

**BỘ GIÁO DỤC VÀ ĐÀO TẠO  
ĐẠI HỌC ĐÀ NẴNG**

Số: 1528 / ĐHDN-HTQT  
V/v thông báo khóa học  
“Đào tạo kỹ năng Quản lý và Lãnh  
đạo Đại học” do Cơ quan Trao đổi  
Hàn lâm Đức (DAAD) tài trợ

**CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM  
Độc lập - Tự do - Hạnh phúc**

Đà Nẵng, ngày 24 tháng 3 năm 2015

Kính gửi: Các cơ sở giáo dục đại học thành viên và các đơn vị trực thuộc.

Đại học Đà Nẵng (ĐHDN) nhận được thông báo từ Cơ quan Trao đổi Hàn lâm Đức (DAAD) về khóa học “Đào tạo kỹ năng Quản lý và Lãnh đạo Đại học” dành cho cán bộ quản lý và giảng viên các trường đại học.

ĐHDN đề nghị các Cơ sở giáo dục đại học thành viên và các đơn vị trực thuộc ĐHDN thông báo rộng rãi chương trình khóa học này đến cán bộ quản lý và giảng viên, nội dung cụ thể như sau:

**1. Điều kiện:**

- Ứng viên không quá 45 tuổi;
- Có vị trí quản lý bậc trung trong trường đại học, từ 2 tới 5 năm kinh nghiệm quản lý/giảng dạy:
  - + Giám đốc, Phó Giám đốc các trung tâm học thuật (Khảo thí và đánh giá, kiểm định chất lượng giáo dục, trung tâm đào tạo, giáo dục thường xuyên, đào tạo qua mạng...);
  - + Trưởng, phó khoa;
  - + Quản lý các chương trình phát triển nhân lực.
- Có bằng Thạc sĩ;
- Tham gia các dự án liên quan đến nội dung khóa học;
- Năng động và khả năng ngoại ngữ tiếng Anh tốt.

**2. Kinh phí: do DAAD tài trợ**

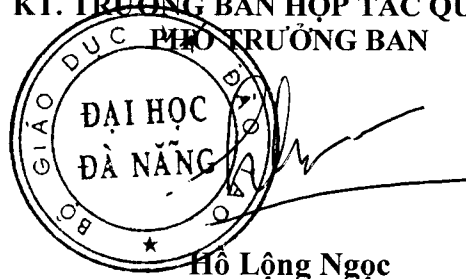
Đại học Đà Nẵng kính gửi công văn và đính kèm thông tin chi tiết về nội dung chương trình khóa học để các ứng viên tiện tham khảo.

Trân trọng./.

**Nơi nhận:**

- Như trên;
- Giám đốc (để b/c);
- Lưu: VT, Ban HTQT.

**TL. GIÁM ĐỐC  
KT. TRƯỞNG BAN HỢP TÁC QUỐC TẾ  
PHÓ TRƯỞNG BAN**



**Hồ Lộng Ngọc**

## UNILEAD SOUTH EAST ASIA 2015

### Information on the Intensive Blended Learning Programme UNILEAD South East Asia (University Leadership and Management Training Course) in Vietnam for participants from Cambodia, Laos, Myanmar, Vietnam (application until 30 March 2015)

The Carl von Ossietzky University of Oldenburg in Germany together with 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. The course is hosted by the 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 South East Asia 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 heart of the entire course is the individual project that participants are required to propose in their application. In order to work on this project and gain insight into relevant topics of higher education management, the following three areas are intensively considered:

- 1st module: Project Management
- 2nd module: Quality Management
- 3rd module: Program Development – Curriculum Design

The methodology will be strictly project 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 10-21 August 2015 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 2015 and December 2015, 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 one-week contact phase in December 2015, 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	11/05/2015 – 02/08/2015	online	
Contact Phase Active Work on Modules	10/08/ – 21/08/2015	face-to-face	SEAMEO Regional Training Center HCMC
Implementation Phase	August 2015 – December 2015	Implementation of Projects	Individual institutions
Contact Phase	7/12/-11/12/2015	face-to-face	will be announced

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 in Ho Chi Minh City.

The DIES programme (Dialogue on Innovative Higher Education Strategies), jointly developed by the German Academic Exchange Service (DAAD) and the German Rectors' Conference (HRK), offers training courses, dialogue events, projects and partnerships on topics of higher education management. A whole package of measures assists higher education institutions in developing countries in adjusting their courses of study to meet international standards of quality, expanding their research capacity and making their organisational structures more competitive.

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 years of managerial experience** 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.
- They hold **at least a Master's degree**.
- Their projects should be well coordinated and highly endorsed by their universities in accordance to the strategic plan of these institutions.
- Active and **very good English language skills** (speaking and writing) are indispensable.

Participants from higher education institutions of the following regions are eligible to apply:

- Cambodia, Laos, Myanmar, and Vietnam

## 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).

Following expenses will be covered by DAAD:

- International travel costs to and from HCMC, Vietnam, for participants from Cambodia, Laos and Myanmar. We kindly ask the participants to make their own travel arrangement – they will then be reimbursed (up to a maximum amount according to home country) in cash upon arrival in HCMC.
- Course costs (expert honoraria, infrastructure, organization, material)
- Accommodation as well as welcome and farewell dinners at the two contact phases in HCMC, Vietnam. Participants will be additionally receiving light lunches and coffee breaks during the contact phases.

Expected co-funding: Participants' home institutions are expected to cover local transportation in their home countries, visa costs, emergency health insurance and possible additional per diems for the stay in HCMC.

Further details on terms and conditions will be given to the admitted applicants together with the invitation letter.



## Application

Please click [here](#) to apply or follow the link below:

<http://c3l-learningssystem.uni-oldenburg.de/unilead-2015/applications.nsf/application?Openform>

## Attached should be the following documents

- **Project description with date and signature** (1 to 2 pages max.) in which a concrete project is suggested and the personal motivation for the training is explained. The following four questions need to be answered (pdf-file):
  - 1) Please outline a **concrete project** with relation to the topics of the course which you are currently implementing or planning to implement at your university! This project is of fundamental importance for the successful participation in the course.
  - 2) What kind of actual challenges, obstacles or problems are or will you (presumably) be faced with regarding the implementation of your project?
  - 3) In which way do you think that your participation in the UNILEAD programme could help you to implement this project and to overcome existing or foreseen challenges, obstacles or problems?
  - 4) Which role do you think the UNILEAD programme will play for your professional career?
- **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 English proficiency** (e.g. TOEFL, Cambridge Certificate) will be an asset.

## Closing date

Strict closing date of the application is **March 30th, 2015**

## Selection Process

The Selection Committee composed of high profile Higher Education Management experts and DAAD representation will meet in April 2015.

The selected candidates will be informed by mid April 2015 of the results of the selection meeting. Interviews may be organised with short listed candidates to guarantee the requested proficiency.



## Contact details

### Programme Management (Germany)

Ms. Christine Vajna

E-Mail: [unilead.international@uni-oldenburg.de](mailto:unilead.international@uni-oldenburg.de)

Carl von Ossietzky University of Oldenburg  
Dept. of Continuing Education and Educational Management (we.b)  
26111 Oldenburg

Germany

[www.unilead.uni-oldenburg.de](http://www.unilead.uni-oldenburg.de)

### Programme Management (Vietnam)

Mr. Reimar Müller

E-Mail: [unilead@daadvn.org](mailto:unilead@daadvn.org)

DAAD Information Centre HCMC  
18 Đường số 1, Cư xá Đô Thành  
Phường 4, Quận 3  
Tp. Hồ Chí Minh

Việt Nam

FON +84 (0)8 6675 2472 (English, Deutsch)

FON +84 (0)8 3832 9099 (Tiếng Việt, Deutsch)

[www.daadvn.org/hcmc](http://www.daadvn.org/hcmc)

### Contact at DAAD regional office Hanoi

Ms. Anke Stahl

E-Mail: [dies@daadvn.org](mailto:dies@daadvn.org)