

Hochschule Düsseldorf  
University of Applied Sciences

**HSD**

**INTERNATIONALIZATION  
STRATEGY  
OF  
HOCHSCHULE DÜSSELDORF -  
UNIVERSITY OF APPLIED SCIENCES  
DECEMBER 2015**



# Foreword by the President

Dear Members of the University, dear Ladies and Gentlemen

The Internationalization Strategy of Hochschule Düsseldorf - University of Applied Sciences (HSD) consolidates and develops further the strategic principle of “Internationalization” anchored in the 2012-2016 University Development Plan. Following an internal participatory process of consultation, in November 2015 the University’s Executive Board approved the abridged version of HSD’s extensive Internationalization Strategy. The comprehensive and detailed results gained beforehand when determining the University’s status quo and the outcome of a strengths and weaknesses analysis are not presented here. This abridged version concentrates on the key results with regard to internationalization, which were generated in the framework of a top-down and bottom-up approach.

The following themes are presented:

- Significance of internationalization for higher education
- Facets of internationalization and its importance for Hochschule Düsseldorf - University of Applied Sciences
- Priority objectives and measures derived for the University

On the basis of the good results already achieved in individual facets of internationalization, one of University management’s concerns is to strengthen the profile of Hochschule Düsseldorf - University of Applied Sciences in the area of internationalization as a whole in order to position HSD as a globally minded university, at which “learning from one another” is paramount in an international context too.



Professor Dr. Brigitte Grass

# **1. Significance of internationalization for higher education**

**Societal developments and social change are increasingly shaped by cross-border processes and phenomena. The Europeanization and globalization of the political, economic, social and cultural dimensions of societal life are radical and irreversible, but they can be influenced. Global and supranational processes show their impact on society on a daily basis. Social problems and societal phenomena are no longer understandable – let alone solvable - solely at national level, as the current refugee issue clearly illustrates.**

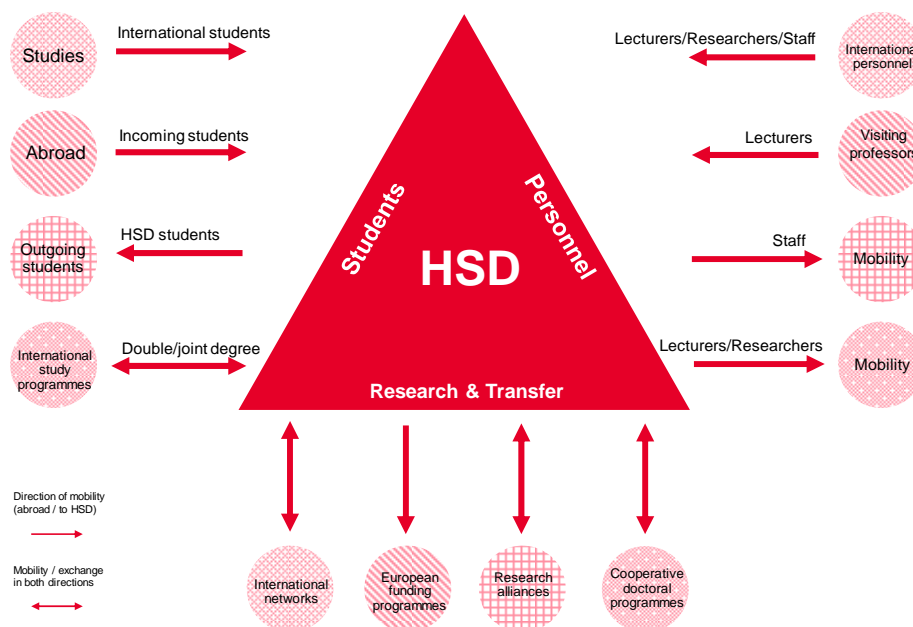
**Increased networking worldwide poses great challenges for universities and research institutes too as key players in education and social policy. Universities will in future be called upon more than ever before to keep a close eye on globalization and Europeanization processes and to enable students, by embedding global learning in their studies, to interpret complex mechanisms, adopt a critical approach and react in a pertinent manner.**

**In order to participate in the global education market, universities must develop an international profile. Although the individual faculties justify this demand for internationalization from slightly different perspectives, the overall school of thought is, however, always the same: Internationalization broadens horizons, fosters an encounter with other cultures and tolerance towards others, provides new insights and is thus an enrichment.**

## 2. Facets of internationalization at Hochschule Düsseldorf - University of Applied Sciences

Internationalization has many faces and offers a variety of opportunities. The following three main aspects can be considered:

1. Facets of internationalization from a student perspective
2. Facets of internationalization from a staff perspective
3. Facets of internationalization from a research perspective



### Student perspective:

The analysis of the internationality of Hochschule Düsseldorf - University of Applied Sciences undertaken in 2014 and 2015 shows that HSD has a relatively high ratio of international students in comparison to other large universities of applied sciences in Germany. By contrast, there is room for improvement in the number of visiting students and outgoing students as well as with regard to international study programmes.

### **Staff perspective:**

**The University has an above-average number of teaching and other staff with a foreign passport. It maintains a wide variety of alliances with universities, research facilities and other institutions around the whole world. The University is located in Düsseldorf, at the centre of one of Europe's most densely populated regions with strong international links. However, the mobility of teaching and other staff still needs to be increased.**

### **Research and transfer perspective:**

**The many and varied alliances with foreign universities must be maximized for the purpose of research, participation in European research funding programmes and cooperative doctoral programmes.**

**HSD's Internationalization Strategy takes into account these three perspectives as well as existing strengths. It aims especially to activate and enhance the University's international potential and thus harness it. As a consequence, the strategy focuses on the following objectives and measures:**

- Expansion of internationality in existing study programmes and in programmes yet to be developed as well as in research activities resulting from them. Internationalization measures are, for example, the introduction of mobility windows which allow a period abroad and can be credited in full as they are an integral part of the curriculum, as well as the development of English-taught courses.**
- Improvement of study conditions for foreign students and better integration of these students.**
- Sensitizing of teaching staff towards the significance and implementation of international aspects in teaching and research.**
- Enhancing of the intercultural and international skills, including language proficiency, of academic and non-academic personnel in teaching and advisory capacities.**
- Analysis of existing alliances with regard to quantitative and strategic aspects, with the objective of further developing strong alliances in the areas of study, teaching and research.**

**The University intends, depending on the degree of success achieved in the implementation of these measures, to carry out the**

“Internationalization of Universities Audit”, an initiative of the German Rectors’ Conference, in the coming years.

### **3. Strategic objectives and measures**

Against the backdrop of an abundance of possible strategic goals, the parties responsible at the University have agreed on the following objectives, which are to be pursued as a matter of priority:

#### **3.1 Strengthening of internationalization in current and future study programmes**

##### **Objective**

A key pillar of an internationally active university is attractive, international study programmes taught in foreign languages. HSD’s objective is to raise the internationality of the study programmes already offered. In addition, HSD aims to expand its existing syllabus with new international study programmes.

##### **Measures**

- Integration of mobility windows into study programmes, which students can use either to study at a partner university abroad or for an internship or practical semester in an enterprise or institution abroad.
- Preparatory and follow-up measures for visits abroad.
- Translation of all module descriptions into English and publication on the HSD website.
- More English-taught courses offered by the faculties in areas relevant for visiting students and/or international qualifications.
- Utilization of DAAD support programmes to foster exchange: Support for double/joint degree programmes, Bachelor+ programme.

- Development by HSD’s faculties of a limited number of new joint international curricula with partner universities abroad for innovative Bachelor and Masters study programmes (double/joint degree).
- If required, further training in foreign languages for professors as well as other staff involved in teaching or in a supervisory or advisory capacity.
- Continuous development of HSD’s English-language website, augmented with detailed information on its international study programmes.
- Review of all curricula with regard to internationally comparable topics and inclusion of international specialist literature.

### **3.2 Integration of international students as a continuous task**

#### **Objective**

**HSD has set itself the objective of supporting international students by providing information, advice and language training in such a way that the average period of study can be shortened. International students are assisted in the transition from studies to career through appropriate advice services and training measures.**

#### **Measures**

- Establishment and further development of the mentoring and buddy programmes for international full-time and visiting students as well as for refugees.
- Sensitizing of non-academic and academic personnel – insofar as they are involved in teaching and/or an advisory capacity – towards the special requirements of these student groups in the framework of further training.
- Upon the recommendation of the Diversity Commission, nomination by the Executive Board of a contact person or a contact point for students from a migrant background. Development by the contact person or contact point of a concrete concept consistent with student requirements. Development of a range of suitable events and measures.

- Where possible, expansion of workshops, training measures and advisory services so that international students can use them.

### **3.3 Sensitizing of teaching staff towards the significance of internationalization**

#### **Objective**

Internationality also includes the cultivation of important alliances and in this context the challenge too of interacting in a productive way with people from different cultures, their values, role perception and habits. The University engages in academic alliances and offers intercultural training modules.

#### **Measures**

- Provision by University management of incentives for teaching staff to spend a period abroad in the framework of the ERASMUS+ programme.
- Launch by University management of a series of academic lectures on the topic of “Internationalization of Higher Education”, at which known experts present the advantages and challenges of internationality and internationalization in all their facets. One such lecture could take place in the framework of the “*Horizonte Erleben*” lecture series.
- Fostering of participation in academic cooperation projects as well as in academic visit and exchange programmes at international level.

### **3.4 Raising of international and intercultural skills amongst academic and non-academic personnel**

#### **Objective**

Alongside the professors, academic and non-academic personnel make a major contribution to successful internationalization. The objective is to integrate staff who provide advisory services for



**international students into the internationalization process and lay the necessary foundation regarding their foreign-language proficiency.**

#### **Measures**

- **Documentation of employees' multilingual skills and utilization of this potential for the University's advisory services.**
- **Expansion of HSD's further training offer to include intercultural training measures, country presentations, conflict management training and special foreign-language courses, in particular in English.**
- **Use of external further training measures, such as language courses by the International DAAD Academy, for staff in the Student Support Center.**
- **Encouragement of University members with international contacts to visit partner universities and attend international congresses.**
- **Development of activities and events to help integrate refugees at the University.**

### **3.5 Evaluation of existing university alliances**

#### **Objective**

**The large number of cooperation partners engaged in an exchange with HSD will be evaluated under consideration of quantitative and strategic aspects. The resulting University-wide overview will be used on the one hand to identify potential synergies and on the other hand to detect areas with a limited level of exchange with the objective of exploring new opportunities for cooperation.**

#### **Measures**

- **Inventory of alliances and evaluation in terms of the quality of the exchange under consideration of faculty-related requirements and target regions.**

- **Assessment of cooperation partners with the objective of expanding cooperation to additional areas (other faculties, departments and research institutes) in order to arrive at strategic alliances, i.e. structured cooperation at University level.**
- **Acquisition of new university partners in the target regions through targeted use by HSD's faculties of opportunities to enter into contact with potential partner universities. For evaluation purposes, use of the instruments made available by the German Rectors' Conference and the Standing Conference of the Ministers of Education and Cultural Affairs ("University Compass", anabin database, international research platforms).**
- **Special encouragement by University management of efforts to initiate worthwhile contacts, alliances and visits to partner universities in target regions of interest for the entire University.**

## **Legal notice**

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