
Internationalization of Higher Education

Eurasian Universities Union - EURAS

2017

List of Contents

Objectives

- ❖ Gaining information about methods and means of internationalizing.
- ❖ Sharing experience and efficient examples
- ❖ Drawing the optimum guide map of internationalizing for your university



Internationalizing – Definition

"Internationalization is the process of integrating an international, intercultural, or global dimension - into the purpose, functions or delivery of postsecondary education."

(Knight, 2008)

Internationalizing – Benefits



- **Political** (Global and regional peace, national strength and security)
- **Economic** (Increase in national income over exportation, qualified manpower resources, competitive strength)
- **Social and Cultural** (Intercultural communication, tolerance, abilities and employments of graduates.
- **Academic** (Reaching and spreading knowledge, raising the quality of education and research, corporate reputation and ranking)

Internationalizing – 1st Level

Internationalizing beyond borders: Mobility

- Student mobility
- Academic personnel's mobility
- Program mobility (dual degree programs) mobility (franchise campuses)



Internationalizing – 2nd Level

Internationalizing at home

- Curriculum (global topics)
- Programs (foreign languages)
- Education framework
- Campus life



Mobility – Tools

Student Mobility



Erasmus+



- a) Exchange programs (Erasmus, Mevlana etc. Agreement of two partner institutions on exchange)
- b) Summer schools
- c) International volunteer and internship (AISEC)
- d) International certificate and language programs (English language courses in foreign country)

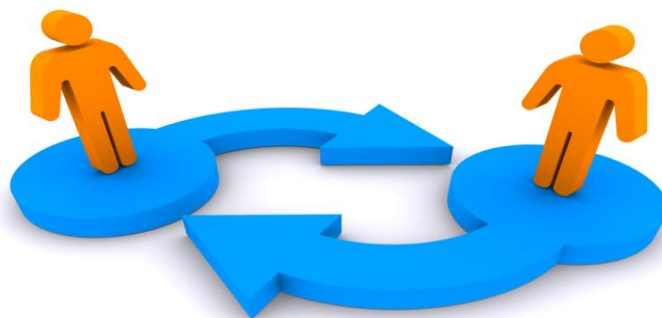
Mobility – Tools

- Full time student recruitment via international advertisement
- More than 4.5 million students are having education in another country (2014)
- By 2020, the number of international students will rise up to 7 million, causing a sector that is worth 280 Million USD to form.
- This is a big cake to share... International and national competition.
- Great investment with difficult procedures for a university
- A vital source of income.

Mobility – Tools

Academic personnel and researcher mobility

- a) Exchange programs (Erasmus, Mevlana etc. Agreement of two partner institutions on exchange)
- b) Sponsorship of international establishments (Fulbright, British Council etc.)
- c) Scholarship for national Doctorate and Post-Doctorate programs



Mobility – Tools

Academic personnel and researcher mobility

- d) International conferences and other scientific events
- e) International research funds (UN 7. Framework Program, TÜBİTAK)
- f) Employment of full time academicians.

Mobility – Tools

Program mobility

- Dual degree programs (dual or shared degree)
- Articulation / Progression Agreements (2+2, 4+1)
- Online education programs



Mobility – Tools

Institution mobility

- Franchise campuses
- Consortium
- Knowledge City
- Representatives over borders

INTERNATIONALIZING AT HOME – MEANS

Global awareness and intercultural communication abilities
=> Global citizens and employable graduates in a global scale.

- Integrating global topics and visions to the curriculum (pollution, international law and justice, comparative politics)
- Underlining education in foreign language



INTERNATIONALIZING AT HOME – MEANS

- Bologna Process, European Sufficiency frame
- European Language frame
- ECTS credit system
- Bringing local and international students together (mentor or buddy students programs, mixed origin classrooms, student projects)

INTERNATIONALIZING – OTHER MEANS

- Applying international union and network (EURAS, UNIMED)
- International strategic partnerships
- International accreditation
- International ranking



GETTING TO KNOW THE INSTITUTE

- Mission, vision and values
- History
- Faculties and Academic programs
- Number and profile of students and academic personnel
- Financial sources and budget
- Language of education
- Location and campus

Making Use Of The Institution's Surroundings

- National higher education regulations
- National economy, politics and social structure
- International competition
- National competition
- Trends in the sector

ANALYSIS OF INSTITUTION

- SWOT
(Strengths, Weaknesses, Opportunities, Threats)
- SOAR (Strengths, Opportunities, Aspirations, Results)

SWOT

Internal Factors	Strengths	Weaknesses
	Opportunities	Treats

SOAR

	Internal Factors	External Factors
Now	Strengths	Opportunities
Future	Goals Aspiration	Results

FIT GOALS FOR THE INSTITUTION

- Goals fit with the institution
- Realistic goals
- Priority goals
- Measurable goals



ORGANIZATIONAL STRUCTURE

- Working in an International office as an administrative staff
- Units or employers dedicated for a specific topic within the International Office (Academic relations / Student exchange programs/ Education Abroad Office/International advertisement and student recruitment / International student support)
- An academic manager as the head of the International department within the university (Vice Rector / Consultant)
- Academic coordinators within faculties
- Cooperative workshare within academic and administrative staff

RESOURCES – HUMAN RESOURCES

- Employment of professional international office workers
- Professional self-development of human resources
- Conferences and meetings for international academicians (NAFSA, EAIE, EURIE)
- Training for professional development (EURAS Academy and EURIE Training)



RESOURCES – BUDGET

- Attending international education conferences
- Attending student recruitment events
- Visits to partner Universities
- Creating website and information pamphlets in various languages.



Check List !

Internationalization Methods / Tools

- ☐ a) Student Exchange programs - Erasmus, Mevlana, Bilateral exchange
- ☐ b) International Summer Schools
- ☐ c) Language training and certificate programs abroad for students
- ☐ d) Internship and volunteering programs abroad for students
- ☐ e) Exchange Programs for Instructors and Researchers
- ☐ f) Mobility with the sponsorship of international organizations for faculty and researchers
- ☐ g) PhD and POST-DOC national scholarship programs for faculty and researchers
- ☐ h) International conferences and other scientific events to be attended by lecturers and researchers
- ☐ i) International research funds for faculty and researchers
- ☐ j) Employ full-time academics as lecturers and researchers
- ☐ k) Dual degree programs
- ☐ l) Articulation / Progression Agreements
- ☐ m) Online international training programs
- ☐ n) Franchise Campuses
- ☐ o) International Representatives
- ☐ p) Membership in international networks
- ☐ q) International Rankings and Accreditations
- ☐ r) International strategic partnerships
- ☐ s) Internationalization of the curriculum
- ☐ t) More emphasis on foreign languages education
- ☐ u) Mentor student program for internationalization on campus
- ☐ v) Compliance with the European Higher Education Area - Bologna, ECTS

Thank You

For your precious time and attention

Effective Internationalization Methods for Universities in Iran

15th October 2017



Amirkabir University of Technology
(Tehran Polytechnic)

EURAS
Academy

