



Internationalization Strategy of Transilvania University of Braşov for the period 2024-2029

This internationalization strategy is developed in accordance with the strategic plan of Transilvania University of Braşov, in compliance with the new guidelines at the European Union level, as well as with the international developments and trends in the field of higher education. **The general objective for the period 2024-2029 is to fully integrate Transilvania University of Braşov in the European Higher Education Area and to intensify the internationalization process.**

In order to fulfil the general objective, the following **specific objectives** have been formulated:

- 1.** To periodically consult the International Advisory Council of Transilvania University of Braşov, made up of the rectors of the member universities in the UNITA Alliance of European Universities, in terms of the university's development directions and increase of its international visibility.
 - To organise periodic meetings of the International Advisory Committee with the university management, with a view to discussing the strategic priorities, challenges and opportunities for the university's development.
 - To establish structured agendas that include briefings on current initiatives, presentations about the relevant trends in higher education and internationalization, as well as discussions on the potential measures to improve the university's visibility and impact internationally.
 - To keep using the channels of communication and collaboration between the university's management and the academic community as regards the measures pursuing the internationalization process.
- 2.** To support the study programmes taught in foreign languages within each faculty and to organise double/multiple degree programmes in partnership with other universities abroad (especially within the UNITA Alliance), mostly for the master's and doctorate courses of study.
 - To identify and establish strategic partnerships with universities abroad, especially members of the UNITA Alliance or its strategic partners, which offer complementary programmes.
 - To support and encourage the academic teaching personnel to develop or adapt course materials and to assess foreign language knowledge.
 - To improve language training through the participation of both the students and academic teaching personnel in language immersion programmes or exchanges.
 - To create the framework for the organization of mobilities specific to the UNITA Alliance (virtual mobilities, rural mobilities) and to promote them in the academic community; to expand the

university's offer as regards the courses organised in a hybrid format, with a view to facilitating the UNITA students' participation in virtual mobilities.

- To keep developing the IT infrastructure with a view to facilitating collaboration and remote communication between faculty and students, within the framework of virtual mobilities.
 - To intensify the use of the virtual learning platform (e-learning), videoconferencing tools and online resources – as a premise for improving the accessibility and effectiveness of the virtual teaching-learning and collaborative projects.
 - To ensure compliance with data security and confidentiality regulations, with a view to protecting the sensitive information shared with international collaborators.
 - To ensure the quality of the international study programmes through annual internal monitoring and evaluation; to use the information resulting from internal assessments in order to identify the fields that need improvement and to take measures for adjusting the curriculum, student services, partnerships, etc., as appropriate.
3. To financially support the annual participation of each tenured teaching personnel member and full-time researcher in at least one scientific or professional training/specialization event abroad and to finance their own training/documentation/data collection/scientific and didactic activity internship programmes abroad.
- To continue the financial support programme in the amount of 1,500 euros/year for the participation of the tenured teaching personnel members and full-time researchers in scientific events; to extend this programme also for the participation in professional training/specialization activities, in the case of the academic teaching personnel filling the rank of Assistant Professor or Lecturer.
 - To continue the funding programmes for training/documentation/data collection/scientific and didactic activity abroad.
 - To continue the programme of granting financial incentives for publications and international projects, which rewards the efforts of the university's teaching personnel and researchers in contributing to the development of knowledge in their field and to the strengthening of the institution's reputation internationally.
4. To strengthen the institutional and financial incentive mechanisms for the participation of the academic teaching personnel and students (especially doctoral students) in technical assistance and international cooperation projects financed by national and international agencies/organizations.
- To continue the university's current programmes on encouraging the academic teaching personnel and researchers to participate in international scientific research and education projects.
 - To support the development of international partnerships for the university's less represented fields, including in the context of the university's membership in the UNITA Alliance.
 - To continue and enhance the promotion of the opportunities offered by the Erasmus+ programme and other international cooperation programmes implemented at university/faculty level.
 - To step up the promotion of *blended intensive programmes* among both students and academic personnel; as regards the latter, in order to organise such programmes and thus offer students a new, dynamic and flexible learning experience.

5. To continue the programme for the development of the language skills of the academic teaching personnel, administrative staff and doctoral students, as well as the financial incentive programme for the academic didactic personnel who teach in foreign languages.
 - To continue the language skills improvement programme for both the academic teaching personnel and the administrative staff, as well as for students, within the Centre for Modern Languages (CILM) and the French Lectorate of Transilvania University of Braşov.
 - To increase the participation of the students and of the academic teaching personnel and administrative staff in language learning courses offered by partner universities under the Erasmus+ programme.
 - To continue the efficient capitalization on the EU instrument, *Online linguistic support (OLS)*, for students participating in international mobilities.
 - To keep encouraging the academic didactic personnel who teach for study programmes in foreign languages by applying differentiated workloads, in compliance with the legislation in force.
6. To keep financing the university's programmes to attract valuable international specialists for collaborations in the teaching and research activity (including as external doctoral supervisors), but also in the administrative activity, as well as to continue the scholarship/support programmes for international students (especially those from developing countries);
 - To continue the university-funded programmes intended for the financial support of the specialists from abroad who conduct activities within UNITBV (e.g. *Transilvania Fellowship, Guests at Transilvania University, Keynote/invited guest speakers*, etc.)
 - To periodically assess, at the level of faculties and universities, the impact of the foreign specialists' involvement on the intensification of the internationalization process.
7. To continue the collaboration with the Ministry of Foreign Affairs, with Romania's diplomatic missions abroad and with other institutions/organizations in the country and abroad, with a view to developing joint educational or research/technical assistance projects intended to promote the Romanian language, culture and civilization, as well as to attract international students.
 - To keep up a permanent communication of the university/faculty management with the Ministry of Foreign Affairs and other relevant institutions, with a view to successfully implementing the international programmes offered by the university.
 - To organise conferences, symposia, festivals and other international cultural events in collaboration with Romania's diplomatic missions and other relevant organizations, with a view to facilitating the exchange of ideas, expertise and good practices between the members of Braşov academic community and the professionals from all over the world, thus strengthening the international partnerships and promoting mutual understanding.
8. To raise the number of international students and intensify the actions and events organised for them, with a view to adapting and integrating them into the academic community and society.
 - To continue the scholarship programmes offered by the university to international students: *Transilvania Academica Scholarship* and *Doctoral grants for UNITBV international graduates*.
 - To continue the financial support programme granted to international students from less developed countries (including through scholarships, fee exemption, free accommodation in dormitories, etc.) with a view to studying or conducting education-specific activities in the university.

- To keep awarding *Campus* scholarships with a view to encouraging the international students' involvement in university-specific activities.
 - To organise counselling and guidance activities in order for the international students to adapt to a different cultural environment.
 - To continue the peer-to-peer mentoring programme, where the university's students can support and guide the international students in coping with the challenges posed by the new/different academic and social context.
 - To keep organising events that facilitate the international students' integration into the academic community of Braşov (*Erasmus Welcome Day* or *International Student Cultural Night Out*)
9. To finance the attendance of the university's personnel at international educational fairs (under the aegis of *Study in Romania*, together with the other Romanian universities), at the university's promotion events abroad and at the international student recruitment events.
- To permanently update the information on the description of the study programmes in the university's educational offer, presented in English, on the institution's website and on the portal *Study in Romania*.
 - To regularly organise international events bringing together the institution's international partners (from within the Erasmus+ programme and other cooperation programmes implemented in the university).
 - To expand the university's participation in inter-university cooperation networks.
 - To co-organise international scientific events in the country or abroad, in partnership with other universities, research institutes or relevant organizations.
 - To continue the participation of the university's representatives in international events or fairs of teaching and learning, as well as research, or in the interest of education.

This document was debated and approved in the meeting of the Senate of Transilvania University of Braşov on 29.05.2024.

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