Universidad de Navarra

University Strategic Management

A Program for University Governance Teams

Last update: April 1, 2020

From May 26 to 29, 2020
University of Navarra. Madrid Campus

2nd edition

Presentation

Universities are immersed in a process of accelerated transformation.

The political, demographic, cultural and technological changes universities are going through have a direct effect on university governance.

Governing higher education institutions effectively is an increasingly more complex and demanding process, and now requires specific, continuous training.

The University of Navarra is offering a program for university governance teams.

Specialists from different countries will share their knowledge and experience in handling today's reality and tomorrow's challenges.

🧍 Prospective participants

Members of university governance teams, including academics in management positions and management professionals. The program is international in scope and open to universities from all over the world. The sessions present a strategic approach from a global perspective, adapted to the needs and interests of upper management in the university sector.
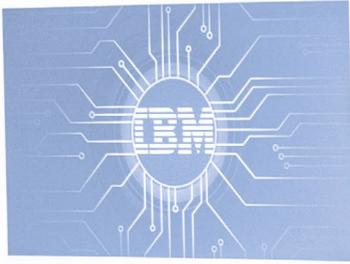The program languages are English and Spanish.

📅 Dates

From May 26 to 29, 2020

📍 Place

University of Navarra
Madrid Campus
Calle Marquesado de Santa Marta, 3
28027, Madrid (España)

Methodology

The program includes lectures, case study analysis and interactive sessions.
The speakers are from different countries and include academics specializing in governance issues and managers with specific experience in these fields.

Objectives

To reflect on contextual factors that may have the greatest impact on the future of university projects.

To identify the essential elements of a governance strategy and the successful application of such strategy.

To present examples of good university governance practices in different countries.

To compare notes with managers from other universities and network new relationships and cooperation.

Content

1

Strategy and Leadership

Key aspects of entrepreneurial management that motivates and drives change and continuous improvement. Specific characteristics of the university's management content and style.

2

Sustainability

The need to define a strategy to turn our universities into sustainable projects in terms of teaching and research, and with a real impact on the societies they serve.

4

People

Organizations are made up of people. In the case of universities, creating the conditions whereby professors and researchers can perform their work satisfactorily, and management professionals are motivated to provide support for academic work, is essential for good university governance.

5

Some scenarios

Universities need to prepare to face the challenges of a society in permanent transformation. Social and economic phenomena such as globalization, digitalization and the progressive deterioration of public funding are challenging current frameworks. There is a need to learn techniques for evaluating and analyzing the current situation and to anticipate future scenarios.

The content will cover six subject areas addressing essential questions for corporate governance.

3

Excellence and Innovation

In a society that offers services of increasing quality, the university must aspire to excellence in its own activities (teaching, research, knowledge transfer) in accordance with international standards.
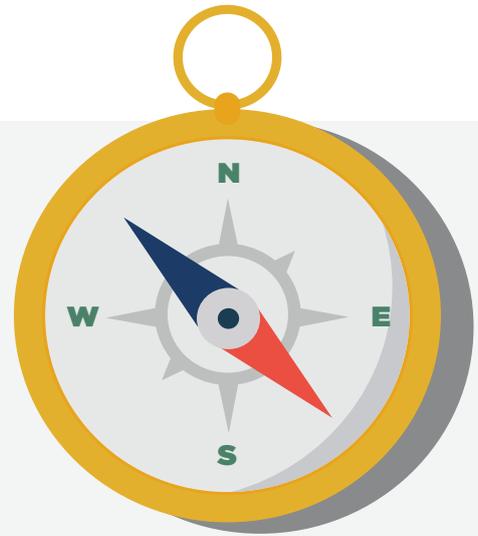
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Reputation

Corporate governance includes managing intangibles such as reputation, trust and legitimacy through careful *stakeholder* management and excellent communication based on listening and a commitment to transparency.

Program Schedule

TIME	TUESDAY, MAY 26	WEDNESDAY, MAY 27
9 a.m.		**CONTEXT SESSION** Redefining excellence in global higher education and offering a new framework for global benchmarking — PHIL BATTY
10:15 a.m.		**STRATEGY** Guide to Avoiding Major Strategic Errors — ALFONSO SÁNCHEZ-TABERNERO
11:30 a.m.		COFFEE BREAK
NOON		**STRATEGY** High-Performance Universities: What Role Does Strategic Management Play? — MARÍA IBORRA
2:00 p.m.		LUNCH
3:45 p.m.	**SUSTAINABILITY** University Governance and Sustainability — MARÍA IRABURU	**PEOPLE AND ENGAGEMENT** Global visibility and local engagement: Can they go together in one university? — MARIA YUDKEVICH
5:00 p.m.	**CASE STUDY**	**PEOPLE AND ENGAGEMENT** Talent Management at Research and Academic Institutions: Weizmann Institute — JOSÉ RAMÓN PIN

THURSDAY, MAY 28	FRIDAY, MAY 29
CONTEXT SESSION Transforming Universities for the Sustainable Development Goals JOHN THWAITES	**STRATEGY** Getting Ready for the Future by Designing Scenarios I JOSÉ MANUEL DE TORO, JULIÁN VILLANUEVA
TEACHING AND RESEARCH Promoting an Ethical-Civic Approach Through Service-Learning CONCEPCIÓN NAVAL	**STRATEGY** Getting Ready for the Future by Designing Scenarios II JOSÉ MANUEL DE TORO, JULIÁN VILLANUEVA
COFFEE BREAK	COFFEE BREAK
TEACHING AND RESEARCH Research: Knowledge with a Social Impact PEDRO MIGUEL ETXENIKE	**STRATEGY** Getting Ready for the Future by Designing Scenarios III JOSÉ MANUEL DE TORO, JULIÁN VILLANUEVA
LUNCH	CLOSING SESSION (1:20 - 2:00 p.m.)
MANAGEMENT OF INTANGIBLES How to Define and Implement a Joint Goal: Practical Workshop CARLOS REY, ÁLVARO LLEÓ	
MANAGEMENT OF INTANGIBLES University Strategic Leadership and Communication Management ANNE GREGORY	

A Program for University Governance Teams

Speakers

Program Academic Staff

Alfonso Sánchez-Tabernero

Rector. University of Navarra

Guide to Avoiding Major Strategic Errors

Álvaro Lleó

Professor of People Management. University of Navarra

How to Define and Implement a Joint Goal: Practical Workshop

María Iborra

Professor of People Management. Universitat de València

High-Performance Universities: What Role Does Strategic Management Play?

Juan Manuel de Toro

Academic Director. Institute for Media and Entertainment

Getting Ready for the Future by Designing Scenarios

Concepción Naval

Full Professor. University of Navarra

Promoting an Ethical-Civic Approach Through Service-Learning

John Thwaites

Professor of Sustainable Development Monash University (Australia)

Transforming Universities for the Sustainable Development Goals

Phil Baty

Editor. Times Higher Education

Redefining excellence in global higher education and offering a new framework for global benchmarking

**María
Iraburu**

University Governance
and Sustainability

*Gobierno y sostenibilidad
universitaria*

**Julián
Villanueva**

Professor of Marketing.
IESE Business School –
University of Navarra

*Getting Ready for the Future
by Designing Scenarios*

**Pedro Miguel
Etxenike**

Full Professor.
Universidad del País Vasco

*Research: Knowledge
with a Social Impact*

Maria Yudkevich

Vice-rector of National Research
University Higher School of
Economics in Moscow, Russia

*Global visibility and local
engagement: Can they go
together in one university?*

José Ramón Pin

Professor. IESE Business
School – University
of Navarra

*Talent Management in
Digital and Agile Culture
Organizations*

Anne Gregory

Professor of Communication.
University of Huddersfield
(United Kingdom)

*University Strategic
Leadership and
Communication Management*

Carlos Rey

Professor of Strategic
Management. Universitat
Internacional de Catalunya

*How to Define and
Implement a Joint Goal:
Practical Workshop*

Registration

Early-bird price: €795
(to February 29, 2020)

General price: €995
(from March 1 to May 18, 2020)

Educational activities are VAT exempt
Meals and parking included

Online registration
https://www.unav.edu/cdeu

Contact

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Admission

Admission to the program is subject to
the Academic Committee's final decision.