

# UBB' internalization strategy for increasing

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## incoming mobilities and international students



UNIVERSITATEA BABEȘ-BOLYAI  
TRADIȚIE ȘI EXCELENȚĂ

# Introductory issues

- **2015 - Pilot Strategy + 2016-2020 - Effective Strategy**
- **The largest and most comprehensive U in present day Romania**
- **Most internationalized among the major Romania public Us**
  - **UBB intl. agreements: cca 210 inter-U + 40 inter-Dept. = agreements**
  - **cca 800 Full time intl. students in 2016-2017**
  - **More than 300 incoming students in various part time programs (i.e. Erasmus, bilateral agreements)**
  - **Around 500 outgoing students (SM, SP)**
    - **More than 350 staff (around 25%) in intl. exchanges - yearly basis**
    - **8 memberships in intl. academic consortia**



## What to take into consideration

### 1. Types of international students



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graph TD; A[1. Types of international students] --> B[Degree students]; A --> C[Exchange students]; A --> D[ERASMUS Students];
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Degree students

Exchange students

ERASMUS Students





## 2. What we offer

21 Faculties

3 main study lines

Courses in other languages

Facilities

Dormitories

Libraries

Museums

Institutes and Centers

Sports Park

Botanical Garden



## Context for the topic

- **Competition pushes towards more internationalization!**
- **Going international serves several purposes:**
  - **UBB 500 benchmark (Shanghai ranking)**
  - **EU's U – Multi-ranking (EU - DG Edu & Culture...starting 2015)**
  - **Financial reasons (EU and non EU frameworks)**
  - **Enhancing teaching in foreign languages in all educational areas**
  - **A more complex and cosmopolitan academic environ.**
  - **Focusing own research towards specific intl. compatible areas**
- **UBB would be by default a multicultural, multi-language and even multiconfessional body; increasing the degree of intl. exposure seems organically appropriate for defining our multilayered identity**





## Strategy

Targeting specific geographic areas

Focus attention on the region

Cooperate with universities from the region

Participate in international University fairs

Develop common projects



## Target: More International Exposure

- **Affirmative action towards multiculturalism, multi-linguist approach and broadly defined ecumenism**
- **Focusing on the EU's U-Multi-ranking features**
  - **teaching in foreign languages**
  - **student mobility**
  - **foreign staff & doctoral students**
  - **mixed research teams**
  - **internationally funded projects**
- **Hosting and cooperating with more Cultural Centres in town**





Become no. 1 when it comes to

ERASMUS +

ERASMUS

Mundus/next EMMC

CEEPUS

Bilateral agreements







Expanding, given the potential of the Hungarian and German lines of study, outside Romania

Agency contracts

coherent PR and recruiting policy

Innovative schemes of recruiting





More summer schools, trainings, conferences, workshops  
and educational fairs

International Summer Courses of Romanian Language and Civilisation

Landeskindliches Tandemproject Regensburg-Klausenburg

Summer Academy for Teachers of Reformed Theology

Romania's (R)Evolution: Investing in Children and Families Across the Life Cycle

Sommerschule Gutenberg

Contemporary Franco-Canadian Literature

Romanian and Central Europe Summer Program



## Increasing media presence

Advertising

Making the website more attractive and easy to use

Facebook

Partnerships and social involvement

Other activities

## Word-of-mouth marketing

<http://www.youtube.com/watch?v=Fe58rbcROO0>

<https://www.facebook.com/pianothammavong/videos/1056362327780930/?pnref=story>

## Target : Curricular International Compatibility

- Double degrees and joint degrees tracks on priority
- “Layered” study encouraged (national/international)
- Significantly expanding the number of classes taught in several foreign languages
- Visiting professorships schemes
- Identifying commonalities: Bologna/non Bologna frameworks
- Appropriate lobby towards significant deciding bodies
  - Cluj Public Universities Consortium
  - Consortium “Academica”
  - Romanian Rector’s Conference
  - Ministry of Education
  - EC DG Education and Culture



## What else?

- **Innovative leadership among Romania universities, concerning the issue of internationalization**
- **More online features**
- **Leverage from political environment interest in intl. education**
- **Leverage from media interests**
- **Leverage from local administrators (mainly economic) interests**
- **Event creation**
- **Adopting and adapting relevant “good practice” cases – like this work-shop!**
- **Interdisciplinary Partnerships (?)**



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