

International Strategy 2020-2024

1 Background

Internationalisation is an important part of Dania's DNA, and every year around 170 international students are admitted to our five English-taught programmes at Dania's departments in Viborg and Randers. Approx. 320 international students are enrolled at Dania, incl. exchange students from foreign partner universities.

To Dania, having international students and English-taught programmes is an asset. Not only does it offer Danish students a chance to internationalise at home; it is also an opportunity for Dania to form partnerships with international universities on student and staff mobility as well as R&D. In fact it is the very reason why Dania has an ERASMUS Charter (ECHE), which enables Dania to send students and lecturers abroad and receive students and lectures from abroad with Erasmus support. Through these activities, internationalisation at Dania contributes new knowledge to the academic educational environments and benefits employees and students alike.

2 Purpose

The overall purpose of the internationalisation at Dania is to contribute to a value-based diverse view of humanity. Through knowledge, collaboration and relationships, students and staff gain intercultural competencies, a global outlook and enhanced employability.

Another important parameter is that of equipping our students with the international competencies in demand in a global and complex world. A world that is becoming more closely related, in which the exchange of goods, ideas and knowledge across countries and continents is accelerating alongside the challenges and opportunities. With their 17 global goals, the UN is very ambitious when it comes to finding intelligent answers to these challenges, and this will make new demands of tomorrow's education.

As an educational institution, Dania therefore has a duty to contribute globally with new educational solutions as well as knowledge and research within the scope of our programmes. At the same time, it gives us a great opportunity to gain valuable international experience and upgrade the competencies of our employees and students to reflect the demand of the associated industries and professions.

To target Dania's internationalisation efforts, we have chosen six strategic themes, which at the same time support Dania's overall strategy for business-oriented growth, quality programmes, and digitisation in the programmes. Furthermore, we have designed the strategy within the framework of the Government's Memorandum of Understanding, the European Policy Statement, Dania's Code of Conduct and the upcoming ERASMUS Charter 2021-2027.

3 Strategic themes for 2020-2024

1. International partnerships and mobility
2. Internationalisation at home
3. International full-degree students, recruitment and employment
4. Onboarding, retention and well-being
5. Green transition
6. Strategic partnerships and R&D

3.1. International partnerships and mobility

Dania has about 45 partnerships with international educational institutions, primarily at three different levels: the educational level, subject area level and institutional level.

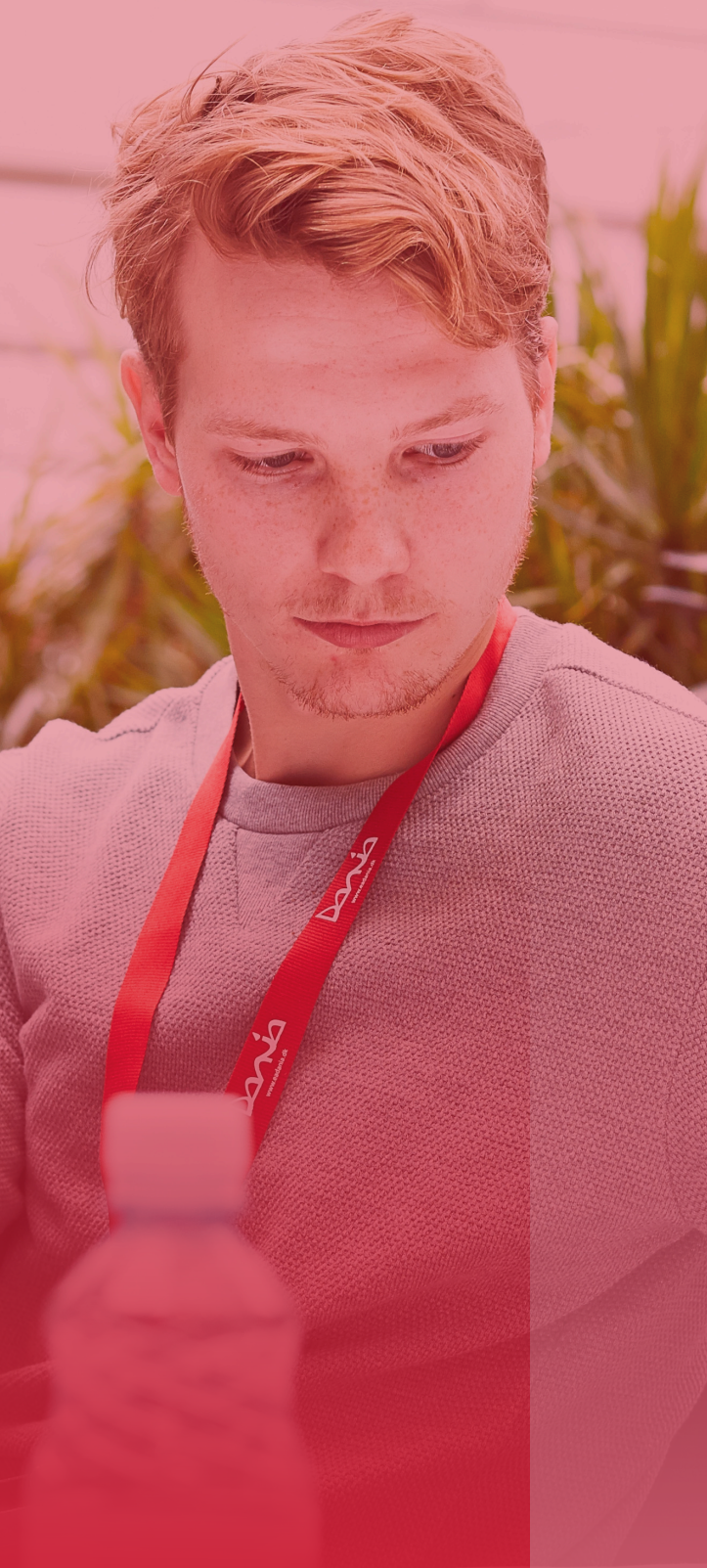
The primary activity of Dania's partnership agreements is bilateral mobility of students and staff. Some collaboration agreements also include other activities, such as projects, R&D activities and articulation, while others focus on collaboration and sparring on organisational development and management practices.

These partnerships are at the heart of Dania's international cooperation and the most important parameter for sending students and staff abroad and receiving students from international educational institutions.

The goal for the next strategy period is to continue the good collaboration with relevant, academically strong and quality-conscious research and educational institutions abroad that match the demand of Dania's students and our programmes. This is to ensure that our students and staff (lecturers and administrative staff) have the best opportunities for competency and knowledge building—and bring Dania's knowledge into play in international research collaboration. Similarly, outgoing mobility must ensure a flow of knowledge into Dania's programmes through knowledge sharing and exchange of experience from students and staff who have been on a study trip and / or completed an internship, teaching or training abroad.

In the coming strategy period, we will also be strengthening our digital efforts in our work with mobility in line with Dania's overall strategy of increased digitisation in the programmes. We will do this through targeted efforts within VM (virtual mobility) as well as BM (blended mobility). Due to the 2020 Corona pandemic, the knowledge base in the digital field has increased considerably. As an institution, Dania is thus geared towards conducting entire programmes or parts of programmes online of a high quality in terms of didactics and pedagogy. Already now, several of Dania's Danish programmes are conducted online. Our international AP Degree in Marketing Management is conducted in English and offered as a 100% online programme in the framework of our Hybrid Degrees for students outside the EU.

The incoming mobility of lecturers and students is also essential. Guest lecturers and students bring new knowledge to Dania, which is an important parameter for our success with another strategic theme: internationalisation at home (i@h).



3.2. Internationalisation at home (i@h)

Not all students go abroad to study for a long period of time. Therefore, Dania must support internationalisation at home through other activities to arouse student curiosity in formal and informal contexts. This can be done through various activities.

Guest lecturers, exchange students, study trips, short credit-bearing stays abroad, inclusion of foreign literature, international events with the participation of own students and lecturers and international guests. Dania's annual International Week, for instance, and the upcoming Dania Charette, which includes collaboration with one or more international partners. International lecturers and students within a particular field of study visit Dania for two to three days to collaborate on a project with our students and lecturers.

In the coming strategy period, we want to continue to strengthen our efforts in the above activities, just as we want to use the opportunities in virtual and blended mobility to offer all students the opportunity to exchange with a partner university—even where family matters or disabilities prevent students from travelling abroad. Here, a virtual exchange will allow students to internationalise at home.

In the coming period, we also want to strengthen the involvement of Dania's own international full-degree students in activities with Danish students. Dania counselling and internationalisation wants to support and initiate projects and collaborations across Dania's departments, thus strengthening the natural internationalisation at home and the students' cross-cultural competencies and understanding of each other's different cultures and backgrounds.

3.3. International full-degree students, recruitment and employment

To be an attractive and entrepreneurial educational institution, Dania must constantly have an international study environment with many well-qualified foreign students. The international students not only contribute to our global outlook—to i@h—as described in the previous section; they also help us provide the most talented and competent workforce to the surrounding companies. At the same time, the international study environment contributes to making Dania more attractive to Danish students. Especially the international programmes taught in English are the very prerequisite to Dania's participation in international exchange activities.

Therefore, Dania's efforts focus on the recruitment of our international students. Despite challenges in the field, such as intake and new language requirements, Dania is experiencing a positive effect of our recruitment efforts. This requires a continued focus on "nudging" the existing agent network and making contacts with new agents.

Dania's strategic framework contract focuses on employment and retention of international graduates. A crucial parameter for retaining international graduates is that they have been in contact with Danish companies, that they have learned Danish and completed an internship with a Danish company during their studies. Therefore, Dania works determinately with various initiatives ranging from the recruitment of motivated and well-qualified international students, a good onboarding process, to initiatives that will retain international students (e.g. formalised cooperation with job centres, municipalities, language centres, local companies and professional organisations).

3.4. Onboarding, retention and well-being

In order to give our international students the best possible start to their studies in Denmark, we focus our efforts on our onboarding programme. The programme is constantly being developed and optimised, as it is our belief that good introduction is absolutely essential for the student's continued well-being at Dania. The onboarding programme is based on the fact that our international students come from many different countries with widely different cultures, values and norms. That is why a great deal of our work focuses on the intercultural aspects and a common understanding. This is done through various activities including a Danish Living Crash Course, an introduction to the Danish Survival Guide, welcome packages and introductions from municipalities and libraries—just as we introduce the students to the Danish work-life balance. A concept that introduces students to the Danish welfare system and the benefits that come with living in Denmark and having a Danish CPR number.

Onboarding also includes an employability day with visits from Danish companies, job centres, professional organisations, so that the student is introduced to the Danish labour market. To enter the Danish labour market, you must learn to speak Danish, which is why an introduction to the Danish language is also an important part of our onboarding programme.

To ensure quality in the onboarding programme, the presentations are run by Dania employees as well as external experts. At Dania, we ourselves have qualified staff in the form of lecturers, an anthropologist, process counselling, student counselling, business consultants and international coordinators, all of whom are involved in our onboarding activities.

In the coming strategy period, our focus will be on onboarding—just as affiliation and well-being in Denmark will be two other strategic themes. These will be strengthened through systematic offers of Danish teaching, discussions with process and student counsellors—as well as increased collaboration with the municipalities of Viborg and Randers on culture, sports and participation in social activities such as events and concerts.

3.5. Green transition

As a Danish educational institution, we find ourselves in a favourable situation with Denmark being one of the countries with the most ambitious climate policy, and as a governmental institution we are automatically part of this policy embedded with the Ministry of Climate, Energy and Supply.

In the coming strategy period, we at Dania will increase our work on climate-friendly and green solutions. We will do this through various activities. Among other things, we will focus on avoiding unnecessary use of paper in our mobility work and do most of the administration online, our canteens will focus on avoiding food waste, and in an international context, we will, whenever possible, meet in the virtual space, and thus avoid unnecessary CO2 emissions. Last but not least, we will use climate-friendly modes of transport for destinations in the local areas.

3.6. Strategic partnerships and R&D

Dania's R&D Department works closely and systematically with our educational environments on international competency development courses, practice-oriented R&D activities and projects, which makes Dania more attractive to partners, employees and students while at the same time profiling Dania as an internationally oriented educational institution. These activities and this collaboration must support our ambition to have the highest possible learning outcomes and continue to contribute to securing qualified labour for the surrounding labour market.

In the coming strategy period, Dania will focus on having even more of our local educational environments engage in international R&D activities—and support the formation of strategic partnership agreements, which will focus on practice-oriented development activities in the professional environment and contribute to new knowledge and spill over into the specific educational environments.

4 Implementation

Dania's international commitment must leave a mark on our organisation at home. We must ensure a spill-over effect to students and staff so that the international outlook is reflected in the programmes, in competency development courses, in the R&D activities and in all of Dania's other activities.

To ensure the above and our international objective, annual action plans will be drawn up for the implementation of each of the six strategic themes to ensure that Dania will reach its international objective during the 2020-2024 strategy period.