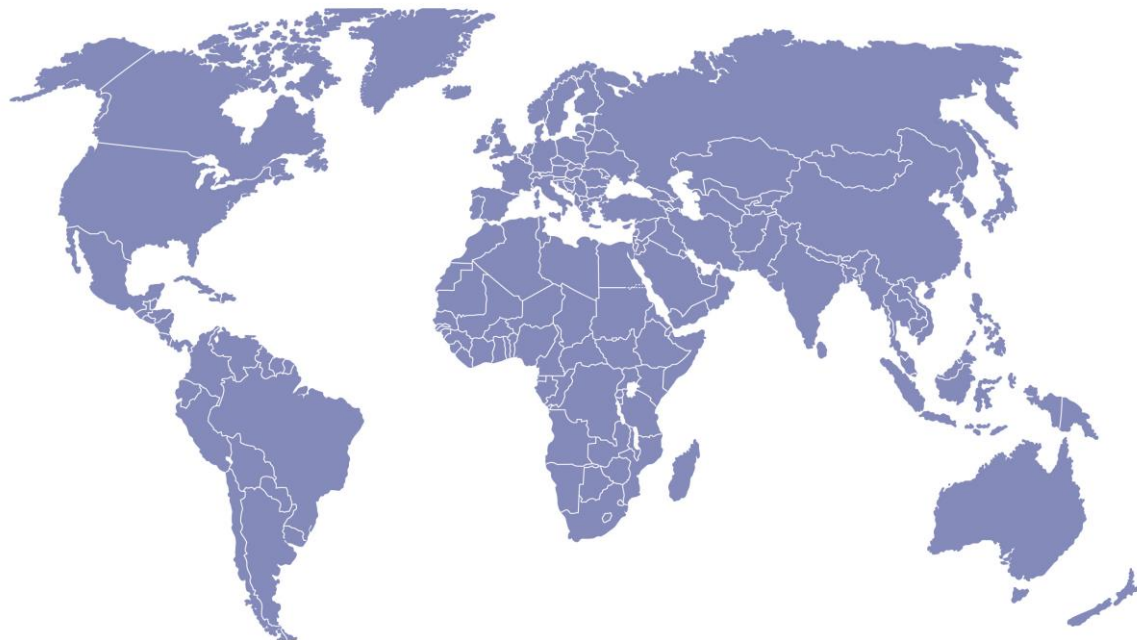


# UNILEAD SOUTH EAST ASIA 2020

## DIES University Leadership and Management Training Programme



## Call for Applications 2020

With financial support from the



Federal Ministry  
for Economic Cooperation  
and Development

## UNILEAD South East Asia 2020

The German Academic Exchange Service (DAAD), the Department of Continuing Education and Education Management (we.b) at the Carl von Ossietzky University of Oldenburg in Germany, in cooperation with the Universiti Teknologi Malaysia and King Mongkut's University of Technology (KMUTT), Thailand, are jointly organising the DIES University Leadership and Management Training Programme UNILEAD South East Asia 2020 in both Malaysia and Thailand, enabling young managers at higher education institutions in developing countries in this region (see list of countries below) to tackle successfully every-day challenges. In order to do so, the programme brings together the topics Project Management, Innovation Management and Internationalisation with individual and practice-oriented change projects of each participant.

Developed in 2008, UNILEAD is part of the DIES programme (Dialogue on Innovative Higher Education Strategies), which has been jointly coordinated by the DAAD and HRK (German Rectors' Conference) since 2001.

Further information on the DAAD DIES Programme and the DIES Training Courses can be found at <https://www.daad.de/en/information-services-for-higher-education-institutions/further-information-on-daad-programmes/dies-training-courses/>

### Programme Contents and Methodology

UNILEAD South East Asia 2020 focuses on three key areas:

#### 1. Project Management (PM)

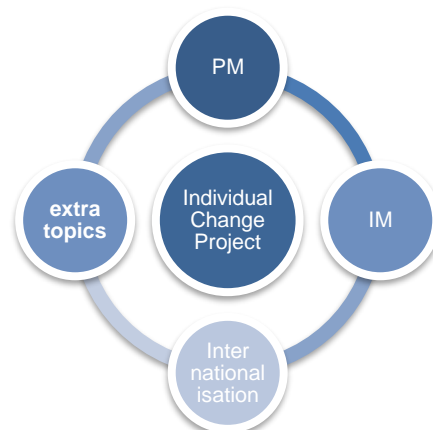
This includes courses on Methodology of Project Management, Financial Management in Projects and Risk Management.

#### 2. Innovation Management (IM)

This includes the basics of Innovation Management with common methods and processes in practical exercises, based on real cases.

#### 3. Internationalisation

This includes internationalisation development, strategy, and projects.



In order to complement these three modules, **additional topics**, such as Transformation of Higher Education, are touched upon.

The core **of the entire programme is an individual and practice-oriented change project** that participants are required to propose already in their application.

The methodology will be strictly project oriented and is based on case studies or questions derived from the particular job situation of the participants. Thus, it is expected to bring in personal experience and to share this knowledge with a group of around 20 participants from different regions of South East Asia. High personal motivation, the willingness to get actively involved during the online and contact phases and excellent English language skills are essential for the successful completion of this course.

## Learning Approach / Schedule

Using a blended learning approach, UNILEAD South East Asia 2020 is structured in two on-site contact phases. First contact phase in Kuala Lumpur and second contact phase at King Mongkut's University of Technology in Thailand, and trainer guided online phases.

### Online Phase 1 (05/2020 – 08/2020)

- Prior to the first contact phase, an online phase of around 8 weeks is scheduled in which the participants are asked to read the **study material** and to work on short papers, including the individual work of **drafting the change project**. These papers are meant to describe the individual work experience at their home institution and to identify problems as well as obstacles referring to the topics of the course.

### Contact Phase 1 (23<sup>rd</sup> August – 05<sup>th</sup> September 2020)

- The initial contact phase will take place in Kuala Lumpur, Malaysia. During these two weeks, content will focus on **Project Management**, **Innovation Management** and **Internationalisation**. Furthermore, the personal action plans will be adjusted and fine-tuned.

### Online Phase 2 & Implementation (09/2020 – 12/2020)

- Between September and December 2020, participants **apply the skills acquired at UNILEAD South East Asia 2020** within their individual projects at their home universities. In this, they are being accompanied and monitored by UNILEAD distance-coaches.

### Contact Phase 2 (06<sup>th</sup> – 12<sup>th</sup> December 2020)

- Finally, during a one-week contact phase in Thailand, there will be the opportunity to reflect on the implementation of the individual projects and to discuss next steps. Content of inputs will focus on **Transformation of Higher Education**.

As the modules of the programme are interconnected, **participants are expected to take part in both online and contact phases. A written statement from the higher education management, that confirms the full commitment to attend all parts of the programme, is an entry requirement for being admitted.**

## Partners' Profile

The **Carl von Ossietzky University of Oldenburg** is the academic coordinator of this training course and works closely together with the DAAD. The University of Oldenburg has been offering an innovative MBA programme in Education and Science Management for professionals of (higher) education institutions for several years. Thus, it has a wide network of experts who act as lecturers in this MBA programme and provides in-depth experience in the field of continuing education and education management as well as training of professionals at an academic level. National and international lecturers will bring in expertise in higher education management and will help reflecting the specific questions from an international and intercultural perspective.

**Universiti Teknologi Malaysia (UTM)** acts as the Malaysian coordinating body where it works closely with the Carl von Ossietzky University of Oldenburg to create an impactful programme. UTM is a leading innovation-driven entrepreneurial research university in engineering, science and technology located both in Kuala Lumpur and

Johor Bahru, Malaysia. It is renowned for being at the forefront of engineering and technological knowledge and expertise. UTM as the biggest postgraduate research university in technology has also established a reputation for innovative education and cutting-edge research, with a vision towards the development of creative human capital and advanced technological innovation.

**King Mongkut's University of Technology Thonburi (KMUTT)** is well known for innovative programmes and strong curricula in science, technology and engineering. It has developed a reputation for outstanding research, skilled and proficient graduates, distinguished faculty members and effective supporting staff. As the first government institute to become an autonomous university in Thailand, KMUTT is better equipped to serve the needs of our students and to direct research to real industrial and community issues. The University's educational reach extends well beyond Bangkok and the surrounding areas by creating linkages with these communities and directing research projects that are of benefit to them. The University also works hand in hand with industry, capitalizing on the trust and collaboration built up over many years.

**Universiti Tun Hussein Onn Malaysia (UTHM)** is an established technical university which strives to enhance and strengthen its internationalisation linkage and has taken various initiatives to complement its educational excellence. UTHM has entered into various collaborative arrangements with other parties to enhance its academic and research activities. In collaboration with the Fraunhofer Institute for Mechatronic Systems Design (IEM), UTHM adopts the concept of Applied Research following the Fraunhofer approach by establishing an joint innovation lab which aims to bring the Fraunhofer model into Malaysia's innovation ecosystem.

## Participants' Profile

UNILEAD South East Asia 2020 is targeting higher education managers from developing countries. The two key criteria are:

- Applicants have been holding a **university management position with managerial and personnel responsibilities no longer than 4 years** in one of the following fields:
  - Managers of central university departments (Planning, Quality Management, Human Resources, Continuing Education; excluding academic units such as Deans, Vice Deans, Head of Department).
  - Task force managers for university reform projects.
  - Managers of staff development units or programmes.
- Active and **excellent English language skills** (speaking and writing) are indispensable. Phone interviews will be organised with short listed candidates to guarantee the requested proficiency.

Further criteria are:

- Applicants are university leaders preferably between 30 and 45 years.
- Applicants hold at least a Master's degree.
- The provision of international experience will be highly regarded.

Participants from higher education institutions of **the following countries** are eligible to apply:

- **Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand, and Vietnam.**

## Application Requirements and Process

Applications can be submitted via the online application form on the UNILEAD-website at

<https://go-dl.uni-oldenburg.de/unilead/>

Strict **closing date of the application is March 02<sup>nd</sup>, 2020, 11:59 am Central European Winter Time.**

Following information and documents are requirements for an application:

1. **Application Form** including a clear practice-oriented **Project Proposal** – using the online-form provided on the website.
2. **Letter of Motivation including date and signature** – uploaded to online-application form as pdf-file.
3. **Letter of Recommendation from university top management** (President/Rector or Vice-Chancellor/Vice-Rector of the university) **including date and signature** in which the managerial qualifications and leadership competencies, the future potential of the candidate is described and emphasized – uploaded to online-application form as pdf-file.
4. **Proof of excellent English proficiency** (e.g. TOEFL, Cambridge Certificate) will be an asset (pdf-file).

The Selection Committee composed of high profile higher education management experts meets in beginning of April 2020.

The selection criteria are based on the following points:

- Personal profile match
- Motivation letter
- Description of reform project
- Recommendation of university's top management

The selected candidates will be informed about the results of the selection meeting end of April 2020.

## Funding

The costs for this training course will be mainly covered by funds of the DAAD provided by the German Federal Ministry for Economic Cooperation and Development (BMZ).

Following expenses will be covered:

- Course costs UNILEAD approx. EUR 5.500.
- Travel costs: Flights to and from Malaysia/Thailand (Economy class). We kindly ask the participants to make their own travel arrangements – they will then be reimbursed in cash upon their arrival.
- Accommodation (including breakfast).
- Welcome and Leaving Dinners at the two contact phases. Participants will be additionally receiving light lunches and coffee breaks during the contact phases.



**Expected co-funding:** Participants' home institutions are expected to contribute to the course costs by paying a one-time fee of EUR 300,00.

In addition, local transportation in the participants' home countries, visa costs and possible additional per diems for the stay have to be covered by the participants and/or their home institution.

Further details on terms and conditions will be given to the admitted applicants together with the invitation letter.

## Contact details of Programme Management

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