

2021 Barcelona Winter School

Advancing global awareness | personal impact | international networks



24-29 October 2021 | Barcelona, Spain

Sunday, 24 October 2021

14:30 – 15:00	Registration <i>Coffee available</i>
15:00 – 16:00	Welcome and introduction to the Winter School: leading and managing changes in strategy & policy <ul style="list-style-type: none">• Llorenç Bagur, Dean, UPF Barcelona School of Management, ES• Ian Creagh, Winter School Chairman, UK• Nadine Burquel, Winter School Director, BE<ul style="list-style-type: none">• Programme objectives• The Winter School Internationalisation Case• Teams, team-working and the case study• Explanation of the underlying strategy development model for the Winter School• Getting the most from your Winter School experience
16:00 – 17:00	Higher Education in a post-Covid World
17:00 – 18:00	<i>Welcome drink</i>
20:00	<i>Dinner</i>

Monday, 25 October 2021

Theme	Global Challenges for Higher Education Institutions – The Impact on Internationalisation Strategies
09:00 – 10:30	Risks and Opportunities with Internationalisation: Asking the Right Questions <ul style="list-style-type: none">• Karen Stanton, Vice-Chancellor, Solent University, UK
10:30 – 11:00	<i>Coffee break</i>
11:00 - 12:30	Trends in Internationalisation <ul style="list-style-type: none">• Dorte Salskov-Iversen, Head of Department of Management, Society and Communication, Copenhagen Business School, DK
12:30 – 14:30	<i>Lunch</i>
14:30 – 15:30	Student Engagement <ul style="list-style-type: none">• Josep M Altarriba, Associate Dean for Education and Academic Affairs, UPF Barcelona School of Management, ES
15:30 – 17:00	Work on Winter School Cases session 1: Group review and preparing questions

Coffee available

17:00 *Free evening for participants to work in groups on cases*

Tuesday, 26 October 2021

Theme The Winter School Internationalisation Cases

09:00 – 09:30 The Process of Shaping and Implementing an Internationalisation Strategy: The Case of the University of Nottingham

- **Paul Greatrix**, Registrar, University of Nottingham, UK

09:30 – 10:00 The Process of Shaping and Implementing an Internationalisation Strategy: The Case of The University of Groningen

- **Stephan van Galen**, Secretary-General, University of Groningen, NL

10:00 – 10:30 *Coffee break*

10:30 – 11:30 Panel Conversation with the two case speakers

- **Paul Greatrix**, Registrar, University of Nottingham, UK
- **Stephan van Galen**, Secretary-General, University of Groningen, NL

11:30 – 13:00 Work on Winter School Cases session

13:00 – 14:30 *Lunch*

14:30 – 16:30 Work on Winter School Cases session 2: Group review, analysis, SWOT
Coffee available

17:30 - 20:00 *Sightseeing*

20:30 *Dinner*

Wednesday, 27 October 2021

Theme Strategic Financial Management

09:00 – 10:30 Academic Strategy, Financial Strategy and Financial Management

- **Bob Rabone**, Non-executive director and former Chief Financial Officer, Sheffield University, UK

10:30 – 11:00 *Coffee break*

11:00 – 12:30 Academic Strategy, Financial Strategy and Financial Management (continued)

- **Bob Rabone**, Non-executive director and former Chief Financial Officer, Sheffield University, UK

12:30 - 14:00 *Lunch*

14:00 – 15:30 Building International Brand and Reputation

- **Collette Lux**, Executive Director of Communications and Marketing, UCL, UK

15:30 – 17:00 Work on Winter School Cases session 3: The development plan
Coffee available

19:00 *Working dinner*

Thursday, 28 October 2021

Theme	Strategising to achieve local...and national...and international impact
09:00 – 11:00	Understanding and measuring international impact <ul style="list-style-type: none">• Professor Giulio Vidotto, Coordinator of the Rector's Commission on International Ranking, University of Padua, IT
11:00 – 11:30	<i>Coffee break</i>
11:30 – 13:00	Work on Winter School Cases session 4: Finalising and submitting reports (16:00)
13:00 – 14:00	<i>Working lunch</i>
14:00 – 16:00	Work on Winter School Cases session 4 (Continuation) <i>Coffee available</i>
16:00 – 20:00	<i>Free time for participants</i>
20:30	<i>Dinner</i>

Friday, 29 October 2021

09:00 – 09:40	Parallel Sessions (part I): Teams present their work and receive feedback from the Winter School SC (HUMANE representatives) <ul style="list-style-type: none">• Nadine Burquel, Winter School Director, BE• Ian Creagh, Winter School Chairman, UK• Calluna Euving, Secretary General, University of Amsterdam, NL• Paul Greatrix, Registrar, University of Nottingham, UK• Ana Maduro, Head of Administration, University of Lisbon, PT• Stephan van Galen, Secretary-General, University of Groningen, NL
09:40 – 10:00	<i>Coffee break</i>
10:00 – 10:40	Parallel Sessions (part II): Teams present their work and receive feedback from the Winter School SC HUMANE representatives (as above)
10:40 – 11:00	<i>Coffee break</i>
11:00 – 12:00	Plenary Session Feedback HUMANE representatives (as above)
12:00 – 12:30	Closing Plenary Session
12:30 – 14:00	<i>Closing lunch</i>