



Internationalization at RAU – Relevant FACTS

Schools/Faculties

No.	School/Faculty	Field(s) of studies
1.	Management - Marketing	Management Marketing
2.	Domestic and International Business, Banking and Finance	International business Finance Accounting
3.	Domestic and International Tourism Economy	Business administration (in Tourism)
4.	Computer Science for Business Management	Cybernetics, statistics, and economic IT
5.	Law	Law
6.	European Economic Studies	Economics and international business

Internationalization chronology

1991	RAU's establishment
1992	First contact and agreement with an American University (James Maddison University)
2001	First European projects to be implemented. Leonardo da Vinci, Exchanges
2002	Accreditation by Law (274/2002).
2004	Erasmus Charter
2005	Center for Romanian – Japanese Studies
2007	MBA program (Jointly with De Sales University, Pennsylvania) New Erasmus Charter, under LLP
2010	National attestation as university with high level of trust (ARACIS)
2011	2 new Bachelor programs in English
2013	First international institutional evaluation (IEP/EUA)
2014/ 2015	4 new Master programs in English Erasmus Charter for 2014-2020

Administrative structure



Why internationalization?

- Globalization creates a new frame and challenges that cannot be avoided by the educational system;
- Graduates need to be prepared for adapting to a multicultural working environment;
- Students should be offered more opportunities both to study and work abroad;
- International recognition - international competitiveness;
- The market for educational services exceeds its national borders reaching a global dimension

Areas of Internationalization Strategy

- ◆ **AREA 1: INTERNATIONAL ATMOSPHERE AND PARTNERSHIPS**
- ◆ **AREA 2: INTERNATIONAL EXPERIENCE OF STUDENTS**
- ◆ **AREA 3: ACADEMIC PROGRAMS AND CURRICULUM**
- ◆ **AREA 4: INTERNATIONAL STUDENTS**
- ◆ **AREA 5: INTERNATIONAL STAFF**
- ◆ **AREA 6: STAFF TRAINING FOR INTERNATIONALIZATION**
- ◆ **AREA 7: RESEARCH AND SCHOLARLY COLLABORATION**

Partnerships, cooperation and events

- “ Double degree program with University of Siena, Italy
- “ Erasmus+: 82 agreements, 75 are considered active.
- “ Department of Asian Studies: Japan Foundation through the Association of Japanese Language Teachers in Romania, Toyota Motor Corporation, Confucius Institute (Bucharest University),
- “ British Council. IELTS testing Center organized at RAU.
- “ Camoes Institute – Exchanges and support for cultural activities;
- “ Embassies;
- “ Diversity of events
 - Conferences, workshops;
 - Celebration events, charities;
 - International weeks
 - Welcoming and induction days;
 - “Bucharest on a Shoestring” tours and trips outside Bucharest;
 - Organized by centers, schools, partners, International Office

International dimension of study programs

- ◆ Programs fully taught in English:
 - 2 Bachelor study programs: IB, CSE
 - 4 Master study programs: Finance, MK, [IBE](#), CSB;
- ◆ Programs taught in Romanian with an international oriented structure of the curriculum:
 - Bachelor study programs (2 programs)
 - Master study programs (3 programs)
- ◆ Foundation year
- ◆ **Also:**
 - Courses taught entirely in English in all the Bachelor study programs
 - Courses taught in English by visiting professors. 12-14 courses/year.
 - International Summer Schools.

International students

- ◆ Students from around 40 countries
- ◆ Romanian nationals coming back (foreign citizens)
- ◆ EU students also
- ◆ Truly international atmosphere
- ◆ Enthusiastic / high level students

Staff training

- ◆ English skills – Multianual program
 - English for Academic Purposes
 - English for Administrative Staff
 - Short term courses abroad
- ◆ Intercultural skills
- ◆ Teaching methods/Academic writing
- ◆ Communication and networking skills
- ◆ Courses / workshops offered to partner univ.

Case Study 1: Financing internationalization through National level programs

“Ensuring competences adequate to the labour market requirements through study programs of excellence with an international dimension”

Activities / Main Outcomes (1)

1. New or adapted Study Programmes:

“ International Business & Entrepreneurship

“ Strategic Marketing

“ Marketing in Business

“ Bachelor program in English (Tourism & Hospitality)

“ Master program – Tourism & Aviation (Double Degree)

2. **Tracks of elective courses** (creativity, innovation, communication, networking, social media, digital era, globalization, sustainable development) - (276 individual participants/360 total participants in different activities)

Activities / Main Outcomes (2)

3. **Business simulations for students in laboratory**
4. **English courses for teaching staff (45 participants)**
5. **Training for E-learning platform (40 participants)**
6. **Training sessions/exchange visits for teachers: partnerships between Universities and Business (University of Lincoln and Novancia Business School) - 30 participants**

Activities / Main Outcomes (3)

7. Partnerships and Centres

- “ 'Centre for Entrepreneurship, International Business and Innovation'
- “ Student Lab - 'New Trends and Smart Technologies in Business Administration'
- “ **Adisory Boards (3 areas) / Debates - design and updating curricula**
- “ **Working Tools with partner institutions (grid selection, invitation, model agreement, etc.)**
- “ Events

University of Lincoln



Novancia Business School





Case Study 2: Students Lab 'New Trends and Smart Technologies in Business Administration' and the IATA Training Center

- Simulation Games;
- Projects with business environment;
- Research papers;
- Internships;
- Events and scientific meetings.

The IATA Training Center RAU

- RAU - the only university in Romania with an IATA Authorized Training Center;
- Courses on Travel, Tourism and Aviation;
- International recognition of the certificates;
- There are 4 IATA exams / year and there are organized at RAU in Romania;
- Internships, scientific events, projects with business partners.





CASE STUDY 3: PROUD TO HAVE
DEPARTMENT OF ASIAN STUDIES

COURSES

FOREIGN LANGUAGES

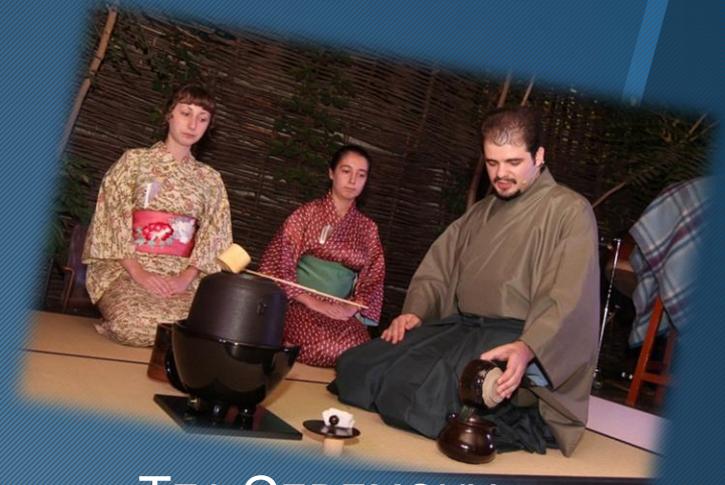
- Japanese Language
- Korean Language
- Chinese Language
- Azeri Language



COURSES



IKEBANA



TEA CEREMONY



NINJUTSU



TAIKO (JAPANESE
DRUMS)

COURSES



JAPANESE BUSINESS
ENVIRONMENT



INTRODUCTION TO JAPANESE
FILM HISTORY



SHODO



DESIGN AND ARCHITECTURE IN
JAPAN

ROMANIAN-AMERICAN UNIVERSITY

CONFERENCES AND SEMINARIES

TRADITIONAL DANCES IN SOUTH
KOREA AND ROMANIA



Held by Professor Ha Young Sun

CHINA'S ROLE IN THE CONTEXT OF
THE WORLD ECONOMY



*Held by His Excellency,
Mr. Ambassador Liu Zengwen*

ROMANIAN-AMERICAN UNIVERSITY

ACTIVITIES

CULTURAL PROGRAM IN JAPAN



ACTIVITIES

SUMMER SCHOOLS



2009 – TURNU SEVERIN, SARMIZEGETUSA



2010 – CURTEA DE ARGEȘ



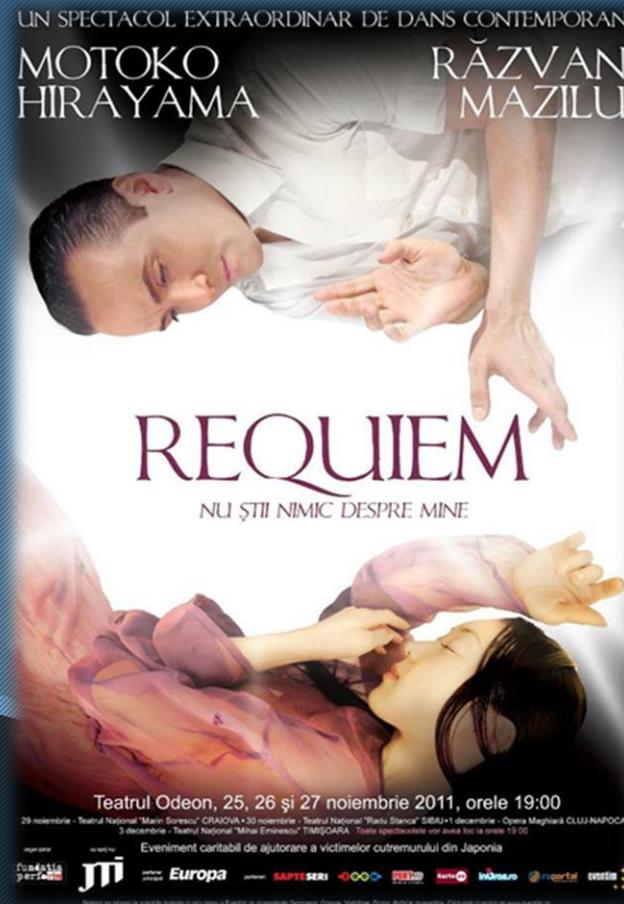
2011 - BUCOVINA



2012 – TIMIȘUL DE SUS

CHARITY EVENTS

REQUIEM – YOU KNOW NOTHING ABOUT ME



ROMANIAN-AMERICAN UNIVERSITY

CULTURAL EVENTS

CHAMBER MUSIC

ROMANIAN MUSIC SOCIETY IN JAPAN

NATIONAL BANK OF ROMANIA



OPPORTUNITIES FOR OUR STUDENTS

❑ Scholarship for Tea Ceremony at Urasenke School, Kyoto

❑ Internship at Toyota Motor Corporation, Toyota City, Nagoya



PARTNERS



COLLABORATORS



E D I T U R A
H U M A N I T A S



ROMANIAN-AMERICAN UNIVERSITY

Thank you!