

# INTERNATIONALISATION

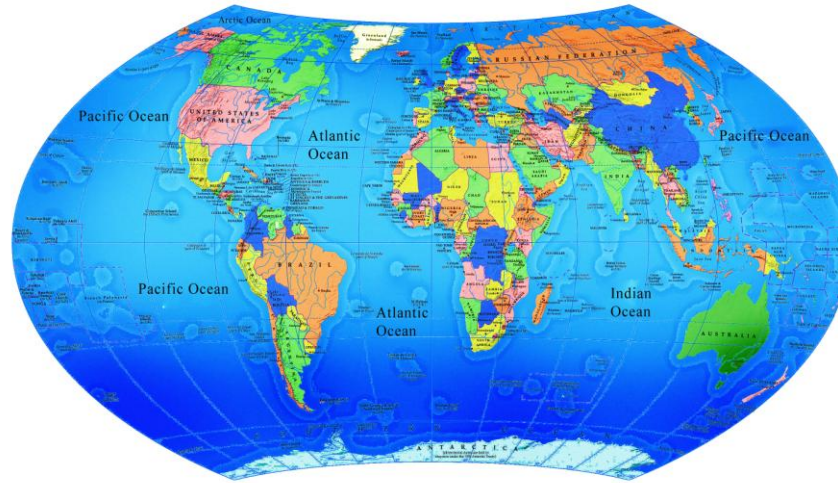
## WHY AND HOW?

Marlies Nijenhuis

CREATING TOMORROW



# WHY



## INTERCULTURAL COMMUNICATION

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=PST\\_OP3FQCK](https://www.youtube.com/watch?v=PST_OP3FQCK)

# STEREOTYPES

I AM FROM HOLLAND

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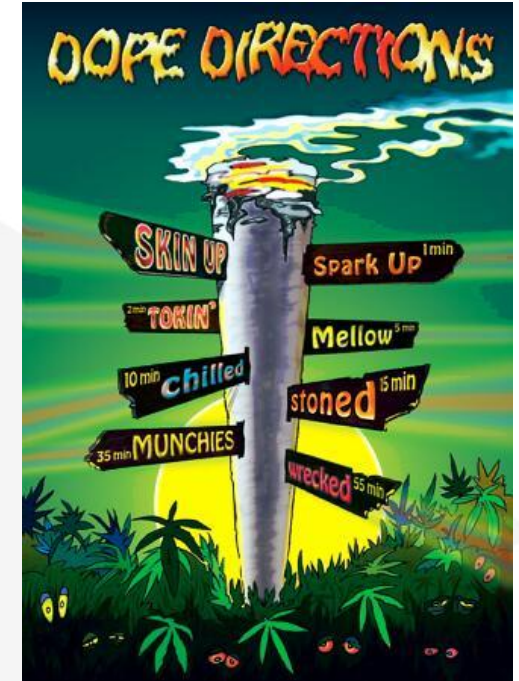
# STEREOTYPES

Typically Dutch?



# STEREOTYPES

OR .....



# MORE STEREOTYPES

## Desert island dilemma: stranded threesomes

ON A GROUP OF BEAUTIFUL DESERTED ISLANDS IN THE MIDDLE OF NOWHERE, THE FOLLOWING PEOPLE ARE SUDDENLY STRANDED BY A SHIPWRECK:

- 2 ITALIAN MEN AND 1 ITALIAN WOMAN
- 2 FRENCH MEN AND 1 FRENCH WOMAN
- 2 GERMAN MEN AND 1 GERMAN WOMAN
- 2 ENGLISH MEN AND 1 ENGLISH WOMAN
- 2 BULGARIAN MEN AND 1 BULGARIAN WOMAN
- 2 JAPANESE MEN AND 1 JAPANESE WOMAN
- 2 GREEK MEN AND 1 GREEK WOMAN
- 2 CHINESE MEN AND 1 CHINESE WOMAN
- 2 IRISH MEN AND 1 IRISH WOMAN
- 2 DUTCH MEN AND 1 DUTCH WOMAN



# STEREOTYPES

ONE MONTH LATER ON THESE SAME ABSOLUTELY STUNNING DESERTED ISLANDS IN THE MIDDLE OF NOWHERE, THE FOLLOWING THINGS HAVE OCCURRED:

ONE ITALIAN MAN KILLED THE OTHER ITALIAN MAN FOR THE ITALIAN WOMAN.

The two German men have a strict weekly schedule of alternating visits with the German woman.



The two French men and the French woman are living happily together in a menage-a-trois

# STEREOTYPES

The two English men are waiting for someone to introduce them to the English woman.

THE TWO GREEK MEN ARE SLEEPING WITH EACH OTHER AND THE GREEK WOMAN IS CLEANING AND COOKING FOR THEM.

The two Bulgarian men took one long look at the endless ocean, and another long look at the Bulgarian woman, and started swimming.



# STEREOTYPES

THE TWO JAPANESE MEN HAVE FAXED TOKYO AND ARE AWAITING INSTRUCTIONS.

The two Irish men have divided the island into North and South and set up a distillery. They do not remember if sex is in the picture because it gets sort of foggy after the first few litres of coconut whisky. But they're satisfied because at least the English aren't getting laid either

The two Chinese men have set up a pharmacy, a liquor store, a restaurant and a laundry, and have got the woman pregnant in order to supply employees for their stores.

# STEREOTYPES

THE TWO DUTCH MEN HAVE BUILT A DIKE AROUND THE ISLAND ,BUILT A WINDMILL, STARTED A CANNABIS FARM, PUT UP RED LIGHTS AND CONSTRUCTED A WINDOW .....



# WHAT DID THIS STORY TEACH YOU?



BE AWARE OF STEREOTYPICAL THINKING:

# INTERNATIONALISATION: HOW



## INDIVIDUAL

- LEARNING MOBILITY OF STUDENTS AND LECTURERS
- JOINT MASTER COURSES
- (MASTER STUDENT LOANS)

## NETWORKS

- STRATEGIC PARTNERSHIPS: BETWEEN UNIVERSITIES
- KNOWLEDGE ALLIANCES: UNIVERSITIES & BUSINESSES

# LEARNING MOBILITY: WORK PLACEMENT

Within EU



Non-EU



# LEARNING MOBILITY: STUDY



ECTS????

EU

Non-EU



flexibility

## LEARNING MOBILITY: NON-FORMAL YOUTH ACTIVITIES SUCH AS VOLUNTEERING



Work placement



ICT development work



# LEARNING MOBILITY: LECTURERS



Teach your own short course

Joint project  
oriented teaching

Meet colleagues  
and discuss  
curricula

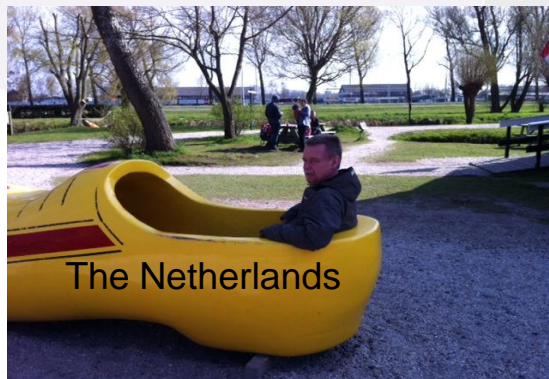
Have discussions on how to  
set up an e-learning course  
together

Give a lecture

Teaching the same module  
every semester/year



Sweden



The Netherlands

Discuss options for  
a visit of a group of  
students



# LEARNING MOBILITY: NON-TEACHING STAFF EXCHANGES



International staff training week

Job shadowing

**Amsterdam 2010**



# NECESSARY ENGLISH LANGUAGE SKILLS

Course for lecturers: teaching in English



IELTS test available

English-taught programmes at home university

English lunch



English writing and fluency courses for students

Projects in English

# STRATEGIC PARTNERSHIPS

75 badges

75 x 14 hotel nights

50 presentations

120 rooms

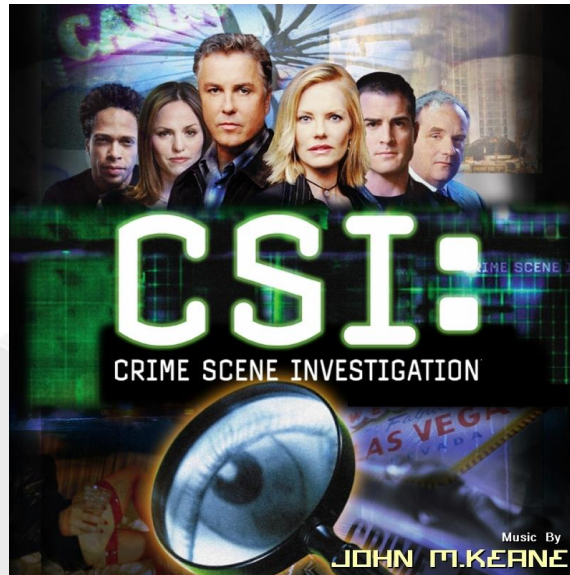
75 maps

74 x 10 signatures

7 countries  
7 universities

2 weeks

Social programme



**Intensive  
programme  
France 2013**

**CSI mission:  
discover company  
fraud by digging  
through data**

<https://www.youtube.com/watch?v=EVb03DL32ig>

# MORE INTERNATIONAL ACTIVITIES



The Global Game Jam



Organised by Students or  
university



Field trips



Cap  
Gemini /  
Genpact  
/ IBM

# STRATEGIC PARTNERSHIPS

Summer university with lecturers from several countries

<https://www.youtube.com/watch?v=Fdvu9AFYDQ0>

International project semester: a spicy experience with an international flavour

[http://www.youtube.com/watch?v=7W3\\_ZtxYkWQ](http://www.youtube.com/watch?v=7W3_ZtxYkWQ)



Visiting lecturers from  
abroad

Projects for international  
companies

International  
classroom

Intercultural skills



Do international online  
courses/projects with partner  
university:

- game design – game technology
- Application development – testing
- Outsourcing

Your course in  
international context

International expertise

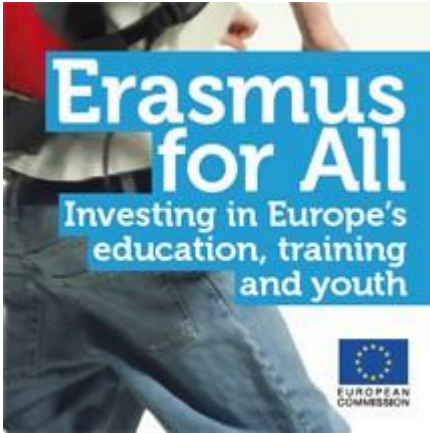
International clients for student  
projects: role playing

International case in project

Global lounge



# HOW TO ORGANISE ALL THIS?



lecturer



Management support

# Bottom up



# TIPS

Bottom up approach



Offer English-taught courses

Don't expect your students to follow identical courses abroad

Give lecturers time to go abroad

Make room in your curriculum for credits earned abroad







Thank you

