UNIVERSITY SUSTAINABILITY

A course on Strategic Management of Universities

Aimed at University governance teams

Universidad de Navarra

Introduction

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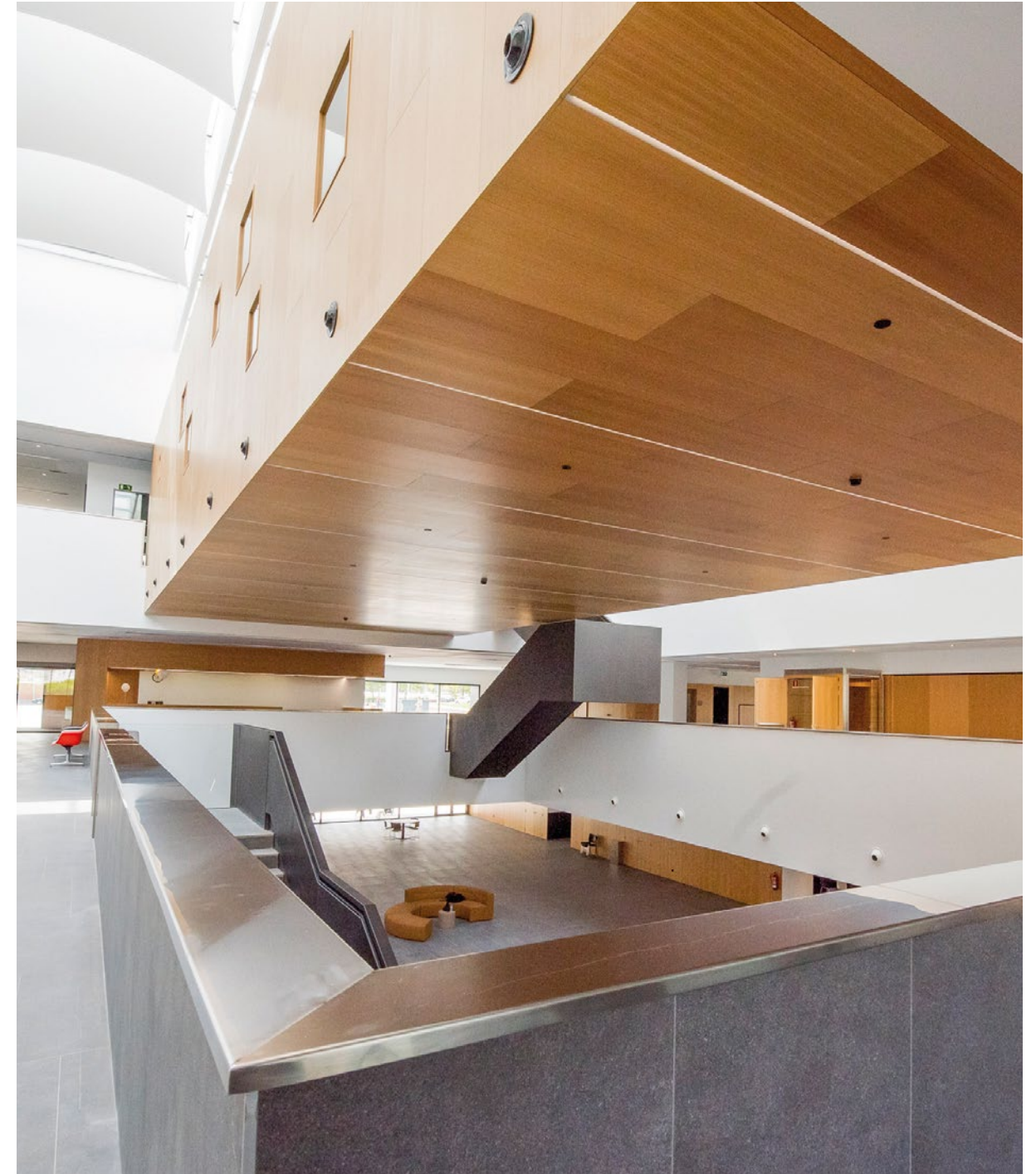
The University of Navarra is offering a program for university governance teams.

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

Who is the Course aimed at?

T he course has been designed with the following profiles in mind: 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 provide insights into a strategic approach from a global perspective. The program languages are English and Spanish and a direct translation service will be provided.

Dates and place

From May 10 to 13, 2022

Universidad de Navarra
The Madrid Campus
Calle Marquesado de Santa Marta, 3
28027, Madrid (España)

Methodology

The course covers four days made up of fifteen lectures, case studies and participatory sessions on the strategic management of universities. Speakers and participants from countries from all over the world, will share reflections and experiences on how to govern their institutions and implement a sound university sustainability strategy.

Benefits of the Course

01

Sustainability
Learn how to design a sound university sustainability strategy to ensure an organisation aligned with good governance.

02

Networking
Establish professional relationships to apply university management models and create opportunities for growth.

03

Strategy
Identify the essential elements of a governance strategy and the successful implementation of the strategy.

04

Metrics
Identify tools to guide governance strategies and the application of metrics to ensure their management.

Content

01
Strategy and Leadership

The key-points to a pioneering management approach, capable of motivating, and oriented towards change and ongoing improvement. Tailor-made content and management style specific to a university setting.

02
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.

03
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.

04
People

How to create conditions for motivation, professional development and collaboration between professors, researchers and management professionals? The success of people management depends to a large extent on the success of the institution.
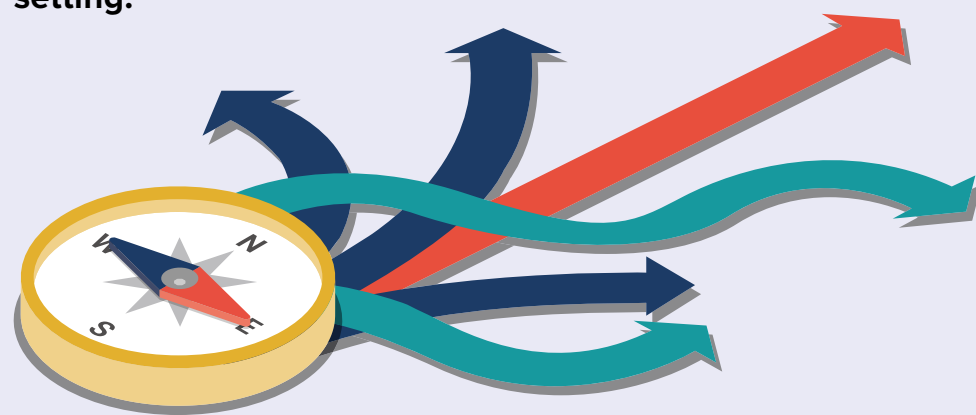
05
Generation scenarios

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.

06
Reputation

University 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.

Programme

	Tuesday, May 10	Wednesday, May 11	Thursday, May 12	Friday, May 13
9.00-10.15h		**STRATEGY** — CONFERENCE A Guide to Avoiding Major Strategic Mistakes Alfonso Sánchez-Tabernero	**TEACHING AND RESEARCH** — MASTERCLASS Transforming Universities for the Sustainable Development Goals John Thwaites	**STAGE DESIGN** — TEAM WORK Preparing for the future by designing scenarios I Juan Manuel de Toro, Julián Villanueva
10.15-11.30h		**STRATEGY** — CONFERENCE High-performance universities: what role does strategic management play? María Iborra	**TEACHING AND RESEARCH** — CONFERENCE The transversality of civic-ethical learning as the axis of development in the University Concepción Naval	**STAGE DESIGN** — TEAM WORK Preparing for the future by designing scenarios II Juan Manuel de Toro, Julián Villanueva
11.30-12.00h		**COFFEE BREAK**	**COFFEE BREAK**	**COFFEE BREAK**
12.00-13.15h		**INTANGIBLES MANAGEMENT** — CASE Leadership and crisis management in university Yago de la Cierva	**TEACHING AND RESEARCH** — CONFERENCE Building University-City partnerships for driving climate resilience and environmental sustainability Jaime L. Toney	**STAGE DESIGN** — TEAM WORK Preparing for the future by designing scenarios III Juan Manuel de Toro, Julián Villanueva
13.15-15.30h		**LUNCH BREAK**	**LUNCH BREAK**	**CLOSING SESSION**
15.30-16.45h	**SUSTAINABILITY** — CONFERENCE University governance and sustainability María Iraburu	**INTANGIBLES MANAGEMENT** — CONFERENCE Reputation and stakeholder management: from listening to innovation Juan Manuel Mora, Santiago Fernández-Gubieda	**PEOPLE MANAGEMENT** — CONFERENCE How to define and implement a shared purpose: A practical workshop Álvaro Lleó	
16.45-18.00h	**SUSTAINABILITY** — CASE Strategic Integration of Sustainability: the Third Generation University-3GU Rolando Roncancio	**STRATEGY** — MASTERCLASS Redefining excellence in global higher education and offering a new framework for global benchmarking Duncan Ross	**PEOPLE MANAGEMENT** — CASE Talent Management in Research and Academic Institutions Carlos Rodríguez-Lluesma	

Speakers
Program Academic Staff

John Thwaites

President, Monash Sustainable Development Institute & ClimateWorks (Australia)

Transforming Universities for the Sustainable Development Goals

María Iborra

Lecturer. University of Valencia

High-performance universities: what role does strategic management play?

Rolando Roncancio

President of La Sabana University (Colombia)

Strategic Integration of Sustainability: the Third Generation University-3GU

María Iraburu

President of the University of Navarra

University governance and sustainability

Alfonso Sánchez-Tabernero

President of the University of Navarra (2012-2022)

A Guide to Avoiding Major Strategic Mistakes

Concepción Naval

Dean of the School of Education and Psychology, University of Navarre

The transversality of civic-ethical learning as the axis of development in the University

Álvaro Lleó

Lecturer. University of Navarra

How to define and implement a shared purpose: A practical workshop

Juan Manuel Mora

Vice President of Communication of the Pontificia Università della Santa Croce

Reputation and stakeholder management: from listening to innovation

Santiago Fernández-Gubieda

Chief Reputation Officer of the University of Navarra

Reputation and stakeholder management: from listening to innovation

Julián Villanueva

Professor. IESE Business School

Preparing for the future by designing scenarios

Juan Manuel de Toro

Professor. IESE Business School

Preparing for the future by designing scenarios

Jaime L. Toney

Director of the Centre for Sustainable Solutions. University of Glasgow

Building University-City partnerships for driving climate resilience and environmental sustainability

Duncan Ross

Director of Times Higher Education Data and Analytics

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

Yago de la Cierva

Professor. IESE Business School

Leadership and crisis management in university

Carlos Rodríguez-Lluesma

Professor. IESE Business School

Talent Management in Research and Academic Institutions

Data from the last edition of the course

98%
of attendees said the course met their expectations

98%
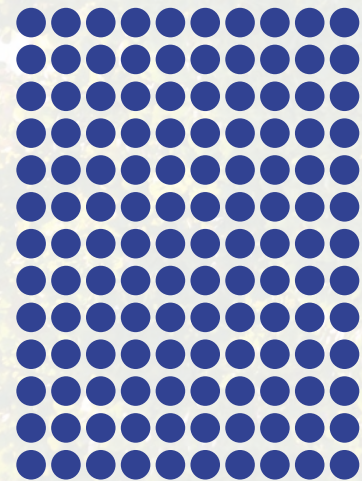of attendees would recommend the course to an academic colleague

76%
of attendees rated the course content as "good or very good"
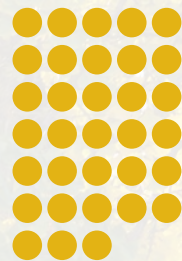
110
Rectors, vice-rectors and academic directors

33
Public and private universities

14
countries

Netherlands

Russia

Colombia

Mexico

Spain

Argentina

Philippines

Venezuela

United States

Italy

Chile

Ecuador

Nigeria

United Kingdom

Registration

975,00 €
Individual rate with 35% discount for early enrolment, from 1 November to 31 January.

1.125,00 €
Individual rate with 25% discount for groups of 4 people or more (from 1 February to 2 May)".

1.500,00 €
Standard single fare, from 1 February to 2 May.

Educational activities are VAT exempt. Meals and parking included.

Online registration:
https://en.unav.edu/web/direccion-estrategica-de-universidades

Contact

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Email: cdeu@unav.es

Health situation regarding Covid-19

The recommendations of the health authorities concerning Covid-19 will be adhered to.