

Capacity Building & Internationalisation

State Universities of Paraná

Leadership on Internationalisation


The Importance of Vision Universities in 2030

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Plan of Talk

- The need for vision
- Change in Visions of a University
- Vision of Brazilian Universities in 2030



1. The need for vision

Why	How	What
Purpose	Mission	Product





Many companies focus on the **WHAT**

A computer firm may advertise as follows

We make great computers (**WHAT**)
 They are beautifully designed, user friendly , have many applications (**HOW**)
 These are for you (**WHY**)

Want to buy our product?
 You will make a rational choice

Successful companies focus on the **WHY**

Apple says

EVERYTHING WE DO we believe challenges the status quo,
 We believe in thinking differently (**WHY**)
 Our products are beautifully designed, user friendly , have many applications (**HOW**)
 We happen to make great computers (**WHAT**)

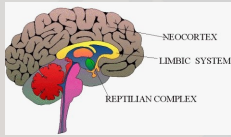

Want to buy one?
 To make a contribution to the world by making tools for the mind that advance humankind."




Our purpose is to understand the underlying reason of our decision making

PEOPLE DO NOT BUY **WHAT**
 YOU DO
 THEY BUY **WHY** YOU DO IT

We make decisions with the **LIMBIC** brain
 The "**WHY**"

Mission Statements

- To change lives through education, and to meet the needs of adult learners in a way unmatched in higher education.
- To be bold and inspirational in providing education, research and creative practice, which offers transformative experiences to students, staff, communities and business partners in the UK and across the world.
- To contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence



2. Change in Visions of a University

**There have always been the 3 constants ...
Death, Taxes and CHANGE!**

Benjamin Franklin



Origins of the words

Diversity – man is different from nature

University – whole system

Linked through an observer

Son- father and spirit

Thesis – Antithesis - Synthesis



Tensions

Between God and Man (Theology),
Between Man and Society (Law) and
Between Man and Nature (Medicine)

These three disciplines were the core
of the medieval university



What is a University

Balancing of sacred to secular is at the core of academic development.

University provided a place where welcomed dissent could lead to new values both for the individual and society.

Dual allegiance to universality and the diversity of local conditions. Intititioal
Autonomy – capacity to say “No”



First Curriculum

Trivium – ability to express oneself
Grammar, Logic and Rhetoric

Quadrivium – know ones place in nature
Arithmetic- geometry, astronomy and music



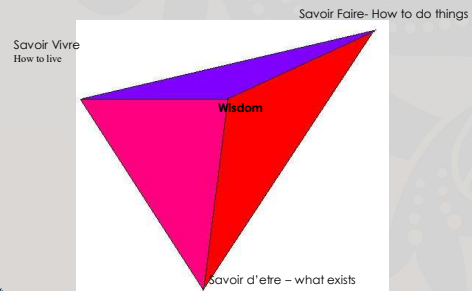
Early Universities

The original medieval universities arose from the Roman Catholic Church schools that became "the university." Their purposes included training professionals, scientific investigation, improving society, and teaching critical thinking and research

Bologna, Padova, Salamanca



Trilogy of Knowledge



French System

- The peak of the education pinnacle in France is represented by the country's "**Grandes Ecoles**", relatively small and highly selective "schools"
- They provide a cosseted higher education to the nation's future elites - tomorrow's "haut fonctionnaires" (senior civil servants), leaders of industry, top military brass, top politicians, engineers, physicists and others.
- In spite of the national preoccupation with equality and equal opportunities, the top end of the French higher education systems is elitist.



German Model

- The University of Berlin, renamed the Humboldt University of Berlin after World War II, is traditionally seen as the model institution of the 19th century.
- The university's features included a unity in teaching and research, the pursuit of higher learning in the philosophy faculty, freedom of study for students and corporate autonomy for universities despite their being funded by the state.
- The **Humboldtian model of higher education** has the core idea of a holistic combination of research and studies, it integrates the arts and sciences with research to achieve both comprehensive general learning and cultural knowledge, and it is still followed today.



Three important aspects essential to the current debate on universities

1. There is an essential difference between "science as a search for truth" and "science in response to economic and political interests". This is a fundamental question - basic research versus applied research.
2. The Humboldt model permits a conception of the university, which is relatively independent of the state, the economy and society,
3. The prevailing idea of the Berlin University project was that professional skills did not come directly from the sphere of scientific knowledge, but were acquired by imitating the traditional "knowing-doing" models.

On the other hand, the university provided an overall vision of the world For Humboldt the mission of universities was also the "moral education of the nation."



English System



The idea of an ivory tower university is where reason and disinterested study rule and bears little relation to reality.



Policy-makers and leaders in higher education are now arguing for the need “to take measures to ensure that **internationalization permeates the curriculum** and that **all students** are exposed to international perspectives in the classroom and through co-curricular activities”, thus enabling strategies of “internationalization at home” to flourish.

In the hiring process, more institutions are giving preference to faculty candidates with international background, experience, or broaden interests.

What are the needs for 2030

In a recent interview the MD of Daimler Benz (Mercedes Benz) said their competitors are no longer other car companies but Google, Apple, Amazon

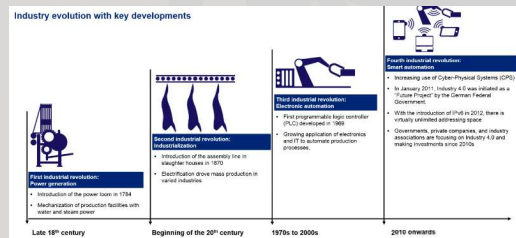
Software will disrupt most traditional industries in the next 5-10 years.

Uber is just a software tool, they don't own any cars, and are now the biggest taxi company in the world

Airbnb is now the biggest hotel company in the world, although they don't own any properties.

- <https://www.youtube.com/watch?v=u06BXgWbGvA>

Industrial Revolutions



Changes in Lifestyle

No need for the hands (Savoir Faire)
Emphasis on Why not How

Need for the head and the heart
(Savoir Etre and Savoir Vivre)
Ethics and Morality

Creative Arts

Vision

Teaching will need to reflect the new environment

It will be more
Cooperative
Autonomous
Mobile
Creative
Ethical

Summary - Key Points

4. Shared vision requires seeing past self-limiting mental models

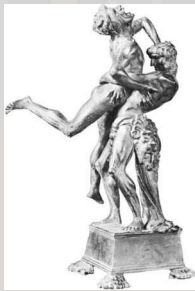
- *Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. **We are the change that we seek.*** - Barack Obama

We are the vision that we will share

Summary - Key Points

1. When crafting vision, start from where you want to go, not the current situation

Keep your eyes on the stars and your feet on the ground - Franklin Delano Roosevelt



Summary - Key Points

2. Change is costly, the goal of shared vision is to inspire

I have a dream... - Martin Luther King

Summary - Key Points

3. Shared vision is not strategic planning

If you want to build a ship, don't herd people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea. - Antoine de Saint-Exupery

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