



Internationalization Strategy

Business and Technology University

2023-2027

Executive Summary:

Business and Technology University (BTU) attributes well-anchored institutional importance to internationalization. As a result, the university is committed to collaborating with partners around the world to promote global dissemination of knowledge, academic materials, research findings, peer review, and international student and faculty exchange. This international outlook is reflected across all aspects of university life, including research, teaching, and administration. As of December 2023, BTU has over 75 partner universities and more than 40 exchange programs for students. The university's strong international presence is a testament to its dedication to internationalization. The Internationalization Strategy outlines specific measures for expanding and strengthening international collaboration in research, teaching, and administration.

Introduction:

As globalization continues to reshape the higher education landscape, universities are increasingly adopting internationalization strategies to remain competitive and attract the best and brightest students, faculty, and staff from around the world. Internationalization is the process of integrating an international or global dimension into the teaching, research, and service functions of an institution of higher education. In this strategy paper, the university outlines the key components of a successful internationalization strategy and provides a roadmap for its implementation.

Overall Objectives:

Global Partnerships:

Developing and maintaining partnerships with other institutions around the world is a critical component of BTU's internationalization strategy. This includes partnerships with internationally accomplished academic institutions, associations, government agencies, and private industry. These partnerships provide internationalization opportunities for joint research projects, student and faculty exchange and visiting scholar programs, and other forms of collaboration.

International Recruitment:

To attract the best and brightest students and faculty from around the world, BTU will develop a robust international recruitment strategy. This includes targeted marketing campaigns (e.g., fostering a global culture, creating a supportive environment, embracing work placements), attending international education fairs and conferences, and partnering with international recruitment agencies.

International Curriculum:

The development of an international curriculum is essential to providing students with a global perspective and preparing them for careers in an increasingly interconnected world. This includes incorporating global perspectives into existing courses, developing new courses with an

international and multilingual focus, and offering language and intercultural immersion programs in Business, Innovation and Technology.

Study Abroad Programs:

Study abroad programs (e.g., Erasmus+, Bilateral Exchange Programs, Double Degree Programs, short term exchange programs – summer & winter schools) provide students with the opportunity to gain first-hand involvement in diverse cultures and boost their language skills. BTU's study abroad programs are designed to provide students with a diverse range of experiences, including innovative academic coursework, international internships (on-site or hybrid), and cultural activities.

International Research Collaboration:

International research collaboration is an essential component of BTU's internationalization strategy. This includes partnering with international research institutions, collaborating on joint research projects, and participating in international research networks and consortia.

Strategic Goals:

- ✓ Advocating and assisting international mobility programs for students, faculty, and researchers
- ✓ Promoting and supporting global research collaborations and research undertakings on an international scale via grand-scale projects (e.g., Horizon Europe and other funding schemes) funded internationally.
- ✓ Broadening an "Internationalization at Home" concept
- ✓ Expanding intercultural comprehension and competences within the university administration

Measures to Achieve the Strategic Goals

Advocating and providing assistance for international mobility programs for students, faculty, and researchers:

- Developing a comprehensive international mobility program that encompasses the entire university community.
- Building partnerships and collaborations with international universities and organizations to facilitate international mobility programs.
- Establishing exchange programs (student mobility, internship, and volunteering abroad, virtual exchange, etc.) that allow students to study at partner universities and gain international experience.
- Encouraging faculty and researchers to participate in international conferences, symposia, and workshops to gain international exposure, build global collaborations and increase the international reputation of BTU.
- Increasing external funding for research and innovation to support more international MA/MSc and Ph.D. students.
- Developing skill building courses/workshops for students to work effectively across cultures and national boundaries based on the needs of the international job market.

Promoting and supporting global research collaborations and research undertakings on an international scale:

- Facilitating international research collaborations by providing necessary resources, technical support, and research infrastructure.
- Building new international partnerships and strengthening existing ones with international universities and research organizations to achieve innovative training, advanced research, and a competitive edge.
- Encouraging faculty and researchers to collaborate on international research projects and publications to receive local, national and/or international funding.
- Organizing international research workshops and conferences to promote collaboration and knowledge sharing with other researchers, and experts on the relevant fields.
- Cooperating with international networks/associations/accreditation bodies, and gain and maintain international certifications/accreditations.
- Developing training programs for faculty members and graduate students on internationalization of course design and teaching for diverse student groups that have different learning cultures.

Enlarging an "Internationalization at Home" concept

- Providing language courses and intercultural training to enhance the intercultural competence of the university community.
- Building bilingual/multilingual programs and courses that cater to incoming and outgoing students.
- Improving existing international student services and introducing new services that cater to the unique needs of the international community.
- Promoting the internationalization of the campus culture and environment.
- Inviting innovative researchers and guest lecturers to enable high quality teaching by international academics.
- Adopting international perspectives and embed global context within teaching programs and coursework in the context of diverse, inclusive, and flexible (virtual/blended mobility) learning support.
- Expanding international partnerships within degree programs (joint/double degree programs).

Expanding intercultural comprehension and competences within the university administration.

- Providing intercultural trainings before the mobility process for university administrators and staff.
- Encouraging diversity and inclusion initiatives within the university administration.
- Creating policies and procedures at the university level (which includes administration, professors, students) that promote internationalization and diversity.
- Ensuring that the university administration reflects the multicultural and multilingual diversity of the university community.

- Equipping the administrative personnel with the tools to support and monitor the process of internationalization for incoming and outgoing students.
- Developing a timeline for online and live cross-cultural events at the campus to provide opportunities for increased intercultural awareness and understanding.

Conclusion:

Internationalization is essential for the long-term success and global competitiveness of Business and Technology University. By integrating an international dimension into its teaching, research, and service functions, BTU can attract the best and brightest students, faculty, and staff from around the world, and contribute to the global community. In recent years, BTU has been successful in developing and implementing the mechanisms noted above to reach the goal of accessible, and multi-dimensional internationalization. By developing partnerships with institutions around the world, recruiting the best and brightest students and faculty, developing an International Double and Joint Degree programs and curriculum, and offering study abroad programs, internationalisation-at-home opportunities and international research collaborations, BTU will continue to be a leader in higher education with a global perspective.