



ELITE Innovation College Cambridge
Creating Global O2O Innovation University Alliance

EICC EXECUTIVE DEVELOPMENT PROGRAMME (EDP)

Leadership in Global Higher Education (LGHE)

SHAPING THE WORLD
WITH INNOVATION AND LEADERSHIP

"In this challenging time, what we need is not only leadership and innovation but also resilience. Resilience is more important today than ever.

At EICC, we understand the significance of equipping top executives and senior leaders in the global higher education with the strategic tools they need to meet the growing challenges presented by the super-competition of the globalisation.

Our LGHE programme aims to develop, inspire and change your mindset through understanding the global development trends, opportunities and challenges in the global higher education and enable you to become more confident in driving your organisations."

Professor Richard Li-Hua
The General Convenor of UNAI/CAMOT
Global University President Forum
Founder and President, EICC

Background



Why do we need leaders in Global Higher Education in the 21st Century?

In the 21st century, all higher education leaders in the East and the West face different challenges.

Our philosophy is that transformational leadership is that which embraces innovation, and can bring about strategic change that delivers growth, effectiveness and sustainability. This approach in turn expands the capacity of individuals to perform in leadership roles within institutions. Leadership roles are those that translate the vision and mission of the organisation into deliverable and measurable objectives and goals, develop and implement corporate strategy and facilitate the execution of an organisation's strategy by

- Building alignment and capacity
- Winning minds by sharing the vision of the organisation and
- Expanding the capabilities of others

Leaders have to understand that in general people like to be led, not managed.

Leadership in Global Higher Education

A transformational leader is a facilitator who manages change by encouraging people to a higher level of motivation, engagement, empowerment and morality. The process of transformational leadership aims at delivering changes through influencing people in attitudes, behaviour and assumptions held by staff and employees, as well as building alignment and commitment for the achievement of organisational goals and objectives. Traditionally, leadership development has focused on bringing out the leadership abilities and attitudes of individuals. However, we aim to do things differently.

The impact of the great changes on the global higher education goes far beyond other fields. Oxbridge Model with a history of more than 800 years has never faced such a severe challenge. The world is now a different place to the one we knew. We need to be more imaginative and creative when socio-economic paradigms break down as they are currently doing.

Global Higher Education Opportunities

However, there is an opportunity for innovation and experimentation. Innovation has never been as important as for today. There is an opportunity for the global higher education to tackle the digital landscape and identify solutions, new working approaches, innovative services and processes that create positive change in the global higher education.

Nowadays, we will need fresh perspectives and profound strategic thinking to address a set question. What is the sustainable model of the university? Could the online innovative model substitute the traditional one? Could the vision and mission of the university be delivered without compromising the quality? How will global higher education evolve over the next 20 years? How can governments and education institutions take the challenges and make the most of the opportunities in the post COVID-19 era?



EICC LGHE Benefit and Outcomes

Benefits

- This is a bespoke LGHE Executive Leadership Development Programme designed specifically for Presidents, Deans, Directors and Senior Leaders, around the globe.
- The programme, which consists of three core themes / modules and invited speakers, will run for 5 full days via online and offline delivery.
- This can be adapted accordingly as per the requirement from the client. The modules which have been chosen reflect the current times and the challenges leaders face in running universities and colleges.

Learning Outcomes

- We develop leadership capacity at every level, building self-awareness, confidence and initiative; we work with the talent that is an organisation's future leadership and we support the development of an embracing culture.
- We enable established role-holders to find their natural authority, broaden horizons and develop skills for collaboration, good at strategic management, innovation and entrepreneurship, awareness of the challenges and opportunities of globalisation and sustainability.
- For the most senior managers, we support the development of resilience, political awareness, West Meets East – Western management with Eastern philosophy, increase skills for scanning and critical thinking and deepen understanding of governance, CSR and of the widest social, environmental and economic context of leadership to enable them to become a global responsible leader and full-fledged global competitor.
- Our Executive Leadership Development Programme not only focuses on leadership of organisations in the West but also draws experiences of successful organisations from the East. This will give the delegates an insight of the leadership skills from the best of both sides, enabling them to refer what is suitable for their organisation.
- Our faculty for delivering this training, coaching and mentoring have many years of experience in senior leadership not only as academics in reputable Universities but also have lead and delivered leadership at various organisations throughout their career. Delegates will also listen to a specific selection of Guest Speakers, who have been in prominent roles in the industry and have lead these organisations from the front.





About EICC

ELITE is an acronym of **E**-Learning of **I**nnovation, **T**echnology and **E**ntrepreneurship.

It was during the COVID-19 pandemic that ELITE Innovation College Cambridge (EICC) was consolidated and re-created. Still, its history can be traced back to 2006, when a group of outstanding management scholars launched China Association for Management of Technology (CAMOT) during International Association for Management of Technology (IAMOT) International Conference in Tsinghua University.

The four colleges: *Innovation College, Technology College, Entrepreneurship College and Global Leadership College* that we have established based upon the 15 years of accumulation of global academic resources provide an academic arm of EICC and extra liberal arts curriculum to our degree and non-degree programmes and qualifications that we deliver for the enhancement of student journey which delivers alongside our degree awarding power universities.

Further, an online to offline (O2O) structure pioneering education platform that challenges the traditional ways of learning, coupled with prestigious academic quality, global engagement, and strategic collaboration with worldwide partners, is what differentiates EICC from conventional higher education.

Founder and President



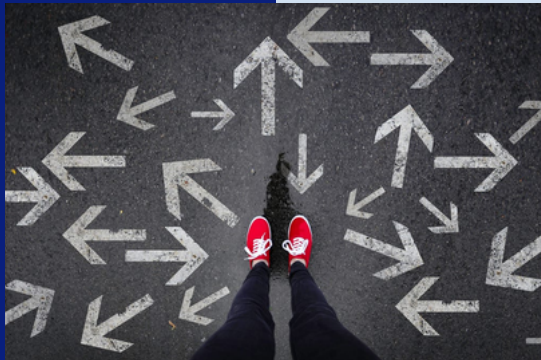
PROFESSOR RICHARD LI-HUA FOUNDER AND PRESIDENT, EICC

Founder and President, China Association for Management of Technology (CAMOT)
Honorary President of SIAS University, Zhengzhou, China
Director General (General Convener) of Embracing Innovation Forum, UNNGO Peaceever TV

A renowned strategy and innovation expert, an advocate of technology enhanced learning and lifelong learning, Richard was Visiting Scholar at Judge Business School, Cambridge University, UK and is Strategic Advisor at Research Centre of Technology Innovation, Tsinghua University, China. He was Visiting Professor of Strategic Management & Leadership, Black School of Business, Erie, Penn State University, USA, and Henley Business School, Reading University, UK.

Richard is a transformational leader with resilience who serviced as President of SIAS University, Sino-American university in China and also as President of New Beacon Campus, a large and comprehensive campus in the UK between 2014-2020. He has a passion and strong commitment for the global higher education (GHE) with well-established global leadership experiences in both public and private education sector in the UK, US, Canada and China.

Programmes Structure



MODULE 1: OUTSIDE IN: UNCERTAINTY, AMBIGUITY AND COMPLEXITY IN THE GLOBAL ENVIRONMENT

Globalisation has changed the way people live and interact as well as how business operate in the 21st century. Leaders and senior executives are facing the challenges of making tough decisions when facing increase in uncertainty, ambiguity and complexity in the business environment. This module will provide a strategic framework of understanding the world we are in, from an external perspective.



MODULE 2: INSIDE OUT: TRANSFORMATIONAL LEADERSHIP IN THE POST-COVID ERA

Balancing a persistent strategic vision and direction with an attitude of adaptable tactics and change is essential for the transformational leaders in the 21st century. Building a vision with a passion, embrace differences and create harmony, focus on the big picture whilst note details and maintain positive and resilience are the new disciplines for the transformational leaders during the post Covid era. During this block , various case studies and various models / framework on how to overcome the challenges facing the transformational leaders will be discussed among executive participants.



MODULE 3: EMBRACES INNOVATION AND HARMONY: INTEGRATING WISDOMS FROM THE WEST AND EAST

Balancing a persistent strategic vision and direction with an attitude of adaptable tactics and change is essential for the transformational leaders in the 21st century in the global higher education. Building a vision with a passion, embrace differences and create harmony, focus on the big picture whilst note details and maintain positive and resilience are the new disciplines for the transformational leaders during the post Covid-19 era. During this block, various case studies and various models/framework on how to overcome the challenges facing the transformational leaders will be discussed among executive participants.



MODULE 4: BEING A TRANSFORMATIONAL LEADER EMBRACES INNOVATION

The final module is an action-based learning which requires candidates to bring their own experiences and discuss how to lead in continuous disruption and the turbulent world through embracing innovation whilst maintaining a clear and persist vision and being resilient.

LGHE High-Profile Deliverers and Professors



Professor Richard Li-Hua

FOUNDER AND PRESIDENT,
EICC

Proponent of China Embracing Innovation Theory. Professor of Strategic Management and Development, and the General Convenor of UNAI/CAMOT Global University President Forum.

A renowned strategy and innovation expert, an advocate of technology enhanced learning and lifelong learning, Richard was Visiting Scholar at Judge Business School, Cambridge University, UK and is Strategic Advisor at Research Centre of Technology Innovation, Tsinghua University, China.



Prof Maurits van Rooijen

CHIEF ACADEMIC OFFICER, GLOBAL
UNIVERSITY SYSTEM

Chief Academic Officer of Global University Systems as well as Rector of London School of Business & Finance and of GISMA (Germany). He has held senior management positions at various universities such as Leiden University, Erasmus University Rotterdam, Westminster University in London UK, Victoria University in Melbourne Australia. Previously he was Chief Executive and Rector Magnificus at Nyenrode University.



Professor Jonathan Liu

VICE PROVOST AND FOUNDING
DEAN OF SCHOOL OF MANAGEMENT
AND LEADERSHIP, EICC

Chairman of the Board of Trustees at Ming-Ai (London) Institute and he researches in Entrepreneurship, Venture, Heritage and Performance Management. His teaching topics include Strategy, Leadership, Fund Raising and Heritage Management. He is an adjunct Professor with the University of Wales, Trinity St David where he supervises research students. Jonathan is on the Council of the National Conference of Universities Professors, a Council member of the Universities China Committee in London.



Professor Arnoud De Meyer

STRATEGIC ADVISOR-GLOBAL
AFFAIRS (UK, SINGAPORE)

A global academic leader with more than 35 years of experience in top international institutions in Europe and Asia. Until December 2018, he served as President of Singapore Management University (SMU).

He is also an internationally recognised researcher with a deep understanding of R&D and Innovation Management, Manufacturing Strategy and International Management. As an academic who wants to bridge theory and practice, he consulted with large manufacturing corporations in Europe and East Asia, and was independent director for several government institutes and publicly listed companies in Belgium, France and Australia.



Professor HUANG Jin

STRATEGIC ADVISOR-GLOBAL
AFFAIRS (CHINA)

The vice president of Wuhan University since November 2003. In February 2009, the Ministry of Education appointed him the president of China University of Political Science and Law. On August 20, 2020, the Supreme People's Procuratorate appointed him as an expert advisory committee member of the Supreme People's Procuratorate for a five-year period.

The first recipient of a doctorate degree in private international law in mainland China since 1949. He once served as the director of the Institute of International Law of Wuhan University, the research base of humanities and social sciences of the Ministry of Education, and was awarded the honorary title of "Top Ten Outstanding Young Jurists" in China Law Society.



Professor Donald Bix

STRATEGIC ADVISOR-GLOBAL
AFFAIRS (US)

The 15th president of Plymouth State University. Dr. Bix also served as the chancellor of Pennsylvania State University, Behrend College, and was responsible for the quality of the college's academic programs in teaching, research and service, and its overall operations, including strategic planning, human resources, enrollment management, fundraising, marketing, alumni and community relations, intercollegiate athletics and outreach.

Before joining Penn State Behrend, Dr. Bix served as vice chancellor and vice president for research for the University of Houston System (UH).

Duration / Proposed Training Schedule

An Example of the Programme Delivery

Schedule
Day 1 - Arrival and Welcome Dinner with executive team and High-Profile Professors
Day 2 to 5 - Learning Activities and Discussions with Star Professors
Day 6 - Reflection and Debrief / Award Ceremony

*A detailed schedule shall be provided upon approval of the programme

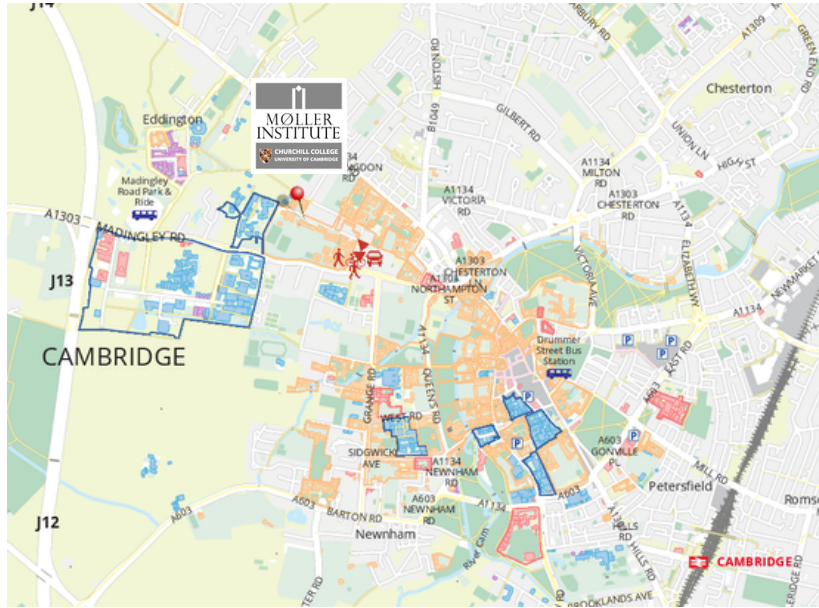
Delivery and Experiential Learning

- Our experienced team will create an effective and proven learning model that is based on your personal reflection, job experiences, peer interaction, mentoring and blend soft and hard skills development from a diverse and multi-cultural settings.
- The Well-designed and pertinent programme content underpinned by Innovation theories such as 'Embracing Innovation' and contemporary case studies.
- World-leading professors demonstrate latest development on leadership, West meets East theories and practices.
- Networking and experiential learning between West and East senior leaders and executives.

Your learning is our Passion

- Gain strategic insight into the latest Western and Eastern management trends and techniques.
- Develop a working knowledge of Innovation strategy and concepts relevant to your profession.
- Enhance your career advancement opportunities.
- Network with a diverse group of academic experts and business executives within a global forum.
- Learn from Global Professors with real-world business experience in executive management and innovation strategy, in an intimate, private-school environment.

EICC EDP Venue Cambridge University Campus



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University of
Cambridge

Storey's Way
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Creating Global O2O Innovation University Alliance

Innovation Changes the World Innovation Leads to the Future

For more information about our Programme
Please email globaloffice@eiucambridge.com

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