

ASSOCIATION OF AFRICAN UNIVERSITIES (AAU)

Training Workshop on University-Industry Linkages for African Universities

Mansoura University Hotel, Mansoura, Egypt
3 – 5 April, 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:

- Leadership and Governance in Higher Education Institutions (HEIs)
- Developing Entrepreneurism in HEIs in Africa

PROGRAMME ALL TIMES ARE LOCAL, I.E. GMT +2

Date	Activity	
Monday 2 nd April	Arrivals and Registration	
<u>Tuesday, 3rd April</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>	MODULE I: Leadership and Governance in Higher Education Institutions (HEIs)	(tba)
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, 4th April</u>	MODULE II: Developing Entrepreneurism in HEIs in Africa	(tba)
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, 5th April</u>	MODULE III: Wrap Up	(tba)
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	
15.00 – 18.00	City Tour/Excursion	(Organisers)
<u>Friday, 6th April</u>	DEPARTURES	

HIGHLIGHTS OF THE MODULES



Module 1: Leadership & Management in Higher Education Institutions

Leadership is, has always been and will always be about influencing others. The art of communication is the language of leadership. One can lead others only to the extent that he can influence them to follow his leadership. It moves from level to level. To influence, one needs a number of component skills. Some are fairly easy to develop—others take a long time to protect. In a corporate institutions, people follow a position leader because they have to be paid or because it is a job description.

Whilst there is an overlap between what leaders and managers do, leading and managing are two distinct activities requiring different approaches. Management is a career. Managers administer existing things, maintain them, and seek to make them perform better through improvement of systems, processes, and incentives. They thus organize, regulate, and control processes but do not have to change the *status quo*. In contrast, leadership is a calling. Leaders inspire, encourage, and motivate. They most often have to change things, inspire others, innovate and exercise sound judgment. A good leader is who can be able to couch a vision for his/her institution and bring about change, is fair but equally bold and firm in final decisions. The person should be able to defend academic freedom and promote accountability; ensure meritocracy; strive for excellence; and have a strong personality and capacity for hard work.

Module 2: Developing Entrepreneurism in Higher Education Institutions in Africa

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.