



## STRATEGIC MANAGEMENT OF UNIVERSITIES

### THE UNIVERSITY AND ITS ENVIRONMENT

#### MANAGEMENT SEMINAR

(A joint venture of CRE and IMHE/OECD)

*Université Joseph Fourier - Grenoble (7-12 September 2001)*

The management of a university today requires capabilities which far exceed the traditional competence of the academic. The main aim of this seminar is therefore to help clarify the role of top executives in the academic world.

L'Université Joseph Fourier de Grenoble will host the next management seminar in French, as the Pôle universitaire européen de Bordeaux and the Université Libre de Bruxelles already did. It will continue in the same vein as the seminars which have been organised jointly by the Association of European Universities (CRE) and the Programme on Institutional Management in Higher Education (IMHE) of the Organisation of Economic Co-operation and Development (OECD). A report of the Brussels seminar on "Strategic Management of Universities: Evaluation Policy and Policy Evaluation" appeared in the *Higher Education Management* journal, volume 12 No. 2 (July 2000).

The small (at most 25 participants), intensive seminar caters mainly to rectors, presidents, vice-chancellors or principals who wish to further deepen their understanding of university systems, and more particularly of institutional management in a European and global context.

The Université Joseph Fourier wishes to give participants an opportunity to examine together the role of the university executive head, the approaches to develop strategies and to manage relationships between the institution and its socio-economic environment. The international composition of the group will stimulate the sharing of experiences, the conceptualising thinking and the analysis of case studies.

Through presentations, lectures, workshops, and case studies the seminar will focus on issues at the heart of current developments within universities: the challenges of internationalisation, technology transfer, the role of the rector/president/vice-chancellor and of his team, among others.

The seminar will be

- an active experience for participants;
- issue-centred, supported by appropriate conceptual frameworks;
- action-oriented, in terms of subsequent transfer of learning from Grenoble back to the participant's own university;
- supportive and co-operative, utilising the ideas and experience of tutors and participants to the needs of each individual member;
- comparative, in the sense of seeking enlightenment from experiences in other universities and systems.

Much is expected of the participants in terms of personal commitment, comparative outlook and active involvement: these will determine the value of the exchanges and the interest of the seminar. A small group of tutors who are all high level academics, will design the format and content of this training seminar, and will take part in running it.

The academic team includes: the leader, Prof. Régis Ritz, President of the Pôle universitaire européen de Bordeaux, and former President, Université Michel de Montaigne, Bordeaux; and Prof. Paule Leduc, former Rector, Université du Québec à Montréal; Prof. Françoise Thys-Clément, former Rector, Université Libre de Bruxelles; Josep Bricall, former Rector, Universitat de Barcelona; and Luc Weber, former Rector, Université de Genève. Prof. Claude Feuerstein, President of the Université Joseph Fourier, and his colleagues will join the team, with participation from the Pôle Européen Universitaire et Scientifique de Grenoble. In addition, participants will meet specialists involved in activities related to the themes, for example teachers- researchers, managers and civil servants, partners in the academic, political, and socio-economic environment, and will be able to discuss development strategies with them.

The working language will be **French** (a very good level is required).

A maximum of 25 candidates will be selected with a view to ensure as a balance of national affiliation and experience. Applicants from CRE or IMHE member institutions will have priority. An all inclusive fee of 10 000 FRF for participants from CRE or IMHE member institutions, 12 500 FRF for others, will cover tuition, course materials, full board, lodging, the social programme and local transportation. It does not cover the participant's own travel expenses to and from Grenoble.

More detailed information will be available before the end of the year, but interested persons may contact the IMHE Secretariat:

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