

# III SENIOR MANAGEMENT PROGRAM IN HIGHER EDUCATION

 AUGUST 22-23, 2024

 SAO PAULO, BRAZIL

 PERSON EVENT

organizer:



## III SENIOR MANAGEMENT PROGRAM IN HIGHER EDUCATION

| Day 1      |          |                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                 |
|------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Start Time | End Time | Description                                                                                                                                                                                                                                                                                                                | Detail                                                                                                                                                          |
| 08:00:00   | 08:30:00 | Transfer to Sao Paulo University Campus                                                                                                                                                                                                                                                                                    |                                                                                                                                                                 |
| 08:30:00   | 09:00:00 | Registro de Participantes                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                 |
| 09:00:00   | 09:15:00 | <b>Welcome and Opening of the Program</b><br>Dra. Mónica López - Presidenta de CLADEA<br>Ing. Manuel Ortiz De Zevallos - Director Ejecutivo de CLADEA<br>Dr. João Maurício Gama Boaventura - Jefe de Departamento de Administración<br>Dr. Andrés Rodríguez Veloso<br>Dra. Maria Dolores Montoya Diaz - Decana de Facultad |                                                                                                                                                                 |
| 09:15:00   | 10:30:00 | Module I                                                                                                                                                                                                                                                                                                                   | Session and workshop: Strategic Planning<br>Dr. João Maurício Gama Boaventura<br>Universidade Sao Paulo                                                         |
| 10:30:00   | 11:00:00 |                                                                                                                                                                                                                                                                                                                            | Coffee Break                                                                                                                                                    |
| 11:00:00   | 12:30:00 |                                                                                                                                                                                                                                                                                                                            | Session and Workshop: Sustainable Internationalization in the Curriculum<br>Dra. Mariella Olivos<br>Universidad ESAN                                            |
| 12:30:00   | 14:00:00 | LUNCH                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                 |
| 14:00:00   | 14:45:00 | Tour of the University of Sao Paulo                                                                                                                                                                                                                                                                                        |                                                                                                                                                                 |
| 15:00:00   | 16:30:00 | Module II                                                                                                                                                                                                                                                                                                                  | Session and Workshop: Office of Projects, Programs and Strategy Portfolios of Business Schools<br>Dr. Wladimir Dezembro Leonelo<br>Project Management Institute |
| 16:30:00   | 18:00:00 |                                                                                                                                                                                                                                                                                                                            | Session: New Trends in Education<br>Dra. Gisela Veritier<br>Universidad Católica de Córdoba - ICDA                                                              |
| 18:00:00   | 18:30:00 | Transfer to the Blue Tree Faria Lima Hotel                                                                                                                                                                                                                                                                                 |                                                                                                                                                                 |
| 18:30:00   | 21:00:00 | Networking and Welcome Cocktail                                                                                                                                                                                                                                                                                            |                                                                                                                                                                 |

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| Day 2      |          |                                         |                                                                                                                                                                     |
|------------|----------|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Start Time | End Time | Description                             | Detail                                                                                                                                                              |
| 08:00:00   | 08:30:00 | Transfer to Sao Paulo University Campus |                                                                                                                                                                     |
| 08:30:00   | 09:00:00 | Participant Registration                |                                                                                                                                                                     |
| 09:00:00   | 10:30:00 | Module III                              | Global Reality Session and Workshop: A New Geopolitical Reality and Its Impact on Business Schools<br><br>Dr. Ignacio Bartesaghi<br>Universidad Católica de Uruguay |
| 10:30:00   | 11:00:00 |                                         | Coffee Break                                                                                                                                                        |
| 11:00:00   | 12:00:00 |                                         | Session: Inclusion, belonging and diversity<br>Dra. Miriam Debieux Rosa Universidad de Sao Paulo                                                                    |
| 12:00:00   | 13:00:00 |                                         | Session: "Opportunities of artificial intelligence for higher education"<br>Francisco Mayorga<br>Universidad Privada Boliviana                                      |
| 13:00:00   | 14:30:00 | LUNCH                                   |                                                                                                                                                                     |
| 14:30:00   | 15:00:00 | Tour of the University of Sao Paulo     |                                                                                                                                                                     |
| 15:00:00   | 16:00:00 | Module IV                               | Session: Changing perspectives to connect research management in Latin America<br>Dr. Marcelo de Souza Bispo<br>Comité Académico de CLADEA                          |
| 16:00:00   | 17:30:00 |                                         | Workshop and Conclusions<br>Dra. Mónica López<br>CETYS Universidad<br>Presidenta de CLADEA                                                                          |
| 17:30:00   | 18:00:00 | Closing Ceremony and Optional Dinner    |                                                                                                                                                                     |
| 18:00:00   | 18:30:00 | Bus Pick Up                             |                                                                                                                                                                     |