

## Fostering Internationalization at Montenegrin HEIs through Efficient Strategic Planning – IESP

Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP

### Minutes of the workshop Strategic Planning, 16 and 18 June 2020

Prof. Dr. Tomaž Čater from the University of Ljubljana School of Economics and Business carried out online (Zoom) workshop for Strategic planning (University Internationalization Strategy Development Workshop) – [brief description \(CV\)](#).

The goal of the workshop was to prepare and show to the participants how to formulate the internationalization strategy. Prof. Čater prepared materials for the workshop (slides and templates – in the Annex).

The workshop included prof. Čater presentation, working in groups (per individual university during breaks) and presentations of completed proposals by individual University, followed by comments from prof. Čater.

On the first day (16 June 2020) prof. Čater presented what does an internationalization strategy in higher education include, how should a strategic document be structured, strategic management model and strategic analysis (general, external, internal environment, target countries, SWOT analysis).

On the second day (18 June 2020) prof. Čater presented strategy formulation, strategy development, mission, vision, goals, activities, outcome, creating strategic map, strategy evaluation, problems of strategy implementation, documenting the strategy, communicating the strategy, managing changes, proper leadership.

#### SCHEDULE:

##### Tuesday, 16 June 2020

- 9.00 – 10:45, 22 participants
- 12.15 – 13:50, 15 – 17 participants
- 14:00 – 15:20, 11 – 13 participants

##### Thursday, 18 June 2020

- 9.00 – 10:00, 17 participants
- 10.15 – 11.10, 15 -17 participants
- 12.10 – 14.30, 14 -15 participants

Information about the workshop was published at the:

- University of Ljubljana website: SLO: [www.uni-lj.si/aktualno/novice/2020061711121394](http://www.uni-lj.si/aktualno/novice/2020061711121394),  
ANG: [www.uni-lj.si/news/news/2020061711131118](http://www.uni-lj.si/news/news/2020061711131118)
- University of Ljubljana e-news:  
[www.uni-lj.si/e-univerzitetnik/2020061715170320](http://www.uni-lj.si/e-univerzitetnik/2020061715170320) (June 2020, number 28)

#### *Annexes:*

- *Annex 1: Presentation, Prof. Tomaž Čater*
- *Annex 2: Templates, Prof. Tomaž Čater*
- *Annex 3: List of participants*
- *Annex 4: Notes (in Slovene)*

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