DAAD Egypt Deutscher Akademischer Austauschdienst German Academic Exchange Service

DAAD Tunisia Deutscher Akademischer Austauschdienst German Academic Exchange Service

DAAD Training Module: Digital Transformation in Higher Education

Trainer:
Youssef, Yasmin

Target Group:
Postdocs

Language of Instruction:
English

Duration:
1 Day (09:00 – 16:00 GMT +1)

CONTENT

The nature of universities and higher education is changing and will continue to change for the next decade. “Digital” no longer means only a university IT department. “Digital” now needs to play a role in every department and function. Universities today are competing globally for students, academics, funding and business opportunities. Physical universities nowadays are also competing against online competitors. They have to prepare students for the digital age, not only by delivering cutting-edge knowledge about the opportunities and challenges technology offers, but also by making students fully digitally competent for new jobs that do not even exist today. The digital age therefore demands that Higher Education Institutions adapt their teaching and learning practices. The starting point for effecting digital transformation is always the alignment of the broader business strategy with the development of digital capabilities required to drive the strategy.

In this course participants will gain an insight about:

- Digitalization, digital transformation, and what it means to be digital
- How digital technologies are disrupting competition and redefining industries and universities
- Emerging trends in higher education and technologies
- The enabling and shaping effects of technology and implications for universities
- Digital Transformation strategies and digital capabilities
- Leading Digital Transformation.

LEARNING OUTCOME

In this course, participants will:

- Define what digital transformation means for Higher Education
- Discuss the technological disruptions and the competitive advantages of universities with a digital transformation plan
- Analyze and assess the needs for the digital transformation of their universities
- Design and discuss transformational journeys for different stakeholders
- Develop a digital strategy
- Support the cultural change needed for this kind of transformation
- Identify digital transformation leadership skills

ORGANIZATIONAL REMARKS

For active participation using a laptop with a reliable internet connection is preferred.

ELIGIBILITY CRITERIA

Applicants should:

- hold at least a PhD
- has an affiliation with a higher education or research institution in Tunisia
- has at least a minimum of B2 in English
- be committed to attending the whole training in Tunis

TRAINER PROFILE

Yasmin Youssef is the Executive Director of the Modern Foundation for Development & Education Improvement (MDE), which oversees two technical vocational schools specializing in biotechnology. A certified expert in Education and ICT, she supports several German organizations in Egypt, including the (DAAD), where she serves as a certified trainer in Artificial Intelligence, Digital Transformation Management, and E-learning in higher education. Yasmin also works as a Greening Expert with (GIZ), is a GEVET board member, and serves as an AdA Examiner for Incompany trainers at the German-Arab Chamber of Commerce (AHK Egypt), and an Internal Assessor with the European Foundation for Quality Management (EFQM). She previously lectured at the German Excellence Center at Ain Shams University and has trained thousands of faculty members and teachers in integrating digital tools to equip students with the skills required for the future labor market, and is an alumna of the UNESCO-UNEVOC TVET Leadership Program and has also been invited as a speaker at the UNESCO-UNEVOC chair in Shenzhen Polytechnic University in China. Yasmin holds a Master's in International Education Management (PH Ludwigsburg/Helwan University), a Pedagogical Diploma in German as a Foreign Language (Goethe Institute, Berlin), and a BA in German Literature (Cairo University). She is currently pursuing her Ph.D. in Socio-Computing at Cairo University's Faculty of Economics and Political Science. She wrote many research papers and has published a book about reforming Egypt's education through blended learning in Germany.