

## **Minutes from UIU meeting, November 26, 2014**

**Present:** Ole Friis, Søren Askegaard, Per Servais, Lisbeth Pinholt, Torben Dall Schmidt; Klaus Levinsen, Yulia Tinyakova and Fanni Lengyel (secretary)

**Video call:** Niels Vestergaard from Esbjerg and Ann Højbjerg Clarke from Kolding

**Absent:** Birgit Feldtmann, Torben Munk Damgaard, Georg Stadtmann

Ole Friis opened the meeting by welcoming participants. Klaus Levinsen and Torben Dall Schmidt introduced themselves.

### **Point 1 – Minutes from the last meeting**

Approval of agenda and minutes from UIU meeting of August 28, 2014.

Lisbeth Pinholt contacted the Saint Petersburg School of Management in order to establish cooperation links, but they want to attract full degree students and concentrate on having more partners overseas. Moreover accreditations like AACSB and EQUIS has a big influence on partnerships strategies.

### **Point 2 – Action plan for internalization**

#### Partnership strategy

Yulia Tinyakova presented the action plan for internalization, targeted on partnerships. She introduced the 3 kind of partnerships – exchange, strategic, target – and that there should be a strategy about these partnerships to assure the quality. According to her meeting with the Dean, they decided to have general evaluation process of the existing and potential partner universities, and both Study Boards and the Internalization Committee should be involved in the process. The Study Boards will make a list of the university they cooperate with, or would like to cooperate with. To facilitate the process, Yulia will make a list of existing partnerships for each Study Board. Some of the partners will be the same for several Study Boards, as some of the agreements are for the whole faculty/university.

Ole Friis added a comment to this, that it should be clarified what is Yulia's task regarding this.

Niels Vestergaard agreed on it and said that they don't have such a list in Esbjerg and probably it would be very helpful in choosing new partners. Per Servais added that in all cases it is very important to check the quality of any kind of partner universities.

Søren Askegaard made a comment from the perspective of certain educational programs, that in some cases they need to cooperate with partners which don't fully fit this criteria and some additional criteria would be needed for these cases. If the university tries to be represented on a global scale the criteria might need to be contextualized nation by nation, as the countries are different on that. Also it should be steadily evaluated how the cooperation works. He also underlined the importance of continuing working interdisciplinary.

Ole Friis asked if this should differ from program to program, but it has been decided that the agreements should not belong to study boards, but to the faculty, also to keep inter-disciplinarily.

Torben Dall Schmidt added to the 4<sup>th</sup> point of the strategy, that relevance should be added as criteria.

Ole Friis asked the question again, what would give the biggest value from Yulia's work? Raising the percentage of students in every program who goes abroad is the major task – and it is linked to the right partners. Lisbeth Pinholt pointed out, that outgoing mobility is also linked with incoming mobility; and it is important to concentrate to the right partners to make sure that we have a good offer for students and they go abroad through SDU, and not on their own (using State Fund). It has been agreed that the relevant agreements and right communication of the agreements to the students will give the most value.

Cooperation in the Nordic area has also been discussed, and UIU agreed on that Nordic cooperation, as well as good European universities shall be promoted more to our students

#### Short program activities – summer school

Yulia Tinyakova and Per Servais are planning a summer school (EMBS). Per presented, that they are working with other universities on that, such as the École de Management de Normandie, Cracow University of Economics or Universidad Loyola Andalucía.

Following questions were discussed: How could we benefit from this program? How could we develop the program to something else?

The idea of this summer school is to attract students from outside Europe, but it is also available for European students, so for example SDU's students can also take part. For their participation they can earn 10 ECTS (it is also possible to take part in the half of the program and earn 5 ECTS). The students have to pay for transportation and accommodation for themselves, but they don't have to pay any tuition fee. It is a good opportunity to introduce our university to foreign students. Yulia mentioned that we could also use this opportunity for making new agreements in Canada or in the US.

Yulia also mentioned that the topics are already decided, Per presented them. There were some comments on the courses.

Klaus Levinsen mentioned that the courses are very different. Per Servais agreed on that and said that they have to be supplementary to each other and not overlapping.

Per will continue working on summer school, but there might be other types of summer schools in the future.

#### Internship

Per Servais mentioned the internships: more and more students want to do their internships abroad and there might be some cooperation and options, but it is very difficult to find, and there is common data base for it. For example, big companies announce their internships directly on their web sites. Internships should be a part of internalization and we should look closer into it.

#### Communication:

Yulia Tinyakova talked to SFEO about to options for communicating the international opportunities for the faculty's students. She doesn't want to make it double what the international office is doing, but maybe Blackboard would be an option for communication.

We also have to be aware of that it is a big task, because we also have to work on the content that we are going to present there, not just about the way how we do it.

Per Servais mentioned that he tried to establish pages on Blackboard and it could work out and also it would be very nice, if students could share their own stories with the other students.

Søren Askegaard made a comment, that the home-coming students make an evaluation anyways and we could use them. Ole Friis stated that it would be very practical and convenient to have all the possibilities on one platform.

Yulia and Fanni will work on this, and present during the next meeting.

### Double degrees

As Yulia gets many emails on the topic of double degrees she would need a clear strategy on that what she should do. Until now she forwarded these opportunities to the person responsible for the program, but there should be a clear procedure and strategy for that.

Torben Dall Schmidt suggested sending them to the study board, because they know what the program is about. Søren Askegaard said that we would need some guidelines here.

Establishing double degrees is not just a matter of the study board, but a strategic process, is this something that we want to do as an institution? Are the study boards the ones who are running international agreements or do we run them?

There was a discussion on whether double degrees is something we must have (as an accreditation) in the future.

Lisbeth Pinholt pointed out, that not necessarily the very attractive partners ask for having a double degree program with the university so we should be very careful about that, in this kind of cooperation the quality is extremely important. Yulia mentioned that so far she got the emails from mostly good partners, but they were more interested in having a double degree at bachelor level which is challenging.

Yulia concluded that first she should contact the study board in case she gets a petition about a double degree program and then the International committee.

Torben asked if we have any double degrees, is there a list of them?

Yulia will look into that and make a list of them.

### **Point 3 - Bilateral agreements**

New bilateral agreements for consideration/status. Yulia already added her comments before the meeting.

Country	University	Yulia's comment	Other comments
Czech Republic	Faculty of Management and	I met this university at the conference in Prague. They	Everybody agreed with Yulia. <b>NO.</b>

	Economics of Tomas Bata University in Zlín ( <a href="http://www.utb.cz/international/faculty-of-management-and-economics-1">http://www.utb.cz/international/faculty-of-management-and-economics-1</a> )	look ok, however I think we have enough partners in this region.	
Czech Republic	University of Economics, Prague  <a href="http://www.vse.cz/index-en.php">http://www.vse.cz/index-en.php</a>	One of the best schools in the country. We already have an agreement on master level, but they would like to broaden agreement to bachelor level for the programmes: MMA and Business Administration.  If we shall open for this there shall just be for 1-2 students, and only if it is relevant for MMA	Søren Askegaard said that the university already has research cooperation with this university. Niels Vestegaard agreed on that, also because of some cooperation. <b>YES.</b>
Poland	Poznańska Wyższa Szkoła Biznesu (POZNAN UNIVERSITY COLLEGE OF BUSINESS) <a href="http://www.en.pwsb.pl/">http://www.en.pwsb.pl/</a>	Suggestion comes from one of the researchers from Sønderborg campus. I think it is a clear NO <ul style="list-style-type: none"> <li>- we already have several partners in Poland, which are really good but very seldom send students to them</li> <li>- There will only be a mobility 'in'</li> </ul>	Everybody agreed with Yulia. <b>NO.</b>
USA	Alliant School of Management, Alliant International University, San Diego, Californien <a href="http://www.alliant.edu/asm/index.php">http://www.alliant.edu/asm/index.php</a>	We need more partners in the US; the school has good partners overseas; location is perfect for our students. I didn't take academic content into consideration.	Yulia Tinyakova got this suggestion from the International Office and it seemed they have good partners, such as the Saint Petersburg University, but Lisbeth Pinholt couldn't find them on the other university's list as partners. Søren Askegaard was also a bit suspicious about this university, as he had never heard about it. Ole Friis suggested further investigation, Niels Vestergaard agreed on

			that and suggested to look more into the San Diego area, Yulia could do that.
Kenya	<p>Kenyatta University, School of Business</p> <p><a href="http://www.ku.ac.ke/schools/business/">http://www.ku.ac.ke/schools/business/</a></p>	<p>Agreement is primarily for MMA (agreed on with Søren). In progress.</p>	<p>It has been agreed to start cooperation. <b>YES</b></p>
France	<p>Brest Business, part of France Business School</p>	<p>There are changes again in France Business Schools, and each of the school wants to have a separate agreement. Brest is one of the school which we terminated cooperation with in 2013 but had to start again because they became a part of France Business School.</p> <p>I don't think we shall start new cooperation here. We already have a number of partnerships in France which function well and we do not need more at the moment. It is not a strong school either.</p>	<p>Everybody agreed on Yulia's comment.</p> <p><b>NO.</b></p>
Germany	<p>Zeppelin University</p> <p><a href="http://www.zeppelin-university.com/english/degree_programs/degrees.php?navid=251">http://www.zeppelin-university.com/english/degree_programs/degrees.php?navid=251</a></p> <p>Courses in English: <a href="https://www.zeppelin-university.com/info-wAssets/studiengange/dokumente/pdf/en/english-courses-FT2014.pdf">https://www.zeppelin-university.com/info-wAssets/studiengange/dokumente/pdf/en/english-courses-FT2014.pdf</a></p>	<p>There is already research and teacher exchange with this university (campus Sønderborg).</p> <p>The place might be attractive for our students, many courses offered. OK from Yulia. What do you think?</p>	<p>Lisbeth Pinholt mentioned that humanities and social sciences already have an agreement with this university, Yulia will look into that. They also offer very good internship possibilities.</p> <p><b>YES.</b></p>
Netherlands	<p>Radboud University Nijmegen</p> <p><a href="http://www.ru.nl/en">http://www.ru.nl/en</a></p>	<p>Though we have a couple of places in the Netherlands, I think this place is fine due to many courses offered to</p>	<p><b>Yes</b> to the agreement.</p>

	glish/education/exchange-phd-other/exchange-students/overview-exchange/	exchange students within the fields of law, management, economics, sociology	
Vietnam	Vietnam National University – University of Business and Economics <a href="http://ueb.vnu.edu.vn/IndexEn.aspx?SiteID=44">http://ueb.vnu.edu.vn/IndexEn.aspx?SiteID=44</a>		Niels Vestergaard visited this university and according to him it is the best university in Vietnam, they have several relevant programs for us, we should check it. Per Servaus also has contact with a researcher there. Søren Askegaard agreed on that, that we should focus on emerging markets like Vietnam; they become more and more important. Yulia will look into that.  <b>YES</b> to the agreement.
Iran	University of Tehran <a href="http://www.ut.ac.ir/en">http://www.ut.ac.ir/en</a>	Dean of the faculty of Sociology has visited BSS/SDU in October and expressed interest in cooperation. I have not heard from him since that time, but we should find out whether we interested in cooperation with this university. The offer courses in English, ranked as ca 360 in the world.	The Dean of this university visited Yulia because he was interested in exchange possibilities. Søren Askegaard thought that Iran is also a preferred country, something that we should pay attention on.  Ann Højbjerg Clarke will send some information regarding this.  <b>YES</b>

#### Point 4 - Status

##### International days

Yulia Tinyakova presented that International days were organized by her (outside the Odense campus) and they were quite successful, they might want to organize them twice a year, but the International Office should coordinate that. Lisbeth Pinholt commented on that, that they don't have the resources to organize them twice a year. Yulia will have a discussion with the International Office about this.

##### Study Packages

Kolding already have them, Odense and Esbjerg is going to work on these that during the spring.

### Study-try-out day

The Study-try-out day was organized on the 7<sup>th</sup> of November 2014 for international students, who are already living in Denmark (or Northern Germany) and are interested in starting their master's programme at the SDU. Approximately 120 students applied and 60 students took part. The feedback was mostly very positive.

Ole Friis commented on that, if we could use the resources better to attract more and more talented international students, because a Study-try-out day is very expensive.

Per Servais mentioned, that we must consider the fact, that in Germany there was a problem with the trains which was probably one of the main reasons of not showing up at the event. (Because around half of the people who confirmed participated in the end.) He also mentioned that we should definitely attract more students from Northern Germany (maybe on some other way). What are the alternatives?

We must investigate here, make it clear whose task it is, etc. Lisbeth Pinholt mentioned that International Office has never been a part of organizing these, it is mostly communication department (Bo Krstiansen). Ole Friis commented on this as well, that if we can find the best way of doing it, we have to do it then, it is just important to do it on the most effective way.

### **Point 5 – Other discussions**

#### Crisis management and communication strategy

Yulia Tinyakova and Ole Friis previously talked about the need of some kind of action plan which can be applied in case of a crisis, unexpected incidence with a student in a foreign country. Ole Friis presented that we don't have a general strategy for these situations and we have to figure out who is responsible, who talks...etc.

Lisbeth Pinholt explained that International Office receives advise in those cases with the help of the 'Juridisk Kontor'. The Faculty of Humanities has a strategy for that – the same strategy is used by MMA. In any BSS-SDU never sends students to critical areas (where the ministry of foreign affairs does not advise to go).

#### Other comments

Yulia Tinyakova informed Klaus Levinsen that she had a meeting with the Study Board for Journalism, and they are considering internalization. They would start with looking into possibilities for international internships for their students. According to Yulia it is important to be able to offer something international in the area of journalism also at SDU in order to be offered something abroad, and developing this area.

Lisbeth Pinholt presented that there were some changes in her office, they also have some new people and they are working in 3 teams from now on. The office's new name is SDU International.