
Best Practices in Resource Mobilization and Management for Private Colleges and Universities

9:00am to 5:00pm, Thursday & Friday, August 2 & 3, 2018
Manila Marriott Hotel, Pasay City, Philippines

Course Outline

Day 1 – Mapping the Institutional Values of the HEIs

Session 1 - Value Creation as the Foundation of Business

This session embraces that the primary aim of any business is to create and deliver value in the most efficient way. It recognizes that value creation is a better management goal as it is not strictly limited to financial measures of performance. This session covers the following topics:

- A. Nature of value creation
- B. Value creation as a function of leadership
- C. Value creation and competitive advantage
- D. Value creation and the value chain
- E. Types of company values
- F. Crafting value statements

Session 2 – Resources for Value Creation

This session covers the different types of resources of a HEI based on the key relevant capitals as espoused by the International Integrated Reporting Initiative, a worldwide coalition with the mission to improve the use of organizational capitals.

- A. Financial Resources
- B. Manufactured Resources
- C. Intellectual Resources
- D. Human Resources
- E. Social and Relationship Resources
- F. Natural Resources

Session 3 - Integrated Thinking in Resource Mobilization

This session introduces the concept of integrated thinking as a means to ensure the long-term sustainability of organizations through the sustained creation of value for stakeholders. The topics in the session include the following:

- A. The Interrelationship of Resources
- B. The Emergence of Integrated Thinking
- C. How do you know when your company has achieved integrated thinking?
- D. How does integrated thinking help organizations identify and manage resources?

Day 2- Developing a Resource Mobilization and Management Plan

Session 4 - Resource Mobilization Strategies

This session anchors on the thought that resource mobilization forms part of an organization's overall functioning. The need of HEIs to be afforded with resources carries with it the imperative to craft strategies. Topics covered include the following:

- A. The Resource Mobilization Challenge of HEIs
- B. Resource Identification & Finding the Funding
- C. Resource Providers

- D. Modes of Resource Mobilization
- E. Driving and Restraining Forces of Resource Mobilization

Session 5 – Structure and Contents of a Resource Mobilization and Management Plan

This session provides an outline of a plan to mobilize and management resources. Through small group workshops, the session provides guidance on how the plan is to be accomplished at the business or organizational level.

- A. Overview of the Resource Mobilization and Management Plan
- B. Objectives and Requirements
- C. Contents of the Plan—resources profile, SWOT analysis, goals and objectives, strategies, implementation plan, milestones and monitoring

Session 6 - Asset Management Excellence

This session provides an additional topic that is useful in creating awareness on the value of resources. It covers the following topics:

- A. Asset Composition of HEIs
- B. Analyzing Asset Utilization to Deliver Value
- C. Internal Controls for Assets
- D. Total Life Cycle Asset Management

Who should attend:

- This training is beneficial for school owners, board directors and HEI officials including managers, officers, and executives, who are involved in administration, planning, finance, human resource management, infrastructure development, linkages and external relations, and corporate reporting. It is ideal if a group of these officials attend together to ensure the crafting of a resource mobilization and management plan.

Requirement to attend the training:

Participants must take with them a laptop if they attend individually. If the participants are attending as a group or team, a laptop for the group (or team) is necessary.

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