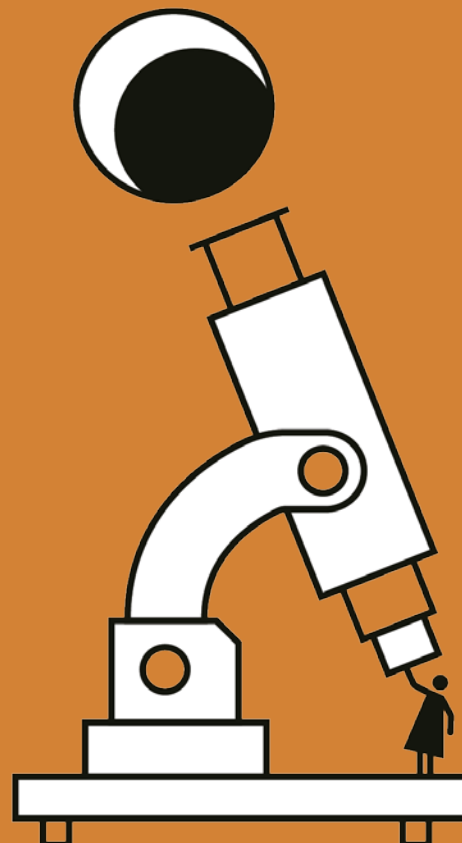
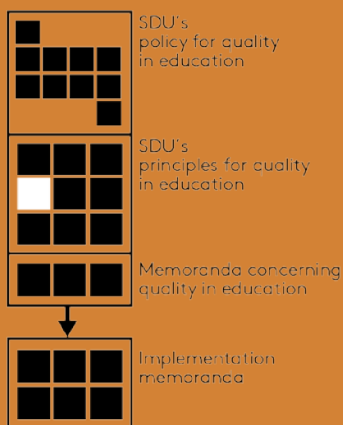


SDU's principles for internationalisation of education



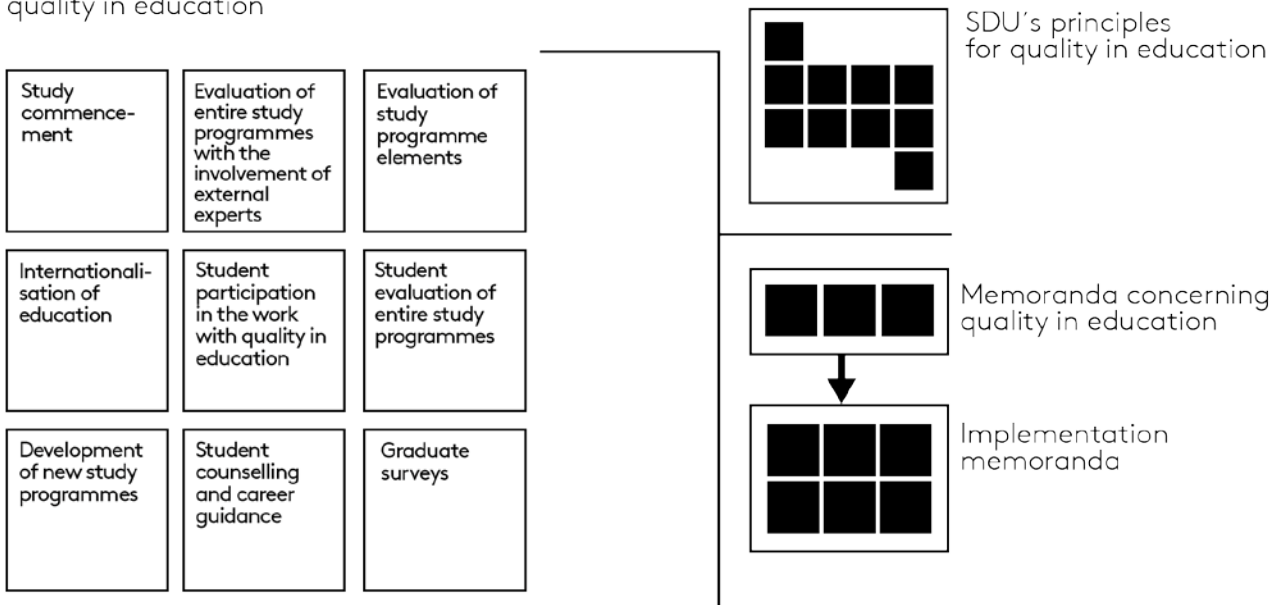
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SDU's principles for internationalisation of education

Preview over documents for SDU's Quality in Education

SDU's principles for quality in education



SDU's principles for internationalisation of education

Content

Purpose	3
Principles.....	4

Purpose

SDU wishes to be an international university, and the internationalisation of education programmes is a highly prioritised part of this.

SDU would like to expand the high degree of internationalisation by striving for more students and employees to go out in the world and cultivate competences that make them even more valuable to both science and the international competitiveness of society.

SDU would also like to attract more students from abroad.

Therefore, it is important that all SDU students have competences in addressing cultural and linguistic diversity.

In accordance with this, SDU wishes to integrate Studying periods abroad in programme regulations, increase the number of Danish students wishing to study abroad and the number of foreign students at SDU, increase collaboration with selected foreign universities and create attractive framework conditions for foreign students.

Based on these goals, several principles can be established in the form of requirements and prerequisites that must be fulfilled to achieve the desired internationalisation of SDU's education programmes. These principles are described in detail below.

Principles

Goal 1: Internationalisation is a compulsory part of studies and is described in the programme regulations

o provide SDU graduates with linguistic and intercultural competences that make them more attractive in the labour market, all students who complete a 5-year programme of study at SDU shall have an international dimension in their education. This includes that as many as possible complete a study period abroad.

Sub-goal 1.1. Requirement for an international dimension in education programmes

All students who complete a 5-year education programme at SDU shall meet a requirement in the programme regulations concerning an international dimension in the form of a) a study period abroad and/or b) an international dimension in their education at SDU (cf. *Guidelines for internationalisation in the programme regulations*).

Action	Ensure that the above requirement is incorporated in the programme regulations.
Responsible	The Dean
Follow-up	Faculty programme report

Sub-goal 1.2. Mobility window

During their education at SDU, all students who complete an entire course of study at SDU (BA and KA) are provided with the opportunity for a grant accreditation based on a scale of 30 ECTS towards a study period abroad (a mobility window).

The mobility window is registered in the programme regulations to achieve sub-goal 1.1. (The university's Council for Education may grant permission for deviations in exceptional cases).

It must be specified at which level of education and in what semester/during which periods the mobility window is placed, and this should be set out clearly in the course overview of the programme regulations.

Action	Ensure that the above requirement is incorporated in the programme regulations.
Responsible	The Dean
Follow-up	Faculty programme report

Sub-goal 1.3. "Internationalisation at Home"

If a study period abroad is not possible, the student must have an international dimension in his/her course of study at SDU (Internationalisation at Home, IaH). IaH is registered in the programme regulations to achieve sub-goal 1.1. (The university's Council for Education may grant permission for deviations in exceptional cases).

It must be specified at which level of education and in what semester/during which periods IaH is placed, and this should be set out clearly in the course overview of the programme regulations.

Action	Is should be ensured that the above requirement is incorporated in the programme regulations.
Responsible	The Dean
Follow-up	Faculty programme report

Goal 2: All students have easy access to relevant courses offered at relevant places of study abroad

SDU's exchange agreements with foreign universities must be adapted to the need of student places for outgoing students based on key figure targets, cf. *Memorandum on SDU's key figures for quality in education on full-time courses of study*, as well as the need to attract a corresponding figure of foreign students.

Sub-goal 2.1. Exchange places

The faculties have several exchange places available, which ensure that there are sufficient and attractive opportunities for study periods abroad for all students – at least the number necessary for achieving satisfactory key figures.

Efforts should be made to conclude broad exchange agreements that cover several faculties and large groups of students, as well as agreements at study and subject-specific level.

It should be ensured that there is a balance in the ratio between outgoing and incoming students.

Action	<p>The faculties and SDU International conclude and maintain the necessary number of agreements in accordance with <i>Guidelines for strategy and organisation for the conclusion of exchange agreements</i>.</p> <p>The faculty ensures that over time, there is an overall balance in the ratio between incoming and outgoing students.</p> <p>The faculty has an international coordinator or the equivalent to manage, i.a., the on-going collaboration with SDU International and collaboration with foreign partners.</p>
Responsible	<p>a. The Dean has academic responsibility for the agreements.</p> <p>b. The Director (SDU International) is responsible for administration of the agreements, including their legalisation and ratification.</p>
Follow-up	<p>a. Faculty programme report</p> <p>b. Central Administration report on quality in education</p>

Sub-goal 2.2. Organisation of exchange agreement work

SDU International and the faculties must comply with the requirements described in the memorandum on *Guidelines for strategy and organisation for the conclusion of exchange agreements*, which contains an organisational model and procedure for the conclusion, maintenance and follow-up of exchange agreements, including a description of the division of tasks between faculties and SDU International.

Action	<p>The faculties and SDU International each fulfil the obligations specified in section 4 in “Guidelines for strategy and organization for the conclusion of exchange agreements”.</p>
Responsible	<p>a. The Dean</p> <p>b. The Director</p>
Follow-up	<p>a. Faculty programme report</p> <p>b. Central Administration report on quality in education</p>

Sub-goal 2.3. Courses and course packages at foreign universities

As far as possible, the Study Board has identified course packages for each exchange agreement at the foreign university consisting of credit-triggering courses based on a scale of 30 ECTS.

The students are informed in writing and systematically about the relevant course packages available at the foreign universities. If no such course packages are available, the student is offered guidance in putting a credit-triggering programme together for studying abroad.

Action	An overview of the course packages/credit-earning courses at relevant foreign universities is prepared and advertised, where appropriate. The students are offered guidance on the composition of a credit-triggering programme for their study period abroad.
Responsible	The Dean
Follow-up	Faculty programme report

Goal 3: Danish and foreign students are provided with guidance and services of the highest quality regarding the international dimension in their studies at SDU.

An essential prerequisite for increasing the scope of study periods abroad for SDU students and attracting the required number of foreign students to SDU, is to provide sufficient, relevant and target-group oriented information and guidance regarding study periods abroad for SDU students and SDU's offers for foreign exchange and full-time students.

Sub-goal 3.1. All SDU students have easy and clear access to central and decentralised guidance of the highest quality regarding study periods abroad.

General principles for the design of web pages for outgoing students

Guidance and information on study periods abroad for students at SDU is based on the principles specified below in accordance with Concept for Information and guidance for outgoing students (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*):

- Guidance and information follow the various phases in the planning of a study period abroad, and the student's point of view/needs shall be the basis for the structure and language of the website
- Forms of communication and channels are adapted to the habits and behaviour of the students with regards to information retrieval, and the fact that testimonials from students and other relevant stakeholders often serve to motivate and illustrate better than words is considered.
- The guidance and information on the web pages should be so accessible and comprehensive that the need for physical/telephonic contact is minimal.
- There are links from the central web pages to the decentralised pages (faculties/study boards) regarding academic questions, and from the decentralised pages to the central pages regarding the general conditions for studying abroad.
- The fact that the target-group includes both Danish-speaking and non-Danish-speaking students is considered.

A. The central web pages (SDU International/Student Services)

The central web pages contain information about general conditions regarding study period(s) abroad, such as available study places and application deadlines in accordance with Concept for Information and guidance for outgoing students (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*).

Access is provided to a database of possible exchange places (preferably in the form of a world map), which also includes student evaluations of previous study periods abroad and previously approved credits where possible.

B. Faculty web pages

The faculty/course of study website provides the subject-specific information regarding study periods abroad, including, e.g. placement of study abroad in the programme regulations and credit procedures, cf. concept for Information and guidance for outgoing students (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*).

Action	Student Services/SDU International creates and maintains the central web pages according to the specified principles and concepts. The faculties create and maintain the central web pages according to the specified principles and concepts.
Responsible	a. The Director (central web pages) b. The Dean (faculty web pages/study pages)
Follow-up	a. Central Administrations' programme report b. Faculty programme report

Sub-goal 3.2. All international students at SDU have easy and clear access to central and decentralised guidance regarding their studies at SDU

General principles for the design of web pages for international students

The design of the website shall take some basic principles into account to ensure that the guidance and information is clear and accessible, cf. concept for Information and guidance for ingoing students (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*):

- Information for international students on the website shall be placed so that is as accessible as possible.
- Structure and content shall be based on the situation/questions of the typical student:
 - Why choose SDU?
 - What education programmes/courses can I choose?
 - How do I apply?
 - What do I need to know once I have been admitted?
- Testimonials and videos are used where appropriate
- Long screeds of text are posted as further comments
- Links should be made from the faculty web pages to the central pages and vice versa
- A distinction is made between the phase up to and during the choice of SDU as a place of study and the phase that starts when the student has been admitted. Information on the central website (Student Services) under Information for Incoming Students contains information for both phases, but primarily for students who are in the application phase. The faculty web pages are targeted at students who have already been admitted.

Changes to the general principles are discussed between Central Administration and the faculties.

B. General information for international students on the central web pages

The central web pages (currently www.sdu.dk Information for Incoming Students and Programmes) shall include the following information/guidance, cf. concept for Information and guidance for ingoing students (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*):

- arguments for choosing SDU (testimonials)
- a description of the various campuses and faculties
- a user-friendly and systematic overview of the faculties' offers of English-language courses, course packages and programmes (in collaboration with the faculties and Corporate Communication)
- a description of the application procedure, application deadlines, admission criteria and checklist
- accommodation
- a description of SDU Services, including a link to the Event Calendar
- practical details

- contact information regarding various forms of assistance
- Reference is made/link is provided to the decentralised web pages regarding course-relevant information
- Overview of the services and events offered by SDU
- All international students are offered guidance on, i.a., academic circumstances, Danish studying methods, rules about good academic practice and relevant aspects of cultural contact, internship opportunities and general career guidance.

C. Study-specific information for international students on faculty web pages

Attracting international students requires an attractive and adequate offer of education programmes and courses in English/other relevant foreign languages, as well as – in connection with and after study start – that study-relevant information regarding, e.g. the syllabus and examination is available in English.

- **Relevant information regarding study-specific conditions**

The faculties shall have an accessible website in English for foreign exchange students that contains, as a minimum, relevant information and guidance about study-specific conditions, including teaching and examination plans, relevant contact information, information regarding academic guidance and application for dispensations, cf. concept for Information and guidance for ingoing students (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*).

- **The faculties compile an overview of the range of English-language courses**

The faculty prepares and maintains a user-friendly and systematic overview of the faculty's offers for English or foreign language courses, course packages and programmes. The overview is placed on the central web page with courses and course offers for international students (“Courses for Exchange and Guest Students”), and links are made to information for “incoming students” and “current students”, cf. concept for Information and guidance for ingoing students (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*).

Links are made from the list of courses to course descriptions and to the faculty's web page containing study-specific information.

Action	<ol style="list-style-type: none"> Student Services/SDU International creates and maintains the central web pages according to the specified principles and concepts. The faculties create and maintain the faculty's web pages according to the specified principles and concepts. Student Services/SDU International and the faculties collaborate on the best possible presentation of the English-language courses and programme offers.
Responsible	<ol style="list-style-type: none"> The Director (central web pages) The Dean (faculty web pages) Faculties and Central Administration are jointly responsible for announcing courses offered in English.
Follow-up	<ol style="list-style-type: none"> Central Administration report on quality in education Faculty programme report

Goal 4: SDU has a wide range of courses and education programmes in English/other foreign languages

Efforts should be made to attract international students to SDU – both as full-time and exchange students. This requires that the faculties have an attractive and wide range of courses, course packages and programmes in English/other foreign languages.

Sub-goal 4.1. Portfolio of courses, course packages and education programmes in English/other foreign languages

A.

- The faculties have a portfolio of courses and course packages in English (or other foreign languages) that are perceived as attractive by foreign exchange students and cover the academic breadth of the faculty.
- The course packages generally contain 30 ECTS
- Course packages may include courses at both BA and KA level. If the individual package is made up of courses at both BA and KA level, it must be ensured that either BA or KA students (or both parties) can be tested at the correct level in the entire ECTS scale of the course package. (Where appropriate, this may be achieved by assessing the same course on both levels, e.g. with different examination syllabus or assignment requirements)
- Course packages may be put together across education programmes and faculties
- Course packages may be placed independent of the mobility window
- Course packages may, but should not, be included in Internationalisation at Home

B. The faculties have a portfolio of education programmes in English/other foreign languages that are perceived as attractive by full-time foreign students

Action	Each faculty offers a range of international courses, course packages and education programmes according to the above principles. The offer is presented in a comprehensive and accessible manner on SDU's website well in advance of the application deadline for international exchange and guest students.
Responsible	The Dean
Follow-up	Faculty programme report

Goal 5. Services of the highest quality have been provided for Danish and foreign students in connection with internationalisation

The aim is to provide offers for services that

- play a part in the international students' choice of SDU as a place of study
- promote integration between Danish and international students and thus establish an international study environment for the benefit of both Danish and foreign students
- promote SDU student motivation for study period(s) abroad

Sub-goal 5.1. Service offers for the students

SDU supports student union offers to students for social and academic activities that strengthen internationalisation, including, e.g. offers of sports activities.

SDU ensures that the following fixed services are offered, cf. Services and framework conditions (cf. *Memo-randum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*):

A. Fixed services offered to incoming students

SDU International is the facilitator of these services.

Information about services offered is provided on the web pages for incoming and outgoing students.

1. **Studying in Denmark** (Provider: Student Services)
Includes, i.a., an introduction to Danish study culture, Danish methods of assessment and the Danish grading system – in other words, the conditions that distinguish Danish educational culture from educational culture abroad. The Counselling Centre develops and organises a course in collaboration with the student counsellors of the faculties. This should preferably include video presentations.
2. **Academics** (Provider: SDUB/Counselling Centre)
Includes, i.a., offers from SDUB on Academic Writing, including orientation on good academic practice and examination technique.
3. **Meet the Danes and Other International Students** (Provider: SDU International)
Includes, i.a., “Get a Danish Buddy” and “Become a Buddy for Danish Students”, International Week (see section 3.1.) and Understanding Denmark and the Danes (SDU RIO).
4. **Learn Danish** (Provider: SDU International/SDU RIO/external supplier)
International students are presented with the opportunity to attend Danish courses in connection with study start.
5. **Job in Denmark** (Provider: SDU RIO)
Includes a large number of workshops/courses offered by SDU RIO for providing students with the opportunity to become acquainted with traditions and conventions when working in Denmark, as well as the opportunity to meet employers, write applications etc.
6. The **offer of accommodation** for international students is managed by the accommodation office and advertised on the website for international students.

B. Fixed services offered to outgoing students

SDU International is the facilitator of these services.

1. **Information meetings about study periods abroad** (Provider: SDU International)
2. **Become a Buddy for a Foreign Student** (Provider: SDU International)

3. Subletting accommodation (SDU's accommodation office)

C. Fixed offer for all students

International Week, or similar for bringing Danish and international students together, (Provider: SDU International) cf. Idea pitch (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*).

D. Event Calendar

An event calendar will be set up and made available in Danish and English. It will provide a chronological overview of all relevant events, including the activities in Sub-goal 5.1. It will also provide offers from student unions etc. and include search options.

Action	<p>A. The services offered in Sub-goal 5.1.1, section A, 1 - 6 and section C, are provided as a minimum on the central web page for incoming students.</p> <p>B. Information regarding accommodation is also provided here, Concept for Information and guidance for outgoing students (cf. <i>Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes</i>). SDU International collects and coordinates offers from providers and posts them on the relevant web pages, as well as in the event calendar.</p> <p>C. The services offered in Sub-goal 5.1.1, sections B and C are provided as a minimum on the central web page for outgoing students. SDU International collects and coordinates offers from providers and posts them on the relevant web pages, as well as in the event calendar.</p> <p>D. SDU's event calendar will be set up and the design and search options shall be adapted to the needs of the students, including international students.</p>
Responsible	The Director
Follow-up	Central Administration report on educational quality

Goal 6: Marketing of the highest quality of the international dimension has been provided in SDU education programmes for Danish and international students

Sub-goal 6.1. Marketing strategy

To ensure that SDU attracts as many Danish and foreign students as possible, the following elements are included in the marketing strategy (cf. *Memorandum on sub-projects concerning guidance, information and communication, services and marketing in connection with internationalisation of education programmes*, paragraph II):

Market communication

General

- enhanced involvement of direct communication from student to student
- involvement of input from students, e.g. based on focus interviews and holding workshops with both exchange and full-time students
- use of international students as student ambassadors for marketing SDU to foreign students
- identifying new areas that are specifically sought after by outgoing students, especially in English-speaking countries overseas

Full-time foreign students

- marketing that involves career development, e.g. via "Career in Denmark", and the region's business community
- trade fair participation is adapted to the markets that are most relevant to SDU
- Facebook/social media will continue to be involved and enables chat between student ambassadors and potential students
- trade fair participation in European countries if the students do not pay enrolment fees

Foreign exchange students

- targeted efforts aimed at students who attend the most attractive of SDU's partner institutions, e.g. via participation in their international orientation days and active use of the social media targeted at students who attend partner institutions
- enhancement of the buddy/mentor scheme
- development of new kinds of events for the recruitment of outgoing exchange students

Potential Danish students

SDU's international goals shall be reflected in SDU's educational presentations in printed and online media, including social media

Admission process

- the "user journey" for potential applicants shall be supported as well as possible, including the optimisation of information about application procedures on the website
- the structural and substantive construction of the web pages is enhanced via online strategy
- based on user tests and search engine optimisation

Action	Marketing shall be implemented based on the above principles. The specified principles apply to all initiatives regardless of the actor.
Responsible	Director/Dean In general, the marketing tasks related to the recruitment of students are rooted in SDU Communication, as some tasks are carried out in close collaboration with the faculties and Student Services. Tasks that concern guidance and retention in connection with admission are rooted in Study Services.
Follow-up	Central Administration report on educational quality Faculty programme report

Goal 7: Relevant aspects concerning internationalisation of education programmes at SDU are monitored on an on-going basis

Sub-goal 7.1. Monitoring in WhiteBook of internationalisation of education programmes

The university's WhiteBook contains relevant QlikView reports to enable management follow-up at the relevant levels of relevant internationalisation activities, as well as for creating ownership for internationalisation of education programmes via easy access to relevant data (cf. Council for Education decision, 3 June 2016).

The following data is displayed in a QlikView report in WhiteBook:

- **Key figures (SDU and faculty level)**
 - Full-time foreign students in % of population and in proportion to target figures
 - Full-time foreign students in % of admissions and in proportion to target figures
 - Total number of incoming foreign students in % of population
 - Total number of outgoing students in proportion to target figures
 - Balance (financial)
- **Total number of full-time foreign students** by age, gender, nationality, qualifying examination, campus, course of study in % of population and admissions, number of self-financed
- **Graduates (SDU, faculty and educational level):**
 - Total number of outgoing students in proportion to all graduates on a graduation year by age, gender, destination, campus, nationality, course of study, % of graduation year that have received foreign credit
 - Total number of full-time foreign students in proportion to all graduates on a graduation year by age, gender, campus, nationality, qualifying examination, course of study, % of graduation year, % of full-time students that have received foreign credit, number of self-financed
- **Incoming mobility students (SDU and faculty level) by age, gender, destination, campus, level of education, nationality, ECTS/total number of incoming, completed ECTS/registered ECTS, in % of population, number of self-financed**
- **Total number of outgoing mobility students (SDU, faculty and education level) by age, gender, destination, campus, education, nationality and ECTS/total number of outgoing, in % of population**
- **Agreements/types of incoming and outgoing (SDU, faculty and education level):**
 - Exchange (Erasmus+, Nordplus, overseas/bilateral): by age, gender, destination, campus, education, nationality, number of places, applications, actual departures/stay abroad, utilisation rate
 - Other types of stay abroad (free-movers w/ or w/o international scholarships, internship/ project-based courses, self-financed by age, gender, destination, campus, education, nationality, applications, actual departures/stay abroad

Action

Responsible	Director
Follow-up	Central Administration report on quality in education