education programme supports professionals as they navigate becoming effective AI collaborators, from learning basic definitions of AI to creating goals and becoming the AI team lead in the office. The programme guides learners through incorporating AI into daily tasks, recognising the impact of AI at the organisational level, developing ethical standards for AI use, and creating a continuous AI learning plan.

Professional AI Use in Higher Education consists of 4 courses (12 hours total). See page 35 for the full list.

COURSE EXPERTS



Dr Lynette Pretorius
Senior Fellow, Higher Education Academy; author, AI Literacy Framework



Dr Marc Pinski
AI & business strategy researcher, Technical University of Darmstadt



Dr Leo S. Lo
Dean of Libraries and University Librarian, University of Virginia



Burcu Özge Razı
Academic-integrity & generative-AI researcher; Turnitin Onboarding Consultant, Türkiye



Dr Salim Razı
Founder/Director, COMU Centre for Academic Integrity



Professional AI Use in Higher Education

Course listing



Learn the Basics of AI

• 3h CPD Certified

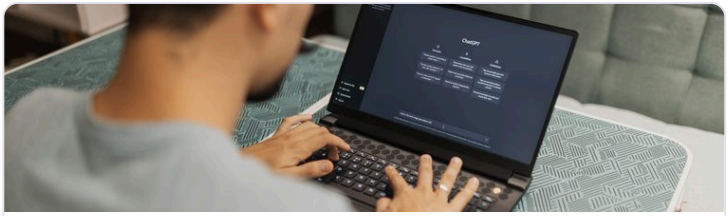
Introduce your staff to the core AI concepts and tools shaping the future of education.

LEARNERS WILL BE ABLE TO

- Define AI types and apply an AI literacy framework in a university context.
- Apply ethical considerations for AI use in higher education.
- Develop a plan to incorporate AI collaboration into daily professional work.

KEY TAKEAWAY

A personal AI collaboration plan identifying two professional tasks to apply AI to.



Develop Your Professional AI Use

• 3h CPD Certified

Advance AI skills for practical and ethical use in your institution.

LEARNERS WILL BE ABLE TO

- Apply an AI Literacy Framework at the organisational level.
- Identify ethical considerations for AI at the organisational and societal level.
- Create a professional learning plan to stay current on emerging AI technology.

KEY TAKEAWAY

A SMART-goal professional AI learning plan.



Thrive in an AI-Enhanced Professional Environment

• 3h CPD Certified

Enable your team to excel in AI-integrated educational environments.

LEARNERS WILL BE ABLE TO

- Distinguish between AI-assisted and AI-driven professional environments.
- Apply strategies to integrate AI while keeping human oversight in decisions.
- Develop the skills critical to thriving in an AI-enhanced workplace.

KEY TAKEAWAY

A personal skills self-assessment plus SMART career-development goals.



Responsible Usage and Prompting of AI for Researchers

• 3h CPD Certified

Empower your researchers to leverage AI efficiently and responsibly.

LEARNERS WILL BE ABLE TO

- Interpret institutional AI policies and guidelines.
- Evaluate prompts and LLM outputs against academic-integrity principles.
- Design and apply prompts for research purposes.

KEY TAKEAWAY

Hands-on practice with all nine research-specific prompt patterns.

PROGRAMME

Employability Essentials

The Employability Essentials programme supports upcoming graduates to experienced professionals in navigating their career journey through practical examples and recommendations to cultivate communication and leadership skills for career advancement. The programme follows a step-by-step process to guide learners through the various elements of career advancement and employability, including CV and cover letter writing, interview preparation, collaboration, critical thinking, digital literacy, time management, workplace onboarding, and key leadership skills.

Employability Essentials consists of 3 courses (9 hours total). See page 37 for the full list.

COURSE EXPERT

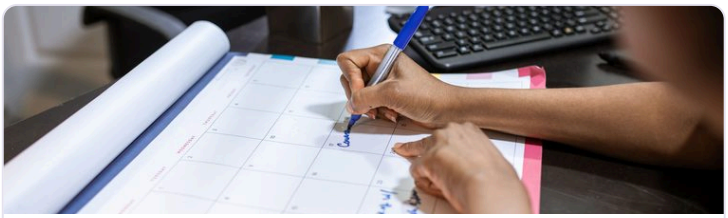


Dr Peter Mitchell
Oxford-educated consultant; Fellow, Royal Society of Arts



Employability Essentials

Course listing



Career Planning

• 3h

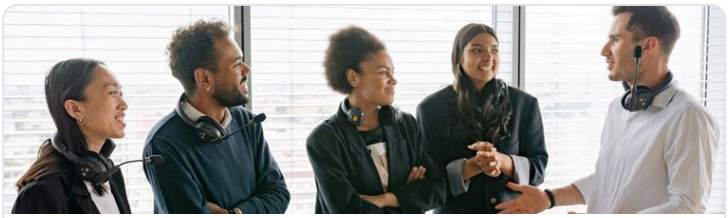
Support your students in setting clear, achievable career goals.

LEARNERS WILL BE ABLE TO

- Construct a strategically designed CV and cover letter.
- Apply job-hunting techniques to find and apply for the right roles.
- Develop key interview strategies.

KEY TAKEAWAY

A personally populated CV and a job-tailored cover letter with AI-generated feedback.



Professional Communication

• 3h

Teach your students essential workplace communication skills for career success.

LEARNERS WILL BE ABLE TO

- Evaluate professional verbal and written communication skills.
- Analyse strategies for successful workplace onboarding.
- Analyse strategies for communicating with diverse stakeholders.

KEY TAKEAWAY

A personal Day-1 onboarding checklist and professional-interactions action plan.



21st Century Skills

• 3h

Equip your graduates with the critical thinking, digital, and soft skills needed in today's world.

LEARNERS WILL BE ABLE TO

- Analyse and apply soft skills for workplace success.
- Analyse and apply hard skills for workplace success.
- Evaluate and reflect on personal skills for workplace success.

KEY TAKEAWAY

A personal skills-development action plan.

PROGRAMME

Generating Research Impact

CPD Certified programme

In collaboration with Research Consulting

Endorsed by the AESIS Network

Generating Research Impact is a three-course programme that guides researchers through the process of preparing, monitoring and communicating their research in terms of tangible and measurable societal benefit beyond the walls of academia. From evaluating bibliometric indicators and applying ethical visibility strategies to communicating how research can affect everyday life, the programme provides a comprehensive roadmap to support researchers in moving beyond academic outputs to documenting the real-world impact of their research.

Generating Research Impact consists of 3 courses (9 hours total). See page 39 for the full list.

COURSE EXPERTS



Dr Andrea Chiarelli
Associate Director, Research Consulting



Dr Emily Choynowski
Chief Academic Officer, Knowledge E

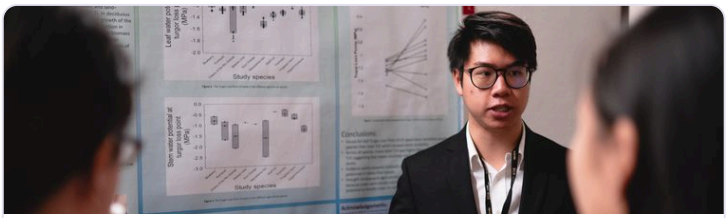


Dr Gali Halevi
Senior Scientific Advisor, SCImago Research Group; former Director, ISI at Clarivate



Generating Research Impact

Course listing



Maximising Your Research Visibility

• 3h CPD Certified

Increase the global visibility of your institution's research output.

LEARNERS WILL BE ABLE TO

- Interpret metrics from Google Scholar, Scopus, Web of Science, and altmetric tools.
- Apply ethical strategies to increase the visibility of research work.
- Develop and apply a personal research visibility plan.

KEY TAKEAWAY

A personalised Research Visibility Plan ready for immediate implementation.



Defining Research Impact

• 3h CPD Certified

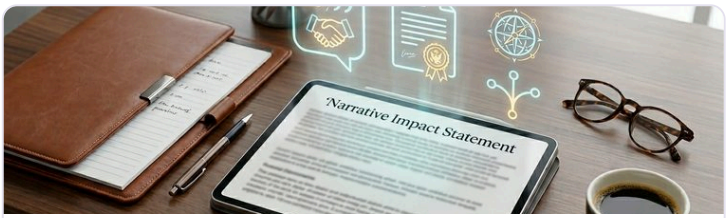
Unify your researchers to plan within your institution's long-term impact goals.

LEARNERS WILL BE ABLE TO

- Differentiate impact types across sectors — instrumental, conceptual, capacity-building.
- Evaluate how open research practices enhance reach and application.
- Articulate the institution's long-term impact goals.

KEY TAKEAWAY

A personal alignment statement connecting research to institutional priorities.



Preparing for Research Impact

• 3h CPD Certified

Showcase the real-world value of your institution's research output through proven impact communication strategies.

LEARNERS WILL BE ABLE TO

- Set personal milestones and KPIs aligned to institutional impact strategy.
- Write a narrative impact statement.
- List strategies to address common barriers to impact.

KEY TAKEAWAY

A drafted narrative impact statement, reviewed for feedback.

PROGRAMME

Science Communication for Researchers

LAUNCHING FEBRUARY 2027

Science Communication for Researchers is a three-course programme that treats science communication as a core research skill rather than an add-on for those who enjoy public engagement. From setting a testable communication goal and replacing jargon with plain language to handling a media interview and responding to misinformation, the programme prepares researchers to explain why their work matters, in language people outside their field can understand and use.

Science Communication for Researchers consists of 3 courses (9 hours total). See page 41 for the full list.

COURSE EXPERT



Rachel Scheer
Lead, RJS Strategic Communications; former External Communications Director, Clarivate



Science Communication for Researchers

Course listing · Launching February 2027



Foundations of Science Communication

• 3h

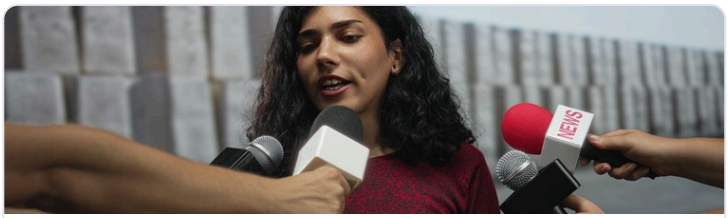
Equip your researchers to explain their work in language any audience can understand.

LEARNERS WILL BE ABLE TO

- Rewrite technical content in plain, jargon-free language for a non-expert audience.
- Structure a message using the flipped pyramid: headline finding, significance, detail.
- Deliver an audience-tailored elevator pitch that applies message structure, plain language, and storytelling.

KEY TAKEAWAY

A drafted and rehearsed 60-second elevator pitch explaining the learner's own research.



Communicating Science to the Media

• 3h

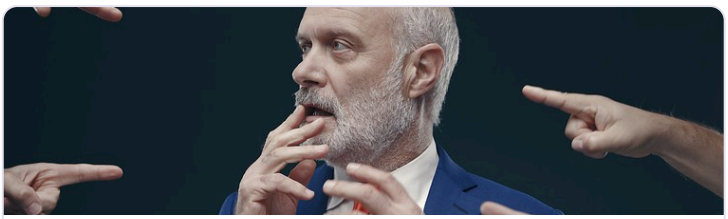
Prepare your researchers to handle media requests with confidence and clarity.

LEARNERS WILL BE ABLE TO

- Draft a press release with three to four supporting talking points for a research finding.
- Prepare core messages for a simulated media interview, using sound-bite and stay-on-message techniques.
- Produce a public-facing piece and a scientist brand plan covering voice, online presence, and journalist relationships.

KEY TAKEAWAY

A scientist brand plan covering voice, online presence, and relationships with journalists.



Safeguarding Your Research within Science Communication

• 3h

Prepare your researchers to respond when their work is misrepresented or challenged.

LEARNERS WILL BE ABLE TO

- Use source-checking and the Fact-Warning-Fallacy-Fact approach to correct a misleading claim in conversation.
- Identify the source of a scientific controversy and anticipate the opposing questions a journalist or audience is likely to raise.
- Build a response plan that pairs clear messaging with a correction, engagement, or crisis strategy for their own research.

KEY TAKEAWAY

A completed response plan for the learner's own research, from correction statement to first actions.

PROGRAMME

From Research to Publishing

LAUNCHING MARCH 2027

From Research to Publishing is a three-course programme that follows the publishing process from the first literature search through to a manuscript that is submitted, reviewed, and accepted. From finding and organising the literature that underpins a research project to planning, writing, and submitting a research article, the programme gives researchers a practical route from a research question to a published paper.

From Research to Publishing consists of 3 courses (8 hours total). *See page 43 for the full list.*

COURSE EXPERT

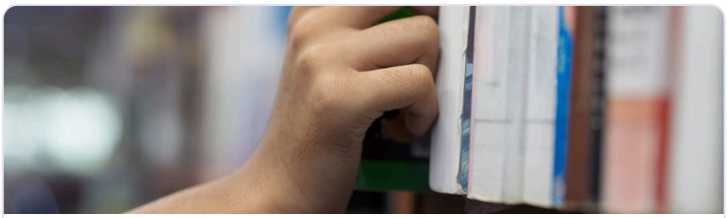


Dr Gali Halevi
Senior Scientific Advisor, SCImago Research Group; former Director, ISI at Clarivate



From Research to Publishing

Course listing · Launching March 2027



Conducting Research

• 3h

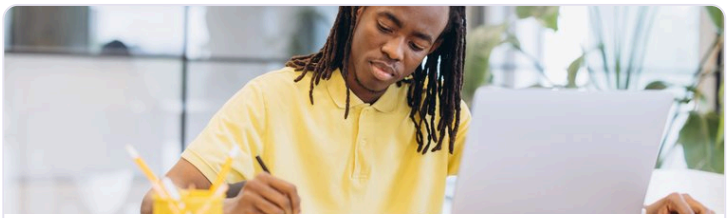
Equip your researchers to find, organise, and critically review the literature their work is built on.

LEARNERS WILL BE ABLE TO

- Develop an effective literature search using appropriate databases and search terms.
- Organise and manage research literature using a reference manager.
- Outline a structured, critical literature review from the literature identified.

KEY TAKEAWAY

A personal literature review plan, drafted through the course's five-step process.



Writing Research

• 3h

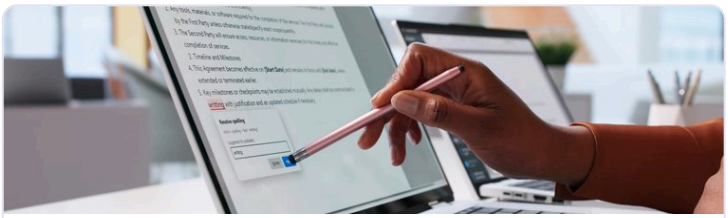
Support your researchers in turning their findings into well-structured, publication-ready articles.

LEARNERS WILL BE ABLE TO

- Plan a research article using appropriate structural frameworks and writing strategies.
- Apply techniques to optimise article discoverability through keywords, metadata, and open access.
- Evaluate written work against the standards of scholarly publishing.

KEY TAKEAWAY

An IMRaD-based outline of the learner's own research article.



Publishing Research

• 2h

Guide your researchers towards reputable journals and stronger acceptance rates.

LEARNERS WILL BE ABLE TO

- Select an appropriate target journal using established criteria, including identifying predatory publishers.
- Prepare a complete manuscript submission package in line with journal requirements.
- Explain the peer review process and respond constructively to reviewer feedback.

KEY TAKEAWAY

A complete journal submission package for the learner's own manuscript.



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