

INTERNATIONAL DEANS' COURSE LATIN AMERICA 2023/24

**Please insert the Logo of
your University**

Comprehensive title e.g.: “New concept for
internationalisation at the Faculty of xy”

Name of the University

Name of the Participant/Author

Main topic(s):

- Leadership Internationalisation University-Industry Cooperation
 Online Strategies Human Resources Management Research

The programme is organised by:



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1. Abstract (200 words)

- Description of the topic (1-2 sentences)
- 2 – 3 sentences about the main problems in the faculty
- Main goals and actions
- *Complete this section as the last step*

2. Introduction (800-1.000 words)

2.1. General description of your university:

Use this space to provide a **brief** description of your institution's Mission, Structure, and Governance, as well as any other information you believe is relevant for the reader to understand your institution's reality.

2.2. The Faculty/School

2.2.1. Historical context

Use this space to provide a summary of the historic development academic unit (e.g., faculty, school, or department). This is the space where you will help land your reader in the reality of your academic unit. You may consider including relevant information regarding changes in structure and/or governance, curricular changes, changes in government regulation, etc.

2.2.2. Situation today: Characteristics of the faculty

Use this space to provide a summary of the current characteristics of your academic unit (e.g., faculty, school, or department). You may consider including information such as the number of programmes in the academic unit, number of students, faculty, staff, etc.

2.2.3. Competitive position and SWOT analysis of your academic unit

Use this space to perform a situational analysis for your academic unit. Identify and analyse the internal "Strengths" and "Weaknesses" and the external "Opportunities", and "Threats" that your academic unit currently faces and that may shape its future advancement and strategic development.¹

2.2.4. Where to go: The faculty of the future

What is the goal that you want to achieve? Use this space to reflect on the "big issue" that you believe needs to be addressed and to tell your reader what you want to achieve in the future.

¹ It is highly recommended that you access the following resource for more information on how to perform a SWOT analysis, including definition of terms and guiding questions: Kenton, W. (August 10, 2022). Strength, Weakness, Opportunity, and Threat (SWOT) Analysis. <https://www.investopedia.com/terms/s/swot.asp>

The SWOT analysis performed in the previous step will help you draw out ideas about where you want to go in the future.

3. How to get there: Strategic Action Plan (4.000 - 5.000 words)

3.1. Discussion of the main goal or problem

Summarise the “big issue” that you discussed above by framing it as either a “problem statement” or a “goal statement”. A “problem statement” considers the difficulties, obstacles, or deficiencies that need to be solved in the academic unit. The “goal statement” is a statement of purpose that has a long-term vision regarding the strategic achievement that the academic unit should seek to achieve (it is sometimes thought of as a “long-term strategic objective” or a “mini vision”).

Optional: to organise your ideas, you may find it useful to use the Strategic Action Plan Table.

3.2. Implementation of the action plan:

- ✓ Indicate the objective/s (ideally, no more than three)
- ✓ Indicate the strategy/ies you will use to reach each objective
- ✓ Be sure to give a precise description of the actions you will need to execute to fulfill your strategy/ies and the corresponding time frame.
- ✓ Give milestones, i.e. specify the expected results of your actions and define success criteria.
- ✓ Define possible branching points: What kind of actions will be implemented if the milestones are reached or not reached?

4. Strategic Action Plan summary (500-600 words)

Provide a brief summary of your Strategic Action Plan. Clarify in short what solutions have been suggested for the given problems, what is the path to follow to achieve those goals, and what indicators might show the final results of your SAP implementation.