



UniversityHospital Heidelberg

Institute of  
Public Health

# Proposal Writing as a Consultancy Skill

April 30 – May 4, 2012



## Why this course?

The courses provide practical knowledge and experience in the writing of proposals, essential consultancy skills, the do's and don'ts of working in the international arena, and much more to allow you to strengthen your consulting skills.

## Content Overview

- Consultancy and Current Trends in International Cooperation
- Proposal Writing
- Effective Proposal Writing Techniques
- Essential Elements of Proposal Development
- The Global Fund/Gate Fund: Role & Characteristics
- Using Analytical and Design Tools such as Situational Analysis and Log Frame
- Global Fund/Gates Proposal Development Based on Case Studies from Low and Middle Income Countries
- Criteria for Proposal Evaluation
- Peer Assessment of Project Proposal Documents

## Learning Objectives

The overall objective of this course is to enable health professionals and managers to understand and apply the concepts and principles of proposal writing within international health and to improve their personal and technical skills for in proposal writing.

At the end of the course the participants should be able to:

- Develop and write a proposal targeting international health donors.
- List key steps and common mistakes in a proposal application process
- Use analytical and design tools necessary for proposal development
- Define and apply the principles of effective proposal writing

- Analyse the team approach to developing a proposal
- Develop and use criteria for assessment of proposals

## Learning Methods

The course uses case studies, proposal documents and experience from middle and low-income countries, with contributions from participants of the course to demonstrate the universal applicability of the concepts and principles.

Participatory learning based on lectures (15 hours), individual reading and exercise (15) plenary discussions and group exercises (4 hours), facilitated proposal writing exercise (20 hours) and peer assessment (6 hours).

The participants are expected to use some of their evenings for writing and peer review. Moreover, it would be helpful to have access to a laptop with a CD-ROM drive for the course.

## Assessment Procedures

Course participants are expected to attend teaching sessions and participate regularly in discussions and group work.

Two facilitators and peers assess group proposals using agreed criteria relevant to the international donor context. Weighting is facilitators 70% and peers 30%

## Duration / Accreditation

5 working days: 45 Hours (30 % Lecture time and 70 % individual & group exercises) + 24 hours self-study prior to the course to read documents.

2 ECTS (tropEd)

## Preparation Material

The preparation material with instructions will be send prior to the course by e-mail.



## Target Group / Prerequisites

Public health professionals, project planners and managers, paramedical staff, social scientists, tropEd students, etc.

Some experience with the writing of project proposals desirable.

The course is held in English. Fluent English (Reading, Speaking and Writing) is required for the course.

## Course Fee

General Admittance € 750,-  
tropEd students € 500,-

Unfortunately, the Institute cannot offer any scholarships.

A non-refundable registration fee of € 200 is included in the course fee. The course fee covers coursework, printed materials, coffee breaks and a pass for the Heidelberg public transportation system, but it does not include accommodation, insurance or other personal living costs during the stay.

## Registration

Please register as soon as possible as the number of participants is limited. First come, first serve.

Registrations are as such possible as long as seats are still available, but please keep in mind the time you need for travel and visa arrangements.

## Contact Registrations

Nandita Rothermund, M.A.

Short Courses in International Health

Institute of Public Health, University of Heidelberg

INF 324, Germany, D-69120 Heidelberg

Fon +49- (0)6221 / 56-4648 (Mo-Fri, 9-12 am)

Fax +49- (0)6221 / 56-49 18

E-Mail [short.courses@urz.uni-heidelberg.de](mailto:short.courses@urz.uni-heidelberg.de)

Internet [www.ukl-hd.de/ph/shortcourses](http://www.ukl-hd.de/ph/shortcourses)

## Course Coordinator

*Sylvia Sax, MPH, BSN, RN*

Institute of Public Health  
University of Heidelberg

[Sylvia.Sax@urz.uni-heidelberg.de](mailto:Sylvia.Sax@urz.uni-heidelberg.de)

## Short Courses Programme Coordinator tropEd Coordinator

*Natascha Petersen, M.A.*

Institute of Public Health  
University of Heidelberg

[petersen@uni-hd.de](mailto:petersen@uni-hd.de)

## Master of Science in International Health

The MSc. programme begins with a three month Core Module that introduces students to the field of International Health.

Students then enter either the fixed set of advanced modules at Heidelberg or choose among a wide range of courses within the tropEd network. A Masters Thesis must also be completed for the MSc. in International Health degree.

For more information please contact  
[MSc\\_IH@uni-heidelberg.de](mailto:MSc_IH@uni-heidelberg.de).

## tropEd

TropEd is a network of over 30 institutions for higher education in international Health.

It offers a flexible modular structure and the European-wide recognition of a Masters Degree in International Health.

ECTS credits towards the Masters in International Health will be provided for the accredited modules offered at Heidelberg,

More information on tropEd: [www.tropEd.org](http://www.tropEd.org).

## Short Course in International Health tropEd Advanced Modules 2012

**Disease Control: Strategies and Policies**

January 23 – February 3, 2012

**Leadership and Change Management**

February 6 - 17, 2012

**Improving the Quality of Healthcare Services**

February 20 – March 2, 2012

**Global Challenges in Reproductive Health:  
Evidence and Tools for Programme Implementation**

March 19 – 30, 2012

**Financing Health Care – Principles of Insurance**

April 16 – 27, 2012

**Proposal Writing as a Consultancy Skill**

April 30 – May 4, 2012

**Public Health and Disasters**

May 7 – 18, 2012

**Health and Climate Change:  
Impact and Adaptation Strategies**

May 21 – June 1, 2012

**Decision Making in Public Health:  
Evidence, Politics or Diplomacy**

June 4 - 8, 2012

**Health and Human Rights**

June 18 – 29, 2012

**Quality Management in International Health**

July 2 – 13, 2012

**Consultancy Skills Evaluation of Health  
Facilities, Projects & Programmes**

March 5 – 16, 2012

September 3 – 14, 2012

**Mixed Methods in International Health Research**

September 17 – 28, 2012

**In Cooperation with GIZ and evaPlan GmbH**

Course Venue GIZ Centre in Mannheim (M) or Berlin (B)

**Economic Principles of Social Security**

February 27 – March 9, 2012 (M)

**Financial Management and Controlling  
in Health Insurance**

March 26 – April 6, 2012 (M)

**Macro-Political Aspects of Social Security Systems**

May 21 – 25, 2012 (B)