



Center for Learning Innovations &
Customized Knowledge Solutions

YOUR PARTNER FOR
INNOVATION AND EXCELLENCE



BENCHMARKING FOR BEST PRACTICES IN HIGHER EDUCATION

16TH - 18TH SEPTEMBER, 2019
PULLMAN DUBAI CITY CENTRE, DUBAI, UAE

PROGRAM OVERVIEW

In an increasingly crowded and globalized market, higher education institutions in the MENA region are struggling to craft a niche for their offerings and find ways to gain a competitive advantage by differentiating themselves. This challenge is further compounded by uncertainties affecting the global economy, declining funding, increasing operational costs, shifting student expectations, and demands for an innovative value-driven learner-centered education as well as increasing public demand for institutional quality and accountability. While responses may vary from one institution to another, there is no doubt that drastic measures must be taken to address these challenges in a proactive and tangible manner. One of the widely used management tools to enable universities deal with these competitive pressures, build capacity for change, and improve their standing is benchmarking. Benchmarking provides universities with a systematic process of assessing, identifying, and innovatively adapting good practices internally or from partners from education and corporate sectors to improve performance. It is not about cloning the success of other organizations, or indulging in industrial spying. Nor is it about creating league tables or seeking short-term hard data.

This three-day program will take the participants beyond metrics to understand the underlying practices that contribute to institutional performance. The program will provide a detailed step-by-step understanding of benchmarking in higher education and its implementation supported by hands-on tools, techniques, and case studies. The program will also expose the participants to benchmarking as a tool for out-of-the-box thinking, innovation, and creativity through games and real-life examples.





At the end of this program participants will be able to:

- Apply the steps involved in benchmarking for best practices in Higher Education
- Discuss the critical factors in benchmarking for business excellence and share the common pitfalls, and how to avoid them
- Understand data collection requirements and analysis of benchmarking information
- Apply the tools for work process mapping, measurement, and analysis
- Apply tools for conducting benchmarking gap analysis and develop action plans for improvement
- Apply tools and techniques for managing benchmarking projects for optimum results

DAY 1

SESSION 1: BENCHMARKING – OUT-OF-THE BOX THINKING

- What is Benchmarking, a Benchmark, and a Best Practice?
- Reasons for Undertaking Benchmarking
- Types of Benchmarking
- Linking Benchmarking to Creativity and Innovation
- Role of Executive Leadership in Benchmarking
- CSF of benchmarking

SESSION 2: THE BENCHMARKING PROCESS

- What are the steps involved in benchmarking?
- Going through each step
- Examples and 'hands-on' activities

DAY 2

SESSION 3: UNDERSTANDING YOUR CURRENT POSITION

- Developing your benchmarking scope prioritization matrix
- Developing your benchmarking T.O.R
- Performing your internal analysis

SESSION 4: SELECTING BENCHMARKING PARTNER(S)

- Dealing with the challenges in finding the right partners
- Developing partner selection prioritization matrix
- Communicating expectations

DAY 3

SESSION 5: CONDUCTING GAP ANALYSIS

- Measuring the gap _ What is gap analysis?
- Looking beyond the numbers _ Identifying the practices contributing the gap
- Projecting Future Performance

SESSION 6: COMMUNICATING YOUR RESULTS

- Communicate results of benchmarking
- Establish/Fine-tune Improvement Goals

SESSION 7: CLOSING THE LOOP

- Develop Action Plan to Close the Gap
- Implement & Monitor Results
- Re-calibrate



MOKHTAR BENHADRIA

CLICKS's International Associate;
Head of Quality Assurance
Division, International Centre
for Education in Islamic Finance
(INCEIF), Malaysia

Educated in the UK and having worked internationally for more than twenty years, Mokhtar's expertise and professional experience span areas such as organizational excellence, strategic planning, business process improvement, quality assurance, and accreditation with a specific application to institutions of higher learning.

In his professional career, Mokhtar has provided leadership in a large number of situations requiring managerial interventions for improving organizational performance. In recent years, he has focused particularly on developing policies and strategic frameworks for driving innovation and improving the effectiveness of the education institutions. He has designed and delivered training programs and

consultancies to several colleges and universities in Malaysia, UAE, Oman, and Saudi Arabia.

His most recent engagement has been with the International Centre for Education in Islamic Finance (INCEIF) in Malaysia, where he has been instrumental in the university's achievement of the AACSB International accreditation. His training approach is context-specific, learner-centric, and seeks to engage the participants in the process of finding solutions for real-life problems.



PROGRAM DURATION

This 3-day program is organized from 9:00 a.m. – 5:00 p.m. with a one hour dedicated for lunch break and 2 coffee breaks of 15-20 min each.



TARGET AUDIENCE

Directors and managers of planning, effectiveness, and quality offices working in Higher Education as well as Deans of colleges & schools, head of departments involved with planning and staffs working in institutional research units. The program is also of relevance to academic and administrative leaders looking at using benchmarking as a continuous improvement tool.



PROGRAM DELIVERY STRATEGY

The methodology of the program presentation is a team-based style and covers a variety of approaches including: Group dynamics, role play, video presentations, team projects, etc.

PROGRAM FEES, REGISTRATION, AND DISCOUNTS

- All CLICKS programs take place in 4 or 5-star hotels and are inclusive of lunch and two coffee breaks for each program day.

- The program fee for the three-day program is 3,000 AED. The Program fee is exclusive of the 5% VAT which is to be added.

- A 15% for individual registration and 20% for group registration early bird is available and ends on 7th of August, 2019.

- Group discounts varying between 15-25% are available for groups of 3 and above depending on the date by which the group registered.

- Registration to any public program shall be done online through CLICKS website at www.cli-cks.com

- Registration is confirmed only upon receiving the full payment of the program fee. No on-site payment is accepted.

- A Certificate of Attendance will be issued to participants attending the entirety of the Program

HOTEL DEALS FOR PARTICIPANTS



PULLMAN DUBAI CITY CENTRE, DUBAI, UAE



Ms. Rose Anne I. Olores

Pullman Dubai City Centre, Dubai, UAE

Tel. +971 (0) 4 603 8555,

Email: H2022-RE6@ACCOR.COM



NOVOTEL DEIRA CITY CENTRE HOTEL, DUBAI, UAE



Mr. Ahmed EL-BADAWI

Cluster Reservation Agent

P.O. Box 185310, Dubai, UAE

Tel. +971 (4) 702 8000, Email: H6482@accor.com

Tel. +971 (4) 702 8141, Email: ophelie.cheriere@accor.com



IBIS DEIRA CITY CENTRE HOTEL, DUBAI, UAE



Mr. Ahmed EL-BADAWI

Cluster Reservation Agent

P.O. Box 185310, Dubai, UAE

Tel. +971 (4) 702 8000, Email: H6482@accor.com

Tel. +971 (4) 702 8141, Email: ophelie.cheriere@accor.com



Center for Learning Innovations &
Customized Knowledge Solutions

 www.cli-cks.com

 inquiries@cli-cks.com

 +971 43487445

P.O. Box 341282, Dubai, UAE.