



ULBS

Universitatea "Lucian Blaga" din Sibiu

Internationalization Strategy in Universities

Best practices exchanges for internationalization of higher education

EEA Financial Mechanism 2009 - 2014

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Project Overview

Partners:

“Lucian Blaga” University of Sibiu (LBUS)

University College of Southeast Norway (HSN)

establish **high quality standards** in the internationalization work by

- focusing on cross-cultural communication and
- solving problems in an international environment.

Objectives

- The **project objectives** were:
- • to **strengthen the bilateral relations** between Romania and Norway by enhancing intercultural dialogue between staff and experts from partner universities;
- • to provide **key skills and service effectiveness** for university staff in organizing the activity in IRO`s on the 4 **directions** that can be found in the Handbook

Workshop

- Organized in 14-15 of November 2016
- methods: World Café - Mind Maps
- 50 participants from Romanian universities
- the conclusions resulted after the activities were gathered in **Best Practices Handbook**;

Best practices exchanges for internationalization of higher education

- **Best Practices Handbook** - a guide with measures and best practice examples to improve the activity in the IRO`s
- Structure – **4 sections**
 - I Internationalization Strategy in Universities
 - II. Quality assurance for mobilities (study, placement, teaching and training, both incoming and outgoing)
 - III. Improvement of services offered by IRO`s and universities
 - IV. Internationalization at home for non-mobile students

Internationalization

- Internationalization is an equally challenging and relevant component of both national and institutional policies, whose goal is the development of a **coherent strategy** that will reflect the effort and engage **the entire academic community** not only an office or department team



Internationalization relies on a process of **mutual learning** from other higher education institutions in different cultural contexts, thus

- requiring continuing adaptation,
- correlation and understanding of various cultural and academic paradigms.

Internationalization Types

- **Internationalization at Home**
consists of strategies and approaches in the classroom, on campus, or in the community that help students develop international knowledge, understanding and intercultural skills.
- **Internationalization Abroad**
in contrast, covers activities that require the crossing of borders, including mobility of students, teachers, scholars, programmes, courses, curriculum, and projects.

Internationalization Strategy in Universities

- In the Best Practices Handbook you can find the international strategies of 8 universities.
- Overall, all universities develop activities on both internationalization abroad and internationalization at home
- the pursuit of academic quality in teaching/learning and research is the main focus of these universities

Universities` previsions for 2025

- internationalization is a driving force to enhance quality
- Romanian universities will be home to a culturally, ethnically, and intellectually diverse population of students and academic staff
- the provision of a high - quality education at very competitive prices, and a low cost of living
- Internationalization at Home will become a key means of ensuring a relevant educational experience for all students

- graduates will be global citizens, able to easily adapt to the ever - changing demands of the local and international labour market.
- their education will enable them to develop the attitudes, competences, and beliefs to live and work in a multicultural, democratic, and tolerant society.
- they will have a wider choice of courses and modules, many of them taught in foreign languages or online by experienced teachers with international reputations
- both international and national students will apply to universities and modules of their choice electronically, use online tools and content and immerse themselves in highly interactive projects.

Universities will be more connected than ever.

The **focus of cooperation** will be defined in different ways:

- by academic specialization;
- common campus projects;
- a cultural diplomacy and/or global development agenda;
- and branding and marketing interests.



In many countries, internationalisation is becoming **increasingly important** to national policymakers, who see it as a means of

- solving global problems;
- increasing higher education quality;
- producing globally competent graduates;
- generating income; and
- achieving diplomatic ends.

Conclusion

- The internationalization process is not a goal in itself, but a means to enhance **quality of education** and **research** for students and staff, with an important contribution to society.
- The most important features focus on visibility and reputation combined with competitiveness, strategic partnership development, increased attention to employability and social engagement.



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Thank you!