

Zuyd University of Applied Sciences

Satakunta University of Applied Sciences

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Educating Global Minds



ABOUT ME

Grant consultant

European projects

Program officer international projects

Funding coordinator research

Head International Office

Senior adviser international affairs

a mix of international experiences in
research universities and universities of applied
sciences ...

SOME CONTEXT

About Zuyd

Globalisation vs regionalisation

Population decline

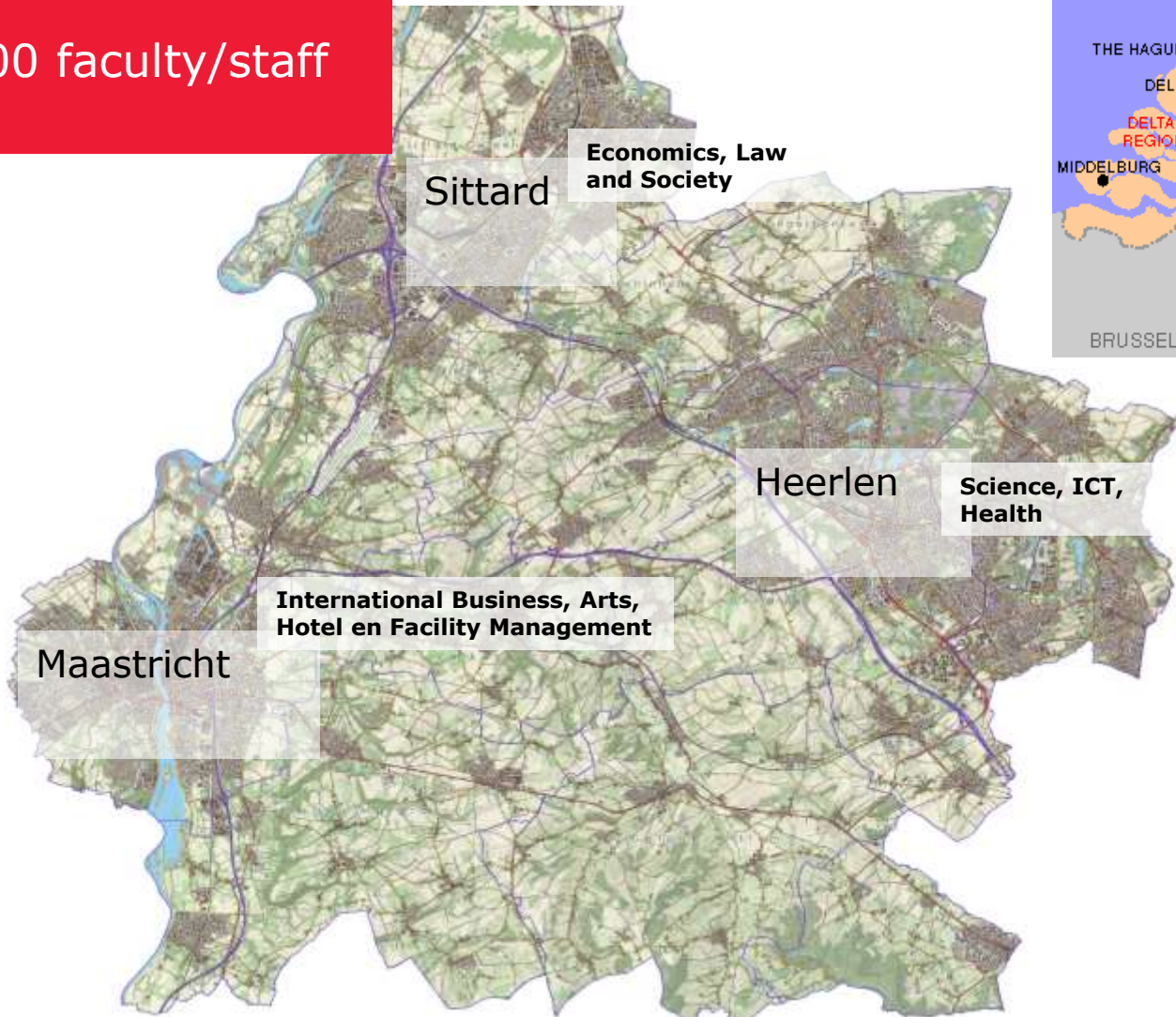
Internationalisation as an opportunity for Zuyd in a
changing world



Zuyd UAS

14.949 students

1600 faculty/staff



Netherlands



**ZU
YD**

**ZU
YD**

Zuyd University of Applied Sciences

40 Bachelor's and 10 Master's degree programmes in 10 faculties

- *Management and Law*
- *Commercial and Financial Management*
- *Arts – Music, Drama, Architecture*
- *International Business and Communication*
- *Social Studies and Education*
- *Health*
- *Science*
- *ICT*
- *Health and Facility Management*

English taught programmes

Bachelor

- *Music*
- *International Business*
- *European Studies*
- *Interdisciplinary Arts*
- *Hotel Management*

Master

- *Hotel Management*
- *Care and Technology*
- *Music*
- *Interior Architecture*

+ *short programmes*

Educational Approach Zuyd

- Programme units create a **practice-based** learning environment.
- We link together **practice-based research and education.**
- Our students are members of a **learning community** in which the culture of their chosen profession is demonstrated by example.

Teaching methodologies and supervision of faculty members are in line with this approach!

Important: Zuyd in a global context

Netherlands – knowledge economy, trade economy, global challenges and the role for Dutch education – regionalisation and regional development - chances and need for Internationalisation

Globalisation

- Facilitated by fast technology and decreasing transport costs, individuals are moving freely across countries and continents, bringing greater ethnic, linguistic and cultural diversity
- Political and economic integration
- Global challenges
- Education has a role to play in providing skills and competencies in this new world



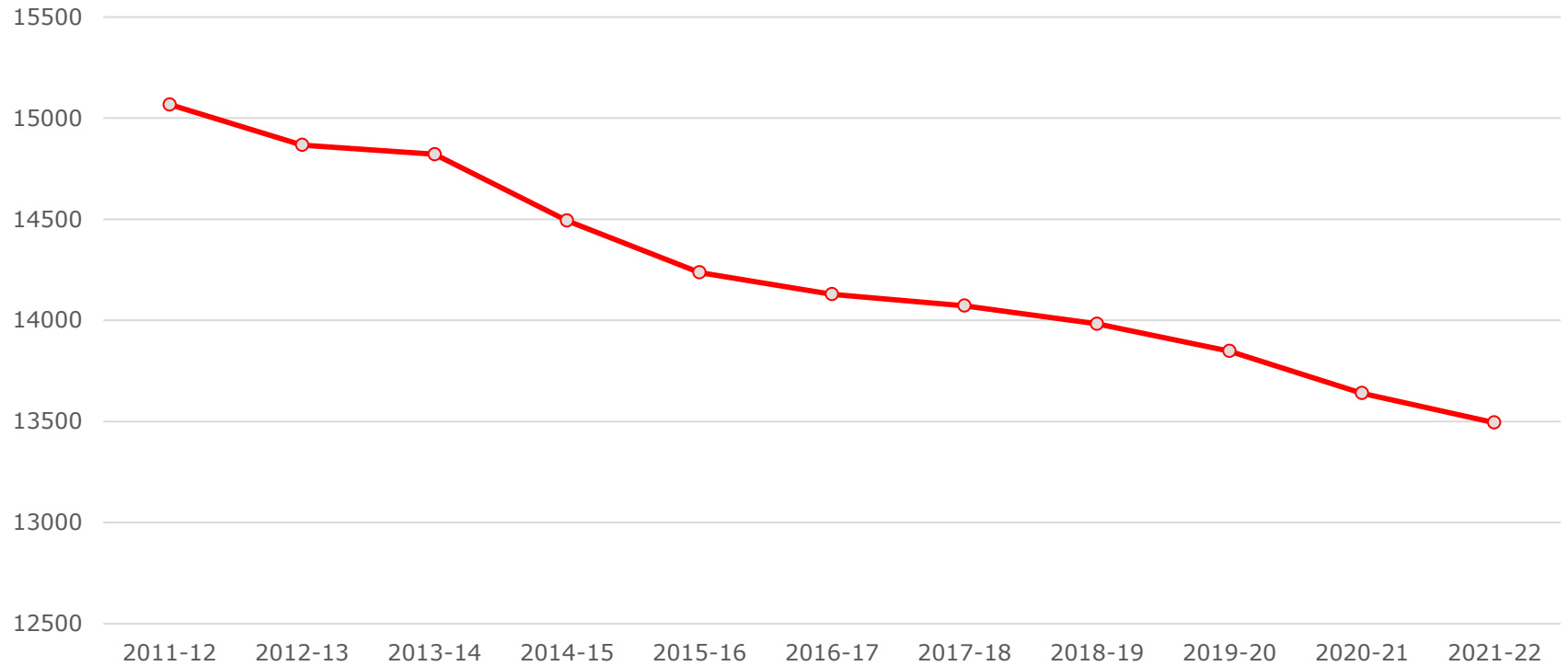
Regionalisation as a response to globalisation. Zuyd operates from a strong basis in the Euregion (Germany, Netherlands, Belgium). How can Zuyd contribute to the development of this region, which is vital for a strong international competitive position of the Netherlands.

REGIONAL DEVELOPMENT

- South Limburg in the Euregion
 - Netherlands, Germany, Belgium
 - Large multinational companies such as DSM, Accenture, Sabic
 - 20.000 SME's
 - Role of Zuyd in development of region by creating strong links with large companies and SME's for internships and applied research

STUDENT NUMBERS ZUYD 2011-2021

(source: Kaderbrief Zuyd)



Internationalisation

What is it for you?

Quick round....



Internationalisation @ Zuyd. Situation in 2012. Look at what we already do?!

- 19 % foreign students
- English taught programmes
- Fellowships
- Exchange and internships abroad
- Foreign faculty members
- Networks of international partners
- Young professionals overseas..

**But:
Many activities do not
make a strategy!**

**And very often: a passion
of a few staff members**

Challenge

- With the student decline Zuyd faces
- And the role of education in the new world of globalisation vs regionalisation
- How to move from internationalisation being a passion of a few
- To becoming an opportunity and thus **a necessity for all:**
- Have everyone involved
- **COMPREHENSIVE INTERNATIONALISATION**
- Students, teachers, staff members
- All faculties and support services

Zuyd's internationalisation strategy 2013-2017

- Contribution of internationalisation to the quality of teaching and research, development of professions & professionals, development of the region
- Internationalisation agenda for Zuyd, 2013-2017:
 - Quality of education and research
 - Recruitment and retention of international students
 - Mainstreaming of internationalisation

Source: Zuyd Internationalisation vision

Internationalisation: How to involve everyone – what are we looking for

- More mobility of students, teachers and support staff to set up:
 - joint projects
 - Partnerships with similar regions
 - Exchange of experiences (on curriculum, staff etc.)
 - Sharing of partnerships outside Europe
 - Joint programmes attracting staff from outside Europe
 - Rethinking the role of Universities of Applied Sciences in a globalised world

Next steps?



- Increase mobility of students
- Increase mobility of teaching staff
- Increase mobility of support staff
- Preparation of joint projects, such as Erasmus+ or Horizon2020

A wooden bench is positioned on a sandy beach, facing the ocean. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The water is calm and reflects the light from the sky. The overall mood is serene and contemplative.

Questions?

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