

ASSOCIATION OF AFRICAN UNIVERSITIES (AAU)  
AND ST. MARY'S UNIVERSITY (SMU) -ETHIOPIA

# Training Workshop on University-Industry Linkages for African Universities

Ghion Hotel, Addis Ababa, Ethiopia  
6 – 8 February, 2018



## BROCHURE



# WORKSHOP BRIEF

## **Background**

The Association of African Universities(AAU)organises its three-day training workshop series to enhance the skills of university staff in the promotion of innovation and the management of change.The workshop modules will be run through intensive participant interaction over carefully selected cases and other materials, and lead lectures by eminent Resource Persons.

After a review of the different modules facilitated between 2014 - 2017, the Association will, from 2018, be running a two modular workshop series for more targeted impact.

The two modules for this workshop are:

- **Module 1: Entrepreneurship Development in Higher Education Institutions**
- **Module 2: Strategic Planning for Higher Education Institutions**

# PROGRAMME

ALL TIMES ARE LOCAL, I.E. GMT +3

Date	Activity
Monday 5 <sup>th</sup> February	Arrivals and Registration
<u>Tuesday, 6<sup>th</sup>February</u>	
08.30 – 09.00	Arrivals and Registration
09.00 – 09.45	Opening Ceremony -
09.45 – 10.00	Photographs & Snack Break
<u>10.00 – 17.00</u>	<b>MODULE I: Entrepreneurship Development in Higher Education</b> (Boohene)
	<b>Institutions</b>
10.00 – 12.00	<u>Session 1:</u>
12.00 – 14.00	<u>Session 2:</u> ""
14.00 – 15.00	Lunch Break
15.00 – 17.00	<u>Session 3:</u> ""
<u>Wednesday, 7<sup>th</sup>February</u>	<b>MODULE II: Strategic Planning for Higher Education Institutions</b> (Afrane)
09.00 – 11.00	<u>Session 1:</u>
11.00 – 11.15	Snack Break
11.15 – 13.00	<u>Session 2:</u> ""
13.00 – 14.00	Lunch Break
14.00 – 16.30	<u>Session 3:</u> ""
<u>Thursday, 8<sup>th</sup>February</u>	<b>MODULE III: Wrap Up</b> (Facilitators)
08.30 – 11.00	<u>Session 1:</u> Practical Exercises on Modules 1 & 2 ""
11.00 – 11.15	Snack Break
11.15 – 13.00	<u>Session 2:</u> Presentations by Working Groups ""
13.00 – 13.30	<u>Session 3:</u> Closing Ceremony ""
13.30 – 14.30	Lunch Break
<b>15.00 – 18.00</b>	<b>City Tour/Excursion</b> (Organisers)
<u>Friday, 9<sup>th</sup>April</u>	DEPARTURES

# HIGHLIGHTS OF THE MODULES



## Module 1: Entrepreneurship Development in Higher Education Institutions

Entrepreneurship is a key force shaping the economic and social development of communities. Many actions can be taken by higher education institutions to cultivate and facilitate entrepreneurship in their regions. It is important for higher education leaders to recognize that the roles their institutions may play in working with entrepreneurs are variegated. No one-size-fits-all model will be appropriate in every setting and circumstance.

The relationship between higher education and technological development rests on fruitful interactions between research and scholarship on the one hand, and entrepreneurial activities on the other. Neither side of this relationship can be overemphasized at the expense of the other. An orientation towards exclusively producing academic outputs following disciplinary logics is likely to alienate external partners. Excessive direction by commercial interests or industry partners privileging matters of business import will likely wise alienate academic staff and detract from the core competencies of higher education institutions.

This theme explores the various aspects institutional leaders should consider about entrepreneurship in higher education. Fundamentally, it is critical to define and frame the potential contribution of the university to local, regional, and national economic development, for both internal and external audiences. The goals and benefits of entrepreneurial activities need to be clearly communicated to researchers, as well as the principles guiding them for mutual benefit.

## Module 2: Strategic Planning for Higher Education Institutions

For most countries of the world, education is considered the number one development challenge. Former United States President, Bill Clinton, was once asked to list the three most serious problems of his country and he was reported to have replied ‘Education, Education, Education’! That response is an adequate illustration of the enormity of the challenge that education poses for countries, especially those that are still seriously struggling with development challenges. Since the education sector is often plagued with multiple challenges, the temptation to want to tackle all perceived challenges at one time is always there. But education ‘wish lists’ often lack a definite focus and tend to ignore the fact that challenges to educational development have deep and shallow causes.

The strategic approach is an answer to the problems of ‘wish-listing’. Strategic planning helps to ensure that the development of higher education follows a well thought out process that does not treat challenges in isolation; that ties up every issue together with every other; that systematically builds one step on the other; and that ensures all development efforts lead to concrete results in the form of qualitative progress and notable improvement. A strategic plan is not written but developed; it is not an event but a process, an internalised ideal and an inclusive affair.