

UNILEAD VIETNAM 2014

**Application Deadline extended due to Tet Holiday:
Friday, 21 February 2014**
(reference letter can be handed in later until Thursday, 27 February)

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

The Carl von Ossietzky University of Oldenburg in Germany together with the the German Academic Exchange Service (DAAD) – represented by the DAAD Information Centre Ho Chi Minh City and the DIES Programme (Dialogue on Innovative Higher Education Strategies) – are jointly organising an intensive Higher Education Management Training Course (UNILEAD), bringing together the topics Project Management, Quality Management and Program Development including Curriculum Design with individual and practice-oriented change projects of each participant. Local partner in Vietnam and host is SEAMEO Regional Training Center Ho Chi Minh City.

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 Vietnam is part of the DIES Programme, 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: Quality Management
- Module: Program Development – Curriculum Design

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 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 4-15 August 2014 at SEAMEO Regional Training Center HCMC. During these two weeks, the content will focus on Project Management, Quality Management and Curriculum Design. Also the personal action plans will be adjusted and fine-tuned. Between August 2014 and December 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 Vietnamese-German Center Hanoi and Goethe-Institut HCMC in December 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, Quality Management and Curriculum Design	02.06.2014 – 01.08.2014	online	
Contact Phase Activ Work on Modules	04.08. – 15.08.2014	face-to-face	SEAMEO Regional Training Center HCMC
Implementation Phase	August 2014 – December 2014	Implementation of Projects	Individual institutions
Contact Phase	December 2014	face-to-face	Vietnamese-German Center (VDZ) Hanoi (for participants from the North of Vietnam) or Goethe-Institut HCMC (for participants from the South of Vietnam)

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 and the DAAD Information Centre in Ho Chi Minh City. 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 Information Centre Ho Chi Minh City is the local office of the German Academic Exchange Service (DAAD). The DAAD is the largest funding organisation in the world supporting the international exchange of students and scholars. One of its strategic goals is to assist partner countries in the establishment and administration of effective higher education systems, e.g. via the praxis-oriented transnational DIES Training Courses pertaining to higher educational management issues. The DAAD maintains a world-wide network of regional offices and information centres, among them the DAAD Regional Office in Hanoi and the DAAD Information Centre in HCMC. The latter has been active in the local coordination of several DIES Training Courses for university managers taking place in Ho Chi Minh City.

The Southeast Asian Ministers of Education Organization (SEAMEO) is a regional intergovernmental organization established in 1965 among governments of Southeast Asian countries to promote regional cooperation in education, science and culture in the region. Established in 1996, SEAMEO Regional Training Center (SEAMEO RETRAC) is assigned to assist SEAMEO Member Countries, especially Cambodia, Lao PDR, Myanmar and Vietnam, to identify and tackle problems of leadership and management in education at all levels. SEAMEO RETRAC directs its efforts on educational issues by undertaking innovative, relevant programs through research, training, consultancy, and staff exchanges and by fostering regional and international partnerships and by engaging in other related activities within and outside the region. In addition, SEAMEO RETRAC offers language training, teacher training, information communication and technology (ICT) and other training programs customized to the learners' needs.

Participants' Profile

The criteria are:

- Participants should not be older than 45 years.
- They are working in **leading positions within mid-level management of the academic structure of a university. Teaching experiences** are mandatory.
- They have at least **two to five years of managerial experience** with at least **two to five employees** in one of the following fields:
 - Directors and Vice Directors of academic centres (Testing and Evaluation, Quality Assurance, Training Centres, Continuing Education, online-Learning, Academic Affairs etc.)
 - Deans, Vice-Deans and Heads of academic departments
 - Task force managers for university reform projects in domains relevant for the course content.
 - Managers of staff development units or programmes.
- Their projects should be well coordinated and highly endorsed by their universities in accordance to the strategic plan of these institutions.
- 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).

The first contact phase will be hosted by SEAMEO Regional Training Center HCMC. The second contact phase will be hosted by VDZ in Hanoi (for participants of the northern part of Vietnam) and Goethe Institut in HCMC (for participants of the southern part of Vietnam).

Following expenses will be covered:

All participants who do not live in the town where the respective contact phase takes place will be entitled to a reimbursement fee of 700.000 VND per day covering their accommodation expenses. Such amounts will be reimbursed on the last attendance day of each contact phase. Participants will be additionally receiving light lunches and coffee breaks during the contact phases. Home universities of the applicants are expected to cover travel expenses and any additional costs that may occur. Accepted candidates are expected to take over all arrangements concerning their accommodation during the contact phases. The organisers will propose some options for accommodation on different price levels in proximity to the venue.

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

- The completed **application form** (please see <http://www.daadvn.org/dies>)
- **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 you applying for the UNILEAD-Vietnam programme and which role do you think the programme will play for your professional career?
 - 2) Please outline a concrete project with relation to the topics of the course which you are currently implementing 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.
 - 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-Vietnam 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 ~~February 14, 2014~~ **February 21, 2014 (extended due to Tet-Holiday)**
(the reference letter may be handed in later until February 27, 2014)

Selection Process

The Selection Committee composed of high profile Higher Education Management experts and DAAD representation will meet in March 2014.

The selected candidates will be informed by mid April 2014 of the results of the selection meeting. Interviews will be organised with short listed candidates to guarantee the requested proficiency.

Please follow <http://www.daadvn.org/dies> to download the application form and send a soft copy of your application together with all attachments to the following email address:

unilead@daadvn.org

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