

Online Workshop on Enhancing Internationalisation

Overview:

1. Internationalisation of higher education: trend, benefit, and how
2. Which programmes can attract foreign students?
3. Mobility
4. Credit transfer
5. Visions and strategies: advertisement & partnering with universities
6. Managing Internationalisation: Centralisation or Decentralisation

1.1 What is internationalization of higher education?

Internationalisation is a process of integrating an international, intercultural, and global dimension into the purpose, functions (teaching, research, service), and delivery of higher education (Knight, 2004)

Internationalisation involves global mobility of higher education resources chiefly including students, academics, fundings, ideas, which have driven higher education systems to change their governance and management (Salmi, 2009, p. ix; also see OECD, 2009, p. 3).

1.2 **Trend**

Internationalisation of higher education has been on the increase since 1990s (Marginson & van der Wende, 2007; OECD, 2009; Vincent-Lacrin, 2009; & World Bank, 2002).

1.3 **Benefits**

OECD (2004) identifies four incentives for countries to engage in higher education internationalisation including:

- the mutual understanding ... encompasses political, cultural, academic and development aid goals;
- skilled migration ... gives stronger emphasis to the recruitment of selected international students and tried to attract talented students to work in the host country's knowledge economy;
- the revenue generating ... offers higher education services on full-fee basis, without public subsidy; and other economic gains from foreign students' spending, such as accommodation, livelihood, and so forth.
- the capacity building ... encourages the use of foreign post-secondary education... as a quick way to build an emerging country's capacity.

1.4 **How internationalisation is practiced**

Internationalisation impacts both institutional and system levels. Vincent-Lacrin (2009) postulates that cross-border higher education has diversified beyond the traditional form of student mobility.

There will be different provider types, such as traditional public universities, private for-profit and not-for-profit institutions, and partnered providers (McBurnie & Ziguras, 2009).

There have been many practices of internationalisation on the increase including international market for academic and scientific personnel, curricular internationalization, and the commercialization of international higher education, especially the growing influence of the for-profit higher education sector; and efforts to monitor international initiatives and ensure quality are integral to the international higher education environment (Altbach & Knight, 2007); and cooperation such as student and staff mobility schemes, co-operative research activities and foreign language teaching to support them (Enders, 2004).

Therefore, public higher education governance and management in line with internationalisation notably concern funding, quality assurance, privatisation, competition, cooperation and international ranking (OECD, 2009).

In Laos, there is one foreign university branch campus. Soochow University Laos (SUL) is the Vientiane branch campus of Soochow University in China. It is the first foreign HEI to establish a branch campus in Laos. It offers degree programmes comprising 1 year at the Lao campus followed by 3 years at the main campus in Suzhou, China.

2.1 Which programmes can attract foreign students?

Programmes that promise employment opportunities. That is they equip graduates' knowledge and skills that remain in use both now and in the future. They cover wide range of skills, and hence especially they are multidisciplinary. They are education (now), economics (now), sciences (now and in the future) and so on. In particular with science, they are chemistry, biology, physics, environment, and agriculture, computer sciences, engineering/machinery/robotics.

3.1 **Visions and strategies**

Visions mean seeing benefits in the futures. Soon banks will employ less tellers. Organisations will employ fewer people because computer programmes will help manage works for people. For instance, student online registration. We may have seen that computer programmes have been changing our lives. Computer programmes facilitate online banking, make communication applications, enable robots to work for human. The more complicated the computer programmes are, the more robots will work for us and help us to do most of the things. For example, with AI robots can drive cars, aeroplanes, clean houses, cook foods, work on farm, diagnose our healths, teach students, and so on.

Strategies: The most important things to attract national and international students are relevant programmes and quality outcomes. Therefore, if we can provide relevant programmes to meet the needs of national, regional, and international markets with good quality, both national and international students will be attracted to consider

studying at our university. Then, benefits will follow. Such benefits may include fees, local expenditures, lecturers' capacity increase.

4.1 Our strategies may include:

- Use Outcomes-Based Education (OBE) to develop programmes;
- Make quality assurance effective;
- Then, strengths, weaknesses, and opportunities will be identified and responded in a circular manner;
- We might need to use more English in teaching-learning and routine communication,
- Advertise our programmes to target populations;
- Partnering with universities for strategic purposes; and
- Increase human resource capacity.

5.1 **Managing Internationalisation: Centralisation or Decentralisation**

Centralisation

- a consistent message;
- group orientation; and
- alignment to the centre.

However, its disadvantages are:

- local disjoin with strategy;
- local disjoin with messages; and
- people who are distributors rather than strategists.

A decentralized department provides:

- increased ownership;
- more capacity building;
- relevance to the given locale;
- opportunities to develop strong leadership; and
- opportunities to develop talent.

Its downsides are:

- inconsistent messages;
- failure to take the overview; and
- duplication of effort.

Group Discussion

1. How can we enhance internationalization?
 - Increase English speaking environment;
 - Conduct co-research;
 - Offer more international programmes;
 - Exchange teaching/lecturers and students;
 - Benchmark educational practices.
2. How to attract international students to study at NUOL.
 - Develop attractive programmes
 - Advertise the programmes to the target population



- Supportive university and social environment
 - Gradually build up fame through international QA agency' evaluation
3. How can we facilitate in-bound and out-bound students?
See Toolkit manual.

References

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