

# European MBA in Higher Education & Research Management

*Strengthening Management in  
Higher Education & Research Institutions*



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*The MBA follows the European rules on the structure of MBA programmes (EQUIS), which will result in a joint degree from the University of London and the Universiteit Maastricht.*

## • Introduction and Background

### INTRODUCTION AND BACKGROUND

The role of higher education institutions and research organisations is changing. There are increasing demands from various educational developments such as the Bologna Declaration, the European Research Area (ERA) and pressures from greater regional co-operation and technological advances. Institutions are having to become more autonomous in identifying, developing and implementing their own strategies, with decreasing importance of central government control.

*The Bologna Declaration aims to establish a truly European Higher Education Area.*



These developments are apparent across Europe, and management teams within the higher education and research system need to keep pace with and reach beyond the rate of change. Outstanding management is a key factor in the successful transition and further development of European higher education institutions and research organisations. Management in higher education and research institutions can learn from the private sector but remains essentially different. The MBA draws on approaches in modern private sector management in combination with established management styles in higher education and research institutions. These have proved successful in the MBA in Higher Education Management run by Institute of Education, University of London and in the study course on Higher Education and Research Management run by the DHV Speyer in collaboration with the Center for Science & Research Management Speyer.

*The European Research Area (ERA) aims to increase cooperation, stimulate competition and achieve a better allocation of resources in Europe. This process will speed up reforms in research institutions.*

*EQUAL (the European Quality Link) is the European association of national accrediting bodies. It has issued common standards for MBA programmes.*

To complement the changing demands on personnel who work within this sector, we have developed a truly European MBA in Higher Education & Research Management. The Programme recognises the fundamental differences within the European higher education and research

system, but also builds on the generic challenges found within it. Participation in this programme will lead to a strong international network of colleagues, who will play a key role in the future of higher education and of research management.

### **This Executive MBA is being co-ordinated by the European Centre for Strategic Management of Universities (ESMU) in conjunction with the following leading European Higher Education providers:**

- Institute of Education, University of London,
- Universiteit Maastricht Business School,
- Deutsche Hochschule für Verwaltungswissenschaften, Speyer (DHV Speyer- German University of Administrative Sciences) in collaboration with the Center for Science & Research Management Speyer (ZWM)
- Universidad Politécnica de Valencia.

## • Programme Content

### PROGRAMME CONTENT

The programme is designed to complement the busy working lives of employees in higher education and research institutions. It is an Executive MBA, whereby the core compulsory modules are taught in one-week residential blocks, taken over a 2-year period.

The compulsory modules will cover:

- Strategic management and organisational change
- Management of teaching and research
- The European higher education and research area
- The management of financial resources
- Institutional governance and marketing
- Leadership, management of professionals and innovation.

During the residential weeks skills training will be provided and short elective courses will be added. Human Resource Management and Management of Intellectual Property are two examples of the electives on offer. Other areas include:

- project management
- management of "third-stream" activities
- internationalisation and mobility in research & teaching
- lifelong learning
- e-learning.

Electronic courses on basic management topics will also be offered.

The residential courses are complemented by tutorial support via email, internet support and independent study. Each student is allocated a personal tutor who will offer advice on individual learning.

The MBA follows the European rules on the structure of MBA programmes (EQUAL) and will result in a joint degree from two of the participating universities – the University of London and Universiteit Maastricht.

A VLE allows access to course information, library resources and assignments and is also used for debate and exchange of views.

## • Programme Structure

### PROGRAMME STRUCTURE

The European MBA in Higher Education & Research Management is a 2-year programme, comprising 6 residential weeks and independent study. The start date of this new programme is January 2006. Students will work in a European environment enriched by international

contributions from faculty and students. The curriculum is a mix of classroom and group work, supplemented by individual study, blending theory and professional practice.

Students will travel to the agreed locations for the scheduled residential weeks. Assistance with accommodation will be provided by the Programme Secretariat (see Contact details).

The Programme will be taught entirely in English; please see Admissions and Application for English speaking requirements. Students will be pan-European and particular care will be exercised to ensure that a high

## • Course Assessment

### COURSE ASSESSMENT

Each module is assessed by means of a written assignment and by periodic presentations made by syndicate groups. The length of the assignments will depend on the size of the module. Additionally, a consultancy project is undertaken on a practical topical issue towards the end of the final year. This project will culminate in a 10,000-word report. A generic method of assessment has been produced to recognise any cross-cultural differences in marking.

### ADMISSION AND APPLICATION

Admission to the programme will require a University degree, or equivalent. In addition, 3-5 years of relevant professional experience will be needed. Your employing institution may nominate you or you may apply as an individual. Student selection will involve a letter of application detailing the reasons for applying, which will also be used to test the applicant's ability in the English language. Short listed applicants may be interviewed. A GMAT is recommended. Applications must be received by October 31, 2005.

### WHO SHOULD APPLY?

The European MBA in Higher Education & Research Management will benefit a wide range of people, including administrators and academic staff.

This MBA will attract students from different backgrounds, including executives working within European higher education & research institutions and junior professionals looking to extend their career into the international market.



Contributors to the programme will include :

- Prof. Michael Shattock, Institute of Education, University of London
- Prof. Sir David Watson, Institute of Education, University of London
- Dr. Jo Ritzen, Universiteit Maastricht
- Prof. Dr. Wil Foppen, Universiteit Maastricht
- Prof. Dr. Dorothea Jansen, Deutsche Hochschule für Verwaltungswissenschaften, Speyer
- Dr. Dietmar Ertmann, Zentrum für Wissenschaftsmanagement, Speyer
- Prof. Jose-Gines Mora, Universidad Politécnic de Valencia

standard of communication is achieved. Access to the internet is a priority. A Virtual Learning Environment (VLE) will work alongside the face-to-face, residential elements of the programme. There will be obvious opportunities to build strong European networks through the VLE which will be supported by the residential modules.

The emphasis throughout the programme is on theoretical learning integrated with the realities of practical management. Faculty members are a mix of academic experts and senior practitioners in the relevant modular field.

### FEES

The tuition fees for the European MBA in Higher Education & Research Management are € 19,000 for the 2-year programme. Students will be required to cover the cost of travel and accommodation over the 2-year period.

### Why apply?

- be prepared for the new demands in your job
- increase your career prospects
- become part of a European network of academics and senior practitioners

## • Participating Universities

The European MBA in Higher Education & Research Management has been developed by the following universities:

**INSTITUTE OF EDUCATION (IOE)**, a College of the University of London has been operating its MBA programme in Higher Education Management since October 2002 and now enrolls more than 40 students from the U.K. and abroad. The mission of the Institute is to pursue excellence in education and related areas of social science and professional practice. Further information can be obtained from [www.ioe.ac.uk](http://www.ioe.ac.uk).

**The Center for Science & Research Management Speyer (ZWM)** is a non-profit and self-help organisation of German higher education and research institutions, which aims to optimise science and research management. DHV, in collaboration with ZWM, has run a one-term continuing study course on higher education and research management since 2002. Further information is available on [www.dhv-speyer.de](http://www.dhv-speyer.de) and [www.zwm-speyer.de](http://www.zwm-speyer.de).

**UNIVERSIDAD POLITÉCNICA DE VALENCIA** is a leading and innovative institution, dedicated to research and teaching, specialising in the field of engineering. At the University, the

## • Accreditation

### ACCREDITATION

This Executive MBA will seek recognition by the EU as part of the ERASMUS MUNDUS programme. The involvement of Universiteit Maastricht Business School also carries with it the AACSB accreditation.



## EUROPEAN MBA IN HIGHER EDUCATION & RESEARCH MANAGEMENT

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**UNIVERSITEIT MAASTRICHT BUSINESS SCHOOL** is the business school of the AACSB accredited Faculty of Economics & Business Administration, Universiteit Maastricht.

Universiteit Maastricht Business School offers postgraduate education in a challenging and highly international academic environment. More details can be found on [www.umbs.nl](http://www.umbs.nl).

**DEUTSCHE HOCHSCHULE FÜR VERWALTUNGSWISSENSCHAFTEN** (DHV – Speyer – German University of Administrative Sciences Speyer) is Germany's single post-university teaching & research institution. Its mission is to provide high-level academic teaching to law students as well as continuing academic education to senior civil servants in the area of public administration and management.

Center for the Study of Higher Education Management (CEGES) focuses on new models of higher education management and provides training for present and future higher education managers. More detailed information can be found on [www.ceges.upv.es](http://www.ceges.upv.es).

## • Coordination

**THE EUROPEAN CENTRE FOR STRATEGIC MANAGEMENT OF UNIVERSITIES (ESMU)** will co-ordinate the programme. ESMU assists European Universities with their strategic development. It has developed large networks for University decision-makers, including HUMANE, a network of heads of administration, and DEAN, a network of deans of faculties. ESMU organises seminars, training programmes, benchmarking exercises and offers other services to support European universities. For more details about ESMU, please visit [www.esmu.be](http://www.esmu.be).

## • Contact us

### CONTACT US

Further information about this exciting initiative can be found on [www.esmu.be](http://www.esmu.be) or by contacting:

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