

D**Erasmus Declaration on University Policy (Overall Strategy)*****D. Erasmus Declaration on University Policy (Overall Strategy)***

Please describe the international (EU and non-EU) strategy of your institution. In your description please explain a) how you select your partners, b) in which geographical area(s) and c) the most important objectives and target groups of your mobility activities (with respect to university staff and students in first, second and third cycles, including both study and training, and short cycles). Where applicable please also explain how your institution participates in the development of double / multiple / joint degrees (max. 5000 characters)

Original language (DE)

Reutlingen University is one of the leading Universities of Applied Sciences in Germany, and educates young people according to the principal of “think global, act local”, developing highly qualified and responsible personalities whose intercultural competence enables them to operate confidently in the global network.

Explicit awareness of the topic of internationalisation is part of the University’s self-image, and comprises the following basic principles:

- English as a Lingua Franca is a compulsory element of the curriculum
- development of intercultural competence
- study periods abroad
- intensive integration
- student export also implies student import (one-to-one exchange) / reciprocity.

For decades living internationalism has been one of the hallmarks of Reutlingen University, and it is firmly anchored in its mission statement.

As a result of continuing economic and educational globalisation, the demands made on future university graduates will continue to change. As well as their specialist skills, they will also need additional “soft skills”, in particular strong language skills, the ability to move freely in other cultures, and to take an interest in foreign cultures and their idiosyncrasies.

Reutlingen University regards the acquisition of such key skills as the necessary “tools of the trade” which future graduates must have at their disposal if they are to hold their own in the increasingly internationalised network of universities, research institutions and enterprises. Reutlingen University sees the teaching of these key skills as one of the most important challenges for the future.

The objectives of the intended internationalisation process are set out in an “Internationalisation Strategy” which has been in existence for 20 years and which can be expressed in concrete terms as follows (refers to students in the first and second cycles, studying and internships):

Objective 1: Increase international student mobility

Every Reutlingen student should spend at least one semester (study or internship) abroad. One consequence of this is the need to offer additional courses in English.

Objective 2: Expand international degree programmes

Degree programmes with a clearly defined international focus should be further developed and expanded (e.g. International Project Engineering, International Fashion Retail Management...).

Objective 3: Increase international mobility of teaching staff

Teacher mobility on all degree programmes should be at least 15%. A further objective is an increase in the mobility of other members of the university staff.

Objective 4: Offer a wider range of language courses

Provision of structured language courses in additional important core languages such as Spanish, Portuguese, Chinese, and Russian.

Objective 5: Offer a wider range of intercultural courses

Expansion of the intercultural courses offered on campus. (Thanks to the high proportion of exchange students the Reutlingen campus is already very internationally orientated; this fact benefits supporting measures for and by the students aimed at cultivating intercultural understanding.)

Objective 6: Expand university partnerships

Cultivation and further expansion of existing university cooperation agreements, and scrutinising of the quality of these using the "Catalogue of criteria for deciding on a planned university partnership abroad".

Objective 7: Expand "Internationalisation@home".

The Schools are to strengthen the international orientation of their staff.

Objective 8: Increase scholarship opportunities

for incoming and outgoing students / Student Foundation.

Partners are to be selected on the basis of the following criteria:

- Strategic importance (medium term development tendencies)
- Attractiveness (size, location, geopolitical)
- Economic and political importance for Germany
- Language
- Exclusion criteria (general living conditions, security, discrimination)
- Position of the university (ranking, accreditation, development potential)
- Characteristics of the university
- Degree programmes offered / focus of the cooperation
- Internationality of the university
- Infrastructure
- Level of networking with (industrial) enterprises
- Interest in long term cooperation
- Support for students

The main focus of the internationalisation strategy is on the following geographical areas:

- Europe: Erasmus and others
- North America: USA, Canada, Mexico (NAFTA)
- South America: Argentina, Brazil, Chile (ABC-Latin America)
- Southeast Asia: China, India, Malaysia, South Korea, Taiwan, Vietnam
- Australia, South Africa
- BRICS

Thirty years ago Reutlingen University developed and introduced double degree programmes in Germany, in total 11 different Double Degree Programmes (International Management - Double

Degree) in 9 countries.

In addition there are further double degree programmes with Europe, Russia, Mexico, China etc.

Please describe where applicable your institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training in relation to projects implemented under the Programme. (Max. 2000 characters)

Sustainable internationalisation of the whole institution requires the involvement of all Schools and the implementation of international projects, in order to permit the assignation of a distinct profile and the attribute "international university".

Reutlingen University satisfies this requirement by participating regularly in the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training, both as a coordinator and as a participant. Besides Erasmus LLP, Erasmus Mundus, Leonardo da Vinci (Blended Learning Methods and Mobile Tools in Vocational Education), Minerva (Promotion of Open and Distance Learning), Tempus-Tacis, Bachelor Plus, integrated international degree programmes with double degrees, thematic networks (Innovative Learning Factory network), Export Programme Business Engineering (German university programmes offered abroad), Reutlingen University is participating in a very innovative EU project, known as the "ADOK-Project" - Reutlingen University is involved as a partner, and our international students are included in the implementation of the project. ADOK (Automation and German in an Online Course) is being developed by universities and firms from four different EU states. It serves as a bridge between engineering and language learning. We are jointly developing a curriculum and materials for an interdisciplinary online course which combines the fields of automation and German as a Foreign Language. Upon completion the online course will be made available to all interested parties free of charge. All students are obliged to become familiar with Reutlingen University's learning platform Relax.

The individual School, the Reutlingen Research Institute or the Reutlingen International Office are responsible for project applications, and for their implementation and administration. The inclusion of additional individuals or departments lies in the nature of the project.

Please explain the expected impact of your participation in the programme on the modernisation of your institution (for each of the five priorities of the Modernisation Agenda) in terms of the policy objectives you intend to achieve. (Max. 3000 characters)

As a global player in an increasingly global and knowledge-based world, Reutlingen University anticipates sustainable impacts in the modernisation, internationalisation (and with it peace-keeping) of European higher education through its continuing participation in the EU's most successful education programme. Education, research and innovation are subject to world-wide competition, to which Reutlingen University has reacted by creating new, forward-looking and specialised degree programmes and thereby increasing the number of university graduates and improving the quality of teaching. As well as the successful creation of internationally oriented degree programmes, English language lectures and double degrees, Reutlingen University's internationalisation strategy includes a 100% mobility rate for its students. Some programmes have already been implementing this for years. Quality measures are being introduced to secure a decrease in the number of student withdrawals. Higher education must also be available to a wider section of society. As a means of driving economic growth and of contributing to Europe's prosperity by avoiding unemployment, the modernisation of higher education is not only a social objective but also a politically highly topical

one. The crisis in the EU has made these objectives clear. University league tables in which Reutlingen University continually occupies the top places confirm time and again that we are on the right track. Thus we are meeting the needs of the labour market for internationally trained, highly qualified and competent graduates. Intensive contacts and cooperation with enterprises and partners at home and abroad are Reutlingen University's essential foundation for implementing this strategy. Attention is also being paid to the creation of e-learning opportunities, which are being expanded at Reutlingen University. Beside participation in a large number of other support programmes, the Erasmus programme is an indispensable element within the support programmes of universities in general and also of Reutlingen University. A viable higher education policy which achieves sustainable improvements in the areas of financing, administrative structures and curricula is a powerful motor for generating economic growth. It is imperative to increase expenditure in this area. Our competitors world-wide are already making appropriate investments in the development potential of their young people. The battle for the brightest minds has only just begun. Research is another area in which internationality has many facets. As well as cross-border cooperation between German and international academics and research periods spent abroad, a further distinct element in defining Reutlingen University's profile is to look not only among home-grown academics but among the "best minds" world-wide when recruiting university staff for new posts.