



INSPIRE – WP2  
VIRTUAL TRAINING

University Management –  
a general overview from organizational  
and management perspective

December 2021/January 2022

University of Évora Team



# Paulo Resende da Silva & Maria Eduarda Miranda





# University Management

Synchronous session 1  
December 20, 2021



## AGENDA

1. Virtual “University Management” course presentation
2. Orientation of the plan
3. Learning outcomes
4. Synchronous schedule and course plan
5. Initial survey
6. What is a University? → some concepts and initial common language



## VIRTUAL TRAINING COURSE IN “UNIVERSITY MANAGEMENT”

One of the output on the working package 2

Promote a more qualified staff and prepare the local trainers in each Iraqi university (in follow activity included in this working package)

Develop knowledge, capacities, and skills for the management in the universities. The focus will be the university governance and the university management.



## ORIENTATION PLAN

An general overview of the idea and concept of a University, with an orientation based on the idea of value chain presented by Michael Porter:

- Principal activities (the pillars of an University)
- Secondary activities (the administration activities)

Principal activities based on Mission and the concept of University

Secondary activities based in management process and procedures.



# ORIENTATION PLAN

## A Idea of University

## University general concepts

## The university general mission areas: the four pillars

## Management process of the University pillars:

- Strategy focus
- Administrative focus
- Process management

## The organisational development system:

- Leadership
- Academic Culture
- Governance structure model

## Management system:

- Human resources management
- Financial management
- Quality management
- Information system management
- Others support activities



## LEARNING OUTCOMES

- Define what is a University from an organisational and management perspectives.
- Understand the main “business” process in an University.
- Articulate the relevance of a good management process support for a successful University.
- Explain the barriers and the opportunity for a good university management in your university.
- Develop a knowledge based university management to create value for the University governance.





## SYNCHRONOUS SCHEDULE AND COURSE PLAN

- Calender → December 20, 2021 until January 21, 2022.
- Asynchronous activities organised in group of 2 days.
- Synchronous sessions → 2 per week (Tuesdays and Thursdays) → suitable time (we will define in next stage of this presentation)



## SYNCHRONOUS SCHEDULE AND COURSE PLAN

- Mentimeter app.
- WhatsApp group.
- Moodle platform (access to materials and activities development).
- Zoom platform for synchronous sessions.
- YouTube (access by Moodle platform).
- Research papers and articles to support the contents.
- ....



## SYNCHRONOUS SCHEDULE AND COURSE PLAN

Synchronous sessions		Topic
1	December 20	Presentation. Initial concepts
2	December 23	An Idea of University University general concepts
3	December 28	The university general mission areas: the four pillars
4	December 30	Management process of the University pillars
5	January 4	Management process of the University pillars The organisational development system
6	January 6	The organisational development system
7	January 11	The organisational development system Management system
8	January 13	Management system
9	January 18	Management system
10	January 20	Management system



## INITIAL SURVEY

UNIVERSITY MANAGEMENT on behalf of the Working package 2 - Virtual training (initial survey)

- <https://forms.gle/mZJpQ1aHNVYgmPuT6>



## WHAT IS A UNIVERSITY?

If I ask to you What is a University, maybe you can have some difficulty to express in a simple way what it is.

(write on chat, what is a University for each of you; write, but not sent. Wait for the moment that I tell for you send to all; all try write what it is)

The idea of the University need looks to the reality of each country or region, but a general concept need be similar in all parts of the world.



## WHAT IS A UNIVERSITY?

*universitas magistrorum et scholarium*

A University is an institution of higher education and research that awards formal academic degrees.

The Idea of University is old and have some evolution in last centuries.



## WHAT IS A UNIVERSITY?

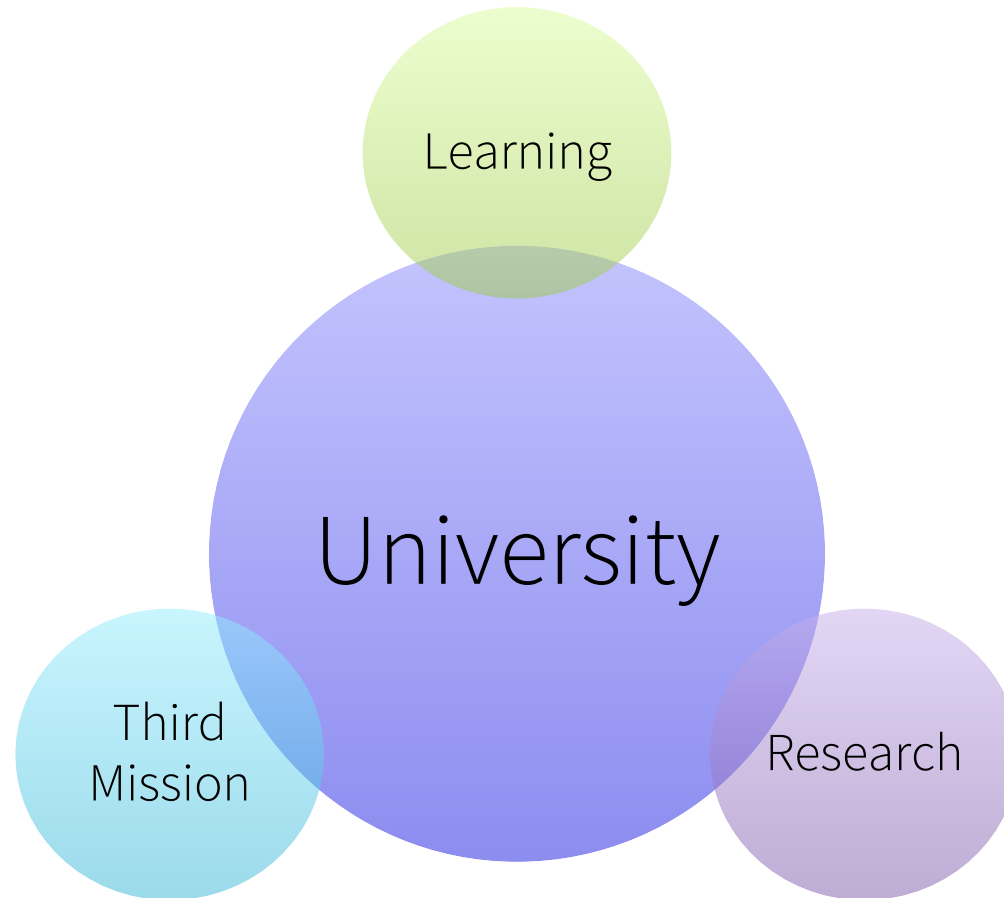
*The idea of a university in which teaching and research were combined in the search for impartial truth reached classic form in nineteenth-century Germany. The Humboldtian University.*

In majority of the countries, it was an Elite institution.

Nowadays is one of the critical institution for the Knowledge Society.



## WHAT IS A UNIVERSITY?







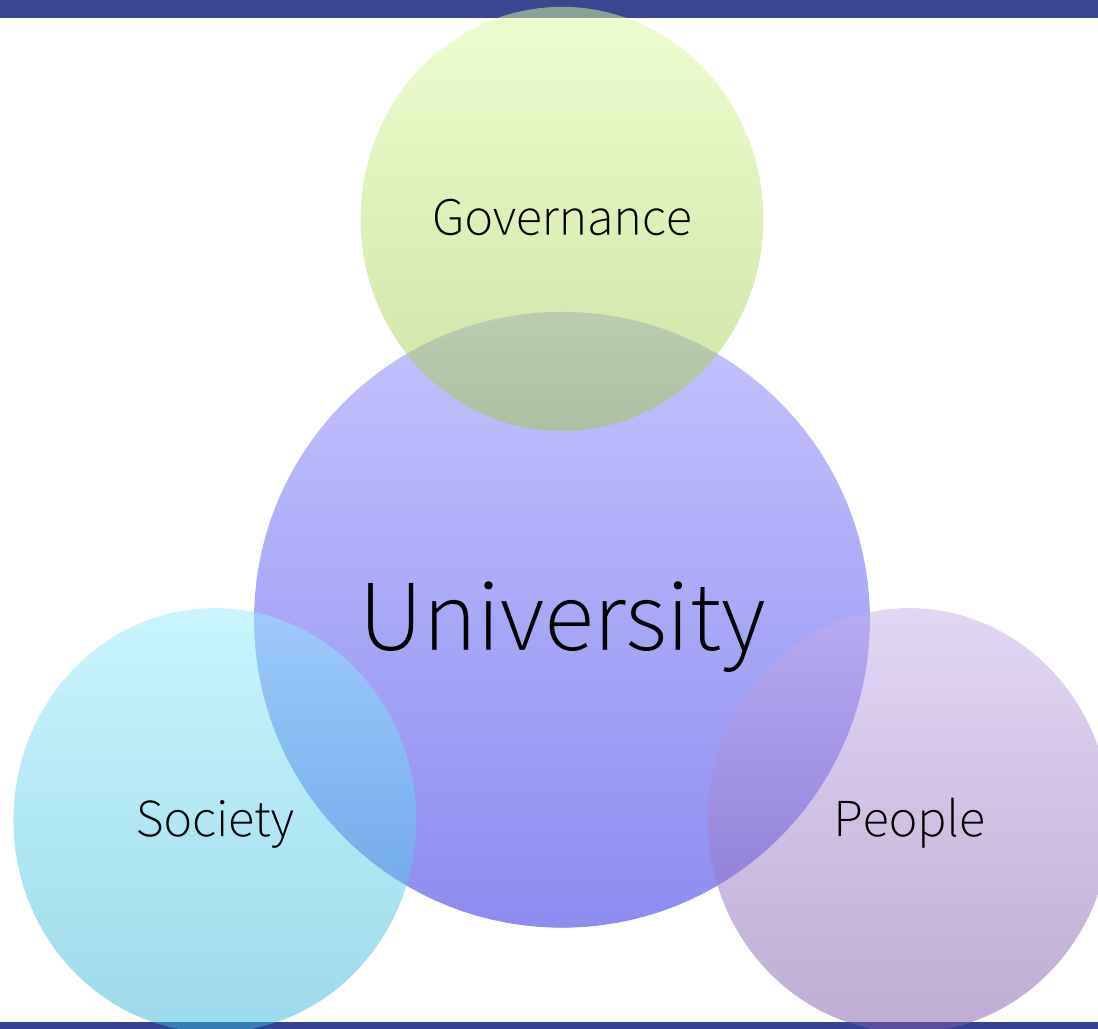
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## WHAT IS A UNIVERSITY?





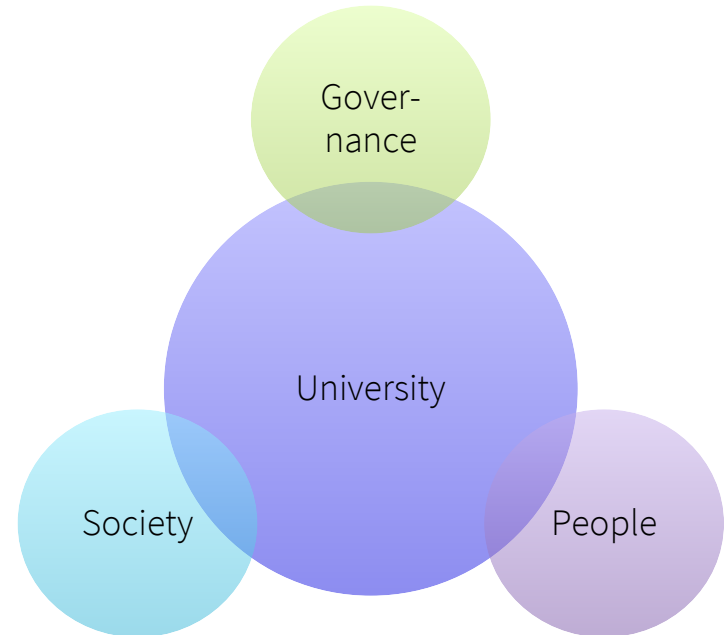
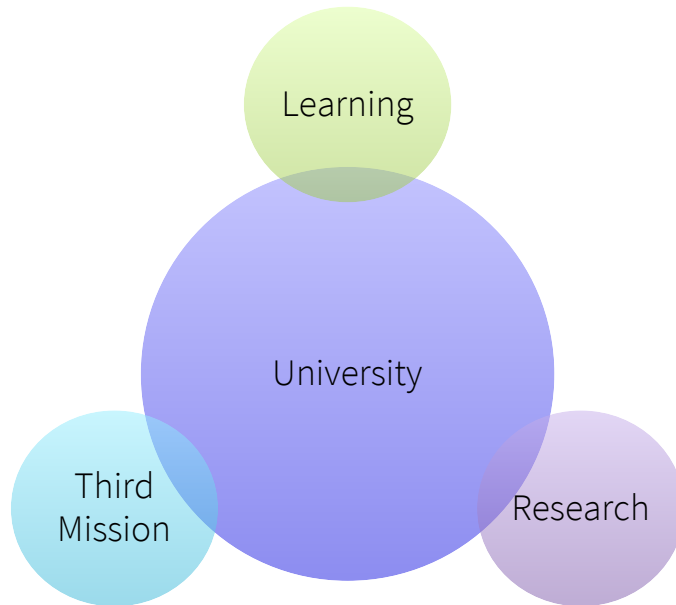
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7672 4209



# WHAT IS A UNIVERSITY?





Innovative Governance Practices  
in the Higher Education Institutions in Iraq

## CONTACTS

general inquires: [info@projectinspire.eu](mailto:info@projectinspire.eu)

website: [www.projectinspire.eu](http://www.projectinspire.eu)



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