

Internationalization Strategy



2011 - 2015

Introduction and background

The strategy focuses on how VIA will work to fulfill the goal of being among the world's leading providers of educational programmes and knowledge, which both acknowledges and challenges the regional, national and global needs of society. The strategy should be seen as VIA's strong wish to contribute to the development of the competitive power of Danish companies and to the coherence of the state and its general development in an ever globalizing world, in which companies and organizations value international competencies very highly and recruit staff members across borders. Accordingly, it is VIA's firm belief that internationalization is an important part of the continuous quality improvement of not just VIA's educational programmes but also the research and development efforts in VIA. The internationalization

is an essential element in a process of formation and development that aims to make students, graduates and employees in VIA prepared to meet the challenges and opportunities of globalization in Denmark as well as abroad within a professional international environment. In addition to this, a mutual international cooperation will contribute to the development of VIA as an organisation. The process of globalization also entails a deepened competition between educational programmes and institutions worldwide. As a consequence of the extended portfolio of professionally acknowledged educational degrees based on Scandinavian educational thinking and didactics as well as the close contact to the consumer market, VIA has something exceptional to offer international partners.

Strategic objectives

Students with strong international competencies

Students at VIA have the opportunity during their education to develop strong international competencies, which qualify them to a continually global labour market and a multicultural and globalized Denmark in the way of global outlook, cultural understanding, intercultural communication etc. Likewise through the educational programmes, VIA must professionally address the challenges and opportunities that are attached to an increasing globalization with regard to climate, energy, technology, food, health, education, poverty eradication etc.

Attractive and internationally popular educational programmes

Internationalization is a significant part of the continuous development of VIA's educations and professional environment and furthermore it will help to attract more students to higher education. Previously, higher educational institutions primarily attracted students from neighboring areas but with today's growing market for education, students seek institutions that offer the best education and the most stimulating study environment. Therefore, VIA should develop attractive and internationally popular educational programmes conducted in international environments.

Participation in international research and development projects

As part of VIA's long-range ambition to become a highly acknowledged research-based university, it is crucial that VIA strengthens its position together with international partners and other interested parties in relation to international professional research. This is in view of the fact that an increasing part of the research generally takes place in international networks. Hence VIA must step up its participation in externally financed international research and development cooperations including a strengthening of the network for international research institutions.

Success factors

The internationalization of staff

Among the decisive success factors for this strategy is that VIA succeeds in diffusing the interest for internationalisation among more employees and succeeds in supporting those employees that have already gained interest through offers of relevant competence development, job offers, stays abroad etc.

Professional Master Programmes

A highly prioritized success factor for VIA University College is to offer Master degree programmes and be a leading and creative partner in research and development projects with other international universities. VIA is already a very attractive partner for many international universities and the further development of our organization as a strong inter-

national educational institution will serve to ensure strong strategic partnerships. VIA thus invites international Universities and Universities of Applied Sciences to future collaboration in the field of research and development projects. VIA also invites partner institutions abroad to collaborate in the development of double- and joint degree programmes, Master programmes as well as Bachelor programmes.

Key focus areas

VIA has prioritized the following eight key focus areas that are to contribute to the fulfillment of the above-mentioned strategic objectives:

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| 1. | Internationalization of educational programmes | 5. | Internationalization of research and development performance |
| 2. | Incoming and outgoing student mobility | 6. | Partner collaboration, visibility and branding |
| 3. | Incoming and outgoing staff mobility | 7. | Internationalization of administrative offices and divisions |
| 4. | International networks | 8. | Physical settings for international activities |

The focus areas should be regarded as the overall guidelines which VIA will follow to enhance internationalization during the strategy period. The first five focus areas centre primarily on the internationalization of VIA's core services, that is education and research,

while the three remaining key focus areas aim at internationalization of the supporting processes.

The implementation of the strategy is largely founded in the five separate schools in VIA: the School of

Health Sciences, the School of Education and Social Studies, the School of Technology and Business, the School Design, Animation, Media and Business and the School of Continuing Education.

>> Read the complete version of VIA's Internationalisation Strategy on viauc.com

The strategy is illustrated with pictures from VIA's Facebook photo contest that ended in March 2011. In the contest you had to play with VIA's logo. The winner is Natu Dan from Romania who is studying at VIA.

