

UNILEAD-EGYPT 2013/2014

Information on the Intensive Blended Learning Programme UNILEAD-Egypt (University Leadership and Management Training Course)

The German Academic Exchange Service (DAAD), the DAAD Branch Office in Cairo and the Carl von Ossietzky University of Oldenburg in Germany are jointly organising an intensive Higher Education Management Training Course (UNILEAD), bringing together the topics Project Management and Strategic Management including Leadership with individual and practice-oriented change projects of each participant from Egypt.

Deriving from the programme UNILEAD, developed by the University of Oldenburg together with the Nelson Mandela Metropolitan University (South Africa) and the DAAD in 2008, UNILEAD-Egypt 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.

Course Contents and Methodology

The course covers topics with relevance to Higher Education Management in the following the areas:

- Module: Project Management
- Module: Strategic Management and Leadership

The methodology will be strictly practice-orientated 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 the group of around 30 participants. High personal motivation, the willingness to get actively involved during the online and contact phases and English language skills on an advanced level are essential for the successful completion of this course.

The professional training course combines online and contact phases in a Blended Learning approach: Prior to the first contact phase, an online phase of 8 weeks is scheduled in which the participants are asked to read the study material and to work on short papers, including the draft of a project action plan. These papers are meant to describe the individual work experience at the home university and to identify problems and obstacles referring to the topics of the course. The initial contact phase will be organised in December 2013 in the DAAD Branch Office in Cairo. During these two weeks, the content will focus on Project Management and Strategic Management and Leadership. Also the personal action plans will be adjusted and fine-tuned. Between December 2013 and March 2014, participants are asked to apply the skills acquired at the home university within their individual projects. In this, they are being accompanied and monitored by distance coaches. Finally, during a short contact phase at the Suez Canal University in late March/April 2014, there will be the opportunity to present the process of the implementation of the individual projects and to discuss on next steps.

Schedule

The following table shows the dates of the online and contact phases:

Content	Time schedule	Mode	Location
Theoretical Input: Project Management and Strategic Management including Leadership	08.10.2013 - 08.12.2013	online	
Contact Phase Active work during the modules	10.12.2013 - 20.12.2013	face-to-face	DAAD Office in Cairo
Implementation Phase	20., 21.12.2013 – early March 2014	Implementation of Projects	Individual institutions
Contact Phase	end of March/early April 2014	face-to-face	Suez Canal University

As the modules of the course are interconnected, participants are expected to **take part in all online and contact phases**. A written statement together with an endorsement letter from the applicant's home university, which confirms the commitment to attend all parts of the course, is an entry requirement for being admitted.

Partners' Profile

The University of Oldenburg is the academic coordinator of this course and works closely together with the DAAD headquarters in Bonn as well as the DAAD Office in Cairo. The University of Oldenburg has been offering an innovative MBA programme in Education Management for professionals of German speaking (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.

The DAAD Office in Cairo is located on the Nile island Zamalek in the heart of Cairo. Since 1960, the German Academic Exchange Service has a branch in Egypt and thus offers its services there since 52 years to students, researchers and scientists.

The DAAD Kairo Akademie is a further training academy for students, graduates and postdocs offering a wide range of modules in different domains like "Academic Skills" or "Programme Preparation". DAAD Kairo Akademie offers modules for Alumni on regular basis in order to provide them with the possibility of enhancing their skills.

Participants' Profile

The criteria are:

- Participants must hold a **PhD degree** and should not be older than 45 years.
- They are working in **public universities**.
Interested members from the following institutions: Ain Shams University, Suez Canal University, Helwan University and Assiut University are encouraged to apply in particular this year. Their projects should be well coordinated and highly endorsed by their universities in accordance to the strategic plan of these institutions.
- They have at least **two to five years of managerial experience** with at least **two to five employees** in one of the following fields:
 - Managers of central university departments (Planning, Evaluation, Financing, Human Resources, Continuing Education, International Offices, Technology Transfer etc.).
 - 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.

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).

During the contact first contact phase the participants will be guests of the DAAD Cairo Office, during the second contact phase they will be guests of the Suez Canal University.

Following expenses will be covered:

All applicants from public universities are entitled to a per diem covering their travel and accommodation expenses. (If the distance between the home university and hosting institution is less than 100 km, the attendee will be entitled to a reimbursement fee of 50 EGP per day. If the distance exceeds 100 km the reimbursement fee issued will be 100 EGP per day, such amounts will be reimbursed on the last attendance day.) Applicants will be additionally receiving light lunches and coffee breaks during the contact phases. Home universities of the applicants are expected to cover any additional costs that may occur. Accepted candidates are expected to take over all arrangements concerning their accommodation during the contact phases.

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

Application

Attached should be the following documents

- **Letter of motivation with date and signature** (1 to 2 pages max.) in which the need for the training is explained. The following four questions need to be answered (pdf-file):
 - 1) What is the reason for your application in the UNILEAD-Egypt programme and in which way do you think the programme will impact your professional career?
 - 2) Please outline a concrete project with relation to the topics of the course which you are currently implementing or or intending to imply in the near future. Applicants are required to follow the strategic projects defined by their home institutions. The mandatory endorsement letters submitted must reflect this clearly. This applies to applicants from Ain Shams University, Suez Canal University, Helwan University and Assiut University and from other public Egyptian universities alike.
 - 3) What kind of actual challenges, obstacles or problems are or will you (presumably) be faced with regarding the implementation of your project?
 - 4) In which way do you think that your participation in the UNILEAD-Egypt programme could help you to implement this project and to overcome existing or foreseen challenges, obstacles or problems?
- **Letter of recommendation from university top management (endorsement letter)** where the **managerial qualifications and leadership competencies and the future potential** of the candidate are briefly described (pdf-file). This is mandatory to all applicants!
- **Proof of excellent English proficiency** (e.g. TOEFL, Cambridge Certificate) will be an asset.

Closing date

Strict closing date of the application is **May 31st, 2013!**

Selection Process

The Selection Committee composed of high profile Higher Education Management experts and DAAD representation will meet mid-June 2013.

The selected candidates will be informed by mid- July 2013 of the results of the selection meeting. Interviews will be organised with short listed candidates to guarantee the requested proficiency (pdf-file).

Please send a soft copy of your application together with all attachments to the following email address:

Unilead.Egypt@daadcairo.org

Contact details of Programme Management:

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