



# 2023-2028

**INTERNATIONALIZATION STRATEGY  
OF INTERNATIONAL EUROPEAN  
UNIVERSITY**

**IEU.EDU.UA**

Internationalization is an integral part of the 2021-2031 Development Strategy of International European University. The idea to found International European University was the result of globalization processes in education. Globalization has increased competition in higher education. It led to the fact that universities started competing both at the local and international level in involving national and foreign students, as well as in the participation of the academic and administrative staff in international exchange programs, joint research programs, etc. Such competition in higher education definitely results in the improvement of education quality. Higher education institutions neglecting internationalization processes won't be able to compete either locally or internationally.

The Strategy for the Development of Higher Education in Ukraine for 2022-2032 stipulates that internationalization implies extending activities of higher education institutions abroad, coordinating it with international processes of reforming higher education and science, and integrating the best international experience and values into the educational process, research and management systems. It plays a key role in improving the quality of higher education.





INTERNATIONAL  
EUROPEAN  
UNIVERSITY

We conducted a particular analysis in all areas and developed the action plan to develop and implement the internationalization strategy, review internationalization processes by adjusting them according to general strategic goals and objectives specified in the 2021-2031 Development Strategy of International European University.

Since its foundation, International European University has been truly international, belonging to the international educational community and focusing on international quality standards. Consumers of university's educational services are national and international students from many countries. As an international university, our university (IEU) is home to students, lecturers and researchers from different cultures and social backgrounds. Therefore, internationalization of International European University is an important strategic process.

The University has a developed structure for attracting foreign citizens to study. More than 6,000 foreign students expressed their desire to study and were recommended by the selection committee of the university for enrollment in 2021. The University has clearly organized both the admission process for foreign students without involving third parties and the organization of advisory and organizational assistance to students throughout the period of study.

International European University is an English-speaking educational space. All educational programs are taught in English as well. Some educational components are also taught in English in Ukrainian-language Master's programs. The University is included in the register of organizations entitled to conduct the educational process of preparation for international language tests and is accredited by the Universal Test educational and examination center (the certificate is issued on August 6, 2020). It allows training and improving the English proficiency among the academic staff and students of the university, as well as carrying out testing and certification. The university has permanent English courses for the academic staff, employees and students.





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International European University actively works on the attractiveness of educational programs, recognition of educational documents, passing the accreditation of educational programs at international accreditation agencies. Since 2020, the University has successfully passed the international audit of quality management system – ISO 9001:2015 Quality Management Systems. Requirements. The University has a certificate of international accreditation of the Medicine educational program by the Independent Agency for Accreditation and Rating (IAAR) (Republic of Kazakhstan) included in the European Quality Assurance Register for Higher Education (EQAR) and recognized by the World Federation for Medical Education (WFME). Successful accreditation confirms the quality of educational services at the level stipulated by the World Federation for Medical Education. Graduates of the University’s European Medical School are eligible for ECFMG certification for further employment in the USA. Besides, a number of countries, which students study at the university, recognize accreditation in the IAAR at the state level. In particular, these are students from Pakistan, Kazakhstan, Kyrgyzstan, etc. It significantly increases the attractiveness of studying at the university for foreign citizens.



The University is an active member of such international associations as the Association of Medical Schools in Europe (AMSE), the International Association for Medical Education (AMEE), the Association to Advance Collegiate Schools of Business (AACSB), the Central and East European Management Development Association (CEEMAN), the European Network for Academic Integrity, the European Association for International Education (EAIE), Caucasus University Association (KUNIB).

The University involves the foreign academic staff in the educational process. Thus, foreign guest lecturers of high qualification from Poland, Israel, Brazil, the UK and Switzerland give lectures for students. International European University actively develops the international focus of scientific research. We provide our academic staff with tools for the development of science. In addition, there is a system of academic staff motivation for publications in international scientific editions indexed in Scopus scientific databases. The IEU academic staff conduct joint research with colleagues from Poland, Italy, Lithuania, etc.

The University is an organizer and co-organizer of international congresses, symposiums, round tables, etc.



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The University has established the International Advisory Board, which includes prominent Ukrainian and foreign scientists of different fields, political figures.

We actively use our significant and major advantages in research, study and exchange of knowledge, find and grasp new international opportunities. We establish efficient communication concerning our international actions and constantly find ways of their implementation.

The implementation of the University Internationalization Strategy will allow us to integrate internationalization mechanisms more clearly into each process and operations of structural units, as well as to develop a roadmap and performance indicators for each participant in the educational process of the university. It will have a positive impact on the university's global reputation, involvement of foreign students, international cooperation, academic exchanges, fundraising in research and infrastructure development.

The implementation of the Internationalization Strategy of International European University by 2027 will ensure students that their educational needs will be met and acquired education will allow them to find a job in their specialty in any country worldwide.



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# AREAS OF IEU INTERNATIONALIZATION:



1. INTERNATIONALIZATION OF THE EDUCATIONAL PROCESS



4. ENHANCEMENT OF UNIVERSITY BRAND AWARENESS



2. INTERNATIONALIZATION OF SCIENTIFIC RESEARCH



5. «INTERNATIONALIZATION@HOME»



3. STRATEGIC PARTNERSHIP







# 1. INTERNATIONALIZATION OF THE EDUCATIONAL PROCESS

The educational process at International European University has an international and intercultural dimension. The University attracts talented students in order to increase the quality and diversity of the student body. Regardless of knowledge area and campus, our students are confident in their abilities, personal goals, and feel their professionalism, relevance and belonging. International European University qualitatively trains future specialists for a successful career in a dynamic global society, promotes international mobility of students and lecturers.

We rely on the experience of international higher education institutions and take into account the graduation requirements of other countries when developing educational programs, the catalog of elective disciplines and short-term courses.

International European University is an educational environment where English functions freely, which makes the process of knowledge exchange and participation in joint scientific research easy and natural for all participants.

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## Internationalization of the educational process

We rely on the experience of international higher education institutions and take into account the graduation requirements of other countries when developing educational programs, the catalog of elective disciplines and short-term courses.

## OBJECTIVES:

1. Development and improvement of existing educational programs, taking into account the experience of international higher education institutions and graduation requirements of other countries;
2. Development of the system for improving language competencies of university lecturers and students. To keep organizing free English courses for the staff and students at the IEU's GOVORY Language Center;
3. Compliance with the EU Standards and Guidelines (ESG 2015) in the education quality assurance system;
4. Preparation and successful completion of international accreditation procedures for educational programs and institutional accreditation at international accreditation agencies recognized in Ukraine;
5. Expanding use of international educational platforms in the educational process as informal education;
6. Development and adoption of educational and professional, educational and scientific programs along with foreign partners (double degree programs, dual education program, inclusive education program, etc.);
7. Development and adoption of academic mobility programs by Education and Research Institutes and structural units of the university as an integral part of the training process;
8. Development of short-term training programs (courses, summer schools, etc.) in English;
9. Establishment of separate structural units and branches of the university abroad in order to provide safe training conditions and promote Ukrainian education and culture abroad;
10. Comprehensive work on establishing the ecosystem of digital solutions in education and science, including the creation of a safe electronic educational environment, maintaining the appropriate digital university infrastructure, ensuring transformation of processes and services, as well as automating data collection and analysis;
11. Efficient use of opportunities provided by international associations where International European University is a member;
12. Holding of educational seminars for lecturers, employees and students dedicated to the filling out and submission of academic mobility grants.





## 2. INTERNATIONALIZATION OF SCIENTIFIC RESEARCH

By 2028, our diverse and inclusive academic community will be known worldwide for discovering new knowledge and offering solutions contributing to society.

International cooperation with scientists from all over the world is an important aspect of scientific research development and internationalization.

The academic staff of the university are members of the editorial board of international scientific journals indexed in Scopus and Web of Science reference databases.

The university has established the Scientific Club of Young Scientists where students of International European University carry out scientific research under the supervision of honorary professors of the university from the Republic of Poland.

The university has developed and adopted the incentive system for the academic staff to help our scientists conduct research, including in partnership with foreign colleagues.

International European University develops and improves its own infrastructure to provide conditions for conducting research. A significant area is the development of cooperation with international businesses and carrying out research by order.

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### Internationalization of scientific research

The academic staff of the university are members of the editorial board of international scientific journals indexed in Scopus and Web of Science reference databases.

## OBJECTIVES:

1. Increasing the attractiveness of International European University as a prominent scientific and research center;
2. Optimization of the university structure to support international scientific research;
3. Start of introducing educational programs of the third educational and scientific level together with foreign partners;
4. Attracting foreign students to gain a PhD academic degree;
5. Establishment of joint scientific laboratories with foreign partners;
6. Increasing the number of international research grant projects, strategic expansion of research partnership in the European Union and worldwide;
7. Formation of project groups on interdisciplinary topics that meet current social challenges and priorities of the largest grant programs for participation in international consortia;
8. Increasing the share of research papers in publications indexed by Scopus in cooperation with foreign partners;
9. Involving international scientists in scientific solutions of the university;
10. Increasing the number of orders from foreign companies;
11. Implementation of university's research findings in other countries;
12. Increasing the number of international information platforms available to university scientists.





## 3. STRATEGIC PARTNERSHIP

**In 2028, International European University is a trusted and recognized partner chosen as a partner in local, national and international communities.**

**International European University develops close relations with universities and practical bases worldwide. It actively develops cooperation in research, training and administration. Our university actively works on increasing the number of international partners.**

**The University raises its ranking both domestically and internationally. IEU strives to be recognized as a global center of higher education and research.**

**Over the next five years, we are going to establish a global network with selected partner universities to actively collaborate on projects, programs, etc. It will include the development of existing bilateral cooperation while seeking additional partners. Multidimensional dialogue in the global network will allow us to achieve greater impact due to international cooperation, better use the synergy and increase the university awareness.**

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### Strategic partnership

International European University develops close relations with universities and practical bases worldwide. It actively develops cooperation in research, training and administration. Our university actively works on increasing the number of international partners.

## OBJECTIVES:

1. Creating the culture appreciating how partnership improves the quality and impact of our training and research;
2. Monitoring the fulfillment of our partnership promises and commitments;
3. Establishing new and lasting partnerships to implement common goals;
4. University membership in international university and industry associations;
5. Establishing a global network with existing strategic partners and involving new partners;
6. Establishing and maintaining relations with diplomatic institutions of other states;
7. Periodic monitoring of the level of activity under the concluded international agreements, creation of roadmaps for the implementation of international cooperation programs;
8. Thorough analysis of possibilities of international associations and networks with dissemination of appropriate information among structural units of the university, active participation in events by such organizations;
9. Active use of relations with graduates and university employees working at foreign universities.





## 4. ENHANCEMENT OF UNIVERSITY BRAND AWARENESS

University brand development is an important component of the internationalization strategy, as the brand reflects the reputation, values and unique characteristics of the university that can interest students, lecturers and researchers from all over the world. The development of the university brand is a long process requiring continuous efforts and investment of resources.

International European University advances its international profile in research and teaching activities, enhancing its positive reputation worldwide.

This process is supported by the constant development of the professional and modern PR and communication concept.



### Enhancement of university brand awareness

International European University advances its international profile in research and teaching activities, enhancing its positive reputation worldwide.

## OBJECTIVES:

1. Representation of the university in national and international rankings and continuous improvement of its position;
2. Strengthening the international reputation of the university by providing high-quality teaching, research and additional services;
3. Development of a comprehensive marketing plan to attract talented foreign students. Implementation of scholarship programs, mentoring programs, cultural adjustment support and other services that promote satisfaction and success of foreign students;
4. Regular updating of information materials in foreign languages regarding scientific, educational and other activities of the university;
5. Advancement of existing and launch of new promotional resources (websites, social media, publications, university TV, digests, etc.);
6. Active participation in exhibitions, conferences and other events related to education in order to enhance the university awareness.





## «INTERNATIONALIZATION@HOME»

**Internationalization@Home** refers to the concept that the university aims to promote internationalization and intercultural learning experiences for its students without requiring them to be physically present. This concept is aimed at creating a globally inclusive learning environment.

**Internationalization@Home** includes everything from the learning process to the social interaction between Ukrainian and foreign students and lecturers to the innovative use of digital technologies. Most importantly, this concept focuses on providing all students, not just mobile ones, with the benefits of high-quality international higher education. Although the experience of physically studying abroad is valuable, **Internationalization@Home** initiatives allow a larger segment of students to benefit from internationalization processes regardless of their ability to travel abroad.

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## TASKS:

1. Promoting intercultural interaction among students regardless of their origin and residence;
2. Creating a more diverse and inclusive educational space;
3. Creation and implementation of virtual exchange programs allowing students to take part in joint projects, online courses, or virtual study abroad with partner institutions around the world;
4. Development and implementation of language courses and cultural exchange programs;
5. Holding lectures by guest lecturers, participation in international research projects in order to internationalize educational programs;
6. Involvement of Ukrainian and foreign graduates in international events and projects.



The implementation of the University Internationalization Strategy will allow International European University to position itself as a world leader in education, research and innovations. Ensuring diversity, fostering intercultural learning and developing global partnerships, International European University creates a vivid and inclusive educational environment to prepare students for success in further life.

Internationalization requires organization and control in numerous sectors. Therefore, to implement all the objectives, the university stipulates how they should be fulfilled and develops the roadmap, involving all structural units.

The 2023-2028 Internationalization Strategy of International European University is approved by the University Academic Council.





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## Our contacts:



ieu.edu.ua

