

# **INTERNATIONALISATION STRATEGY**

**EGER**

**2018**

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### **Credo:**

Eszterházy Károly University is very proud of its historical heritage and its values. The University aims to establish a distinctive strategy which enhances services at international level. This strategy is made up of pragmatic steps and the university attempts to make internationalisation an integral part of its operation by implementing a strategic directive which focuses on education, research and organisational development. The internationalisation of the university can only be effective if it is a priority for all members of the institution. For this purpose, an unprejudiced and student-oriented attitude shall be the primary objective.



### **Vision and guiding principles:**

In the institutional plan of 2016 – 2020, the internationalisation strategy of the Eszterházy Károly University sets itself the objective of developing the international activities qualitatively and quantitatively. One of its quantified targets focuses on increasing the number of international students to 10% while 20% of the graduates shall have an international study or professional experience.

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## Strategic objectives:

### 1. Internal internationalisation:

- increasing the number of foreign language programmes, expanding the choice of foreign language (in addition to the traditional economic, IT and international relations majors, there is an increasing need for visual arts, pedagogy majors and higher level vocational programmes in English. Relevant administrative actions and HR needs shall also be provided)
- providing the substantive and human conditions of foreign language programmes (further tutor training aiming to develop English presentation skills, organizing ATE course)
- joint trainings with foreign universities (Linz, Bordeaux)
- implementing international dual programmes
- providing connections with international research projects
- expanding and developing services for international students (organizing, operating and expanding a mentor system, Hungarian language and culture courses at all campuses, forums and events for international students).
- improving English language proficiency of administrators (native colleague, internal and foreign language trainings).
- encouraging Eszterházy students to participate in Erasmus+ and Campus Mundi programmes (forums and presentations in student events, sharing experiences of former outgoing students and tutors, guiding and relevant information for future outgoing students, enhancing student language proficiency).

### 2. Enhancing the international visibility of Eszterházy Károly University

- developing and proofreading the English version of university website
- enlarging and updating the institutional English brochure
- making a short movie and a presentation introducing the University and its campuses
- making promotional items (promoting the institution in English)
- English signs at the location of the university
- participation in international student fairs organized by Tempus Public Foundation
- participation in conferences and workshops focusing on internationalization organized by Tempus Public Foundation
- providing an English version of university rules and requirements
- visiting partner institutions regularly for the purpose of sharing good practices
- organizing an *International Week* in every spring for the purpose of networking and giving presentations
- organizing an International Film Festival

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- organizing and supporting other international conferences (Winetwork), supporting university colleagues in international conferences

### **3. Main strategic directives and destinations**

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- European countries (Austria, France, Poland)
- Countries in the Carpathian Basin (Slovakia, Romania, Ukraine)
- China
- Indonesia
- Russia
- Countries of Western Balkans
- Turkey
- Countries of ENI Eastern Partnership: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukrainian territories under international law
- Countries of DCI Central Asia: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan
- USA

### **4. International accreditation**

One of the medium-term internationalisation aims of the Eszterházy Károly University is to provide courses (taught in English) with an international accreditation. This would be a vital step in the process of internationalisation and in the addressing of student needs (especially students from Asia).

By the acquisition of international accreditation, the market positioning of our foreign courses and the recognition of the university would increase.

EPAS (European Programme Accreditation System) is a recognized accreditation system where certain trainings shall be accredited internationally.

### **5. Establishing International Alumni Organisation**

The alumni programme of the Eszterházy Károly University aims to promote successful student collaboration after graduation and to support them in fostering professional relationships. The alumni system of international students is going to be integrated into the University's Alumni system. This year, the first students of full-time training will finish their studies therefore, it is urgent to consider the possible forms of relations.

The number of Erasmus+ students increases from year to year at the Eszterházy Károly University. These students spend one or two semesters at the Eszterházy and it is of paramount importance to develop a closer connection with them. Assisted by the institutional alumni coordinator one colleague will be appointed from the Centre for International Relations to help to establish this alumni system.

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## **Strategic tools for internationalisation:**

- active participation in Stipendium Hungaricum, integrating and utilizing experiences to make Eszterházy a prominent international institution
- active participation in Erasmus+ and Campus Mundi programme (increasing the number ingoing and outgoing students)
- choosing relevant recruiting offices, elaborating administrative and practical steps of collaboration
- strengthening the capacities of Centre for International Relations (full-time and part-time colleagues, students with temporary contract
- integrating the Institute of Foreign Languages into CIR (as „Foreign Language Competence Office”), inclusion of foreign language teachers in the internationalisation processes (language preparation courses, participation in the mentoring system of international students, etc.).
- allocating relevant sources (mainly from applications) to organise events of internationalisation, to create the mentoring system of international students and to the remuneration of tutors teach in English.
- establishing good relations with Fulbright Hungary and former Fulbright recipients who visited Eszterházy (welcoming Fulbright professors for a semester, making them as full members of Eszterházy, sharing their experiences in the internationalization processes; Fulbright Scholarships shall be made available for colleagues).
- welcoming foreign tutors and researchers at the Eszterházy (using sources of applications)
- adopting good institutional practices for establishing the Alumni system of international students, regular consultation with other universities
- participation in college forums (Alumni system) for the purpose of sharing experiences

### **STRATEGIC OBJECTIVES**

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### **STRATEGIC TOOLS**

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