



Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice

USB Development – R&D Capacities II

Strategic setting and development of international cooperation in research and development and research organisation internationalisation



Internationalisation strategy

University of South Bohemia in České Budějovice
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EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání





INTRODUCTION

Internationalisation strategy

The University of South Bohemia in České Budějovice is a public university that fulfils its mission in the national and international context. International cooperation of the University, individual departments and staff takes place on many levels. A basic distinction can be made between international cooperation in instruction and international contacts in science and research. The aim of this document is to describe the principles that will lead to bolstering the international environment at the University of South Bohemia. The text is based on the conviction that at the beginning of any international cooperation, there are personal contacts between the academic or scientific staff of individual faculties, and the mission of the University is to support the emerging cooperation, to create the infrastructure for international relations and the setting of opportunities for their further development. The purpose of the strategy is to present a comprehensive system of strategic management in the areas of internationalisation and international development, which creates a stable and attractive environment for the implementation of cutting-edge research and education at the University of South Bohemia. At the same time, this text is created in synergy with the activity of setting and developing the internal evaluation of the research organisation, especially in connection with the establishment and meetings of international boards at selected USB units.

The strategy was developed on the basis of several sources. First of all, the possibility of incorporating innovative elements acquired through sharing the practical training of trainees, hosting foreign experts and transferring the know-how of knowledge and skills acquired through the training of key persons of the HR Award II project. The internationalisation strategy is then logically linked directly to the Strategic Plan of the University of South Bohemia 2021–2030 (priority objective Research, Internationalisation). Other sources include the Annual Report on the Activities of the University of South Bohemia 2021, the Annual Report on the Financial Management of the University of South Bohemia 2021, the Addendum to the Report on Internal Evaluation of Educational Quality, Creative and Related Activities of the University of South Bohemia 2021, Methodology for Evaluating Research Organisations and Research, Development and Innovation Purpose-tied Aid Programmes (hereinafter 'M17+'), Monitoring Internationalisation of Czech Higher Education (MICHE 2019) and the Action Plan of the implemented HRS4R strategy (HR Award). The internal regulations of the University and individual faculties (Rector's ordinances, deans' ordinances) concerning international relations were also taken into account.

The strategy is structured around three main areas. First of all, it concerns the support infrastructure for internationalisation at the university and faculty level, i.e. in particular the offices and positions that are tasked with creating a favourable, innovative and welcoming environment for the development of internationalisation at the University of South Bohemia. The second level is a recapitulation of the international cooperation programmes in instruction and research that the University of South Bohemia considers central to the development of this segment of its mission. On the third level, it is a proposal of specific Internationalisation tools that aim to develop and strengthen the international environment and international cooperation of the University of South Bohemia. For each heading, the strategy assumes a link to the Strategic Plan of the University of South Bohemia and in some cases also adds the strengths and weaknesses of this area.



I. SUPPORT INFRASTRUCTURE FOR INTERNATIONALISATION

The support infrastructure for internationalisation in science and research and instruction at the University of South Bohemia is spread between the university level and the faculty level. A certain imbalance in terms of centralisation can be observed between these two areas (science and research and instruction). While student and teacher mobility within instruction is evenly divided administratively between University-wide and faculty offices, international cooperation in science and research is more concentrated at faculties. Thus, some evaluation surveys (e.g. MICHE 2019) recommend the creation of a University-wide service unit for involvement in European research projects.

At the university level, internationalisation is the responsibility of the Vice-Rector for International Relations, while international cooperation in science is partly the responsibility of the Vice-Rector for Science and Research. A service unit of a University-wide scope is the International Relations Office (hereinafter IRO), which currently employs four staff members (Head of Unit and Erasmus+ Institutional Coordinator, Coordinator of Erasmus+, Go Abroad Officer and Welcome Officer). At the faculty level, international relations are mainly the responsibility of the vice-deans. However, there is a strong division between internationalisation in instruction and research and research there as well. The mutual competences and communication between the University-wide unit and the units at faculty level are set by internal regulations. The staff of the University-wide unit are in close contact with the international offices of the individual faculties. The Vice-Rector for International Relations meets regularly with the vice-deans for international relations.

Strengths: robust staff support for international cooperation, the setting of the internal environment

Weaknesses: inter-unit communication

Definition of core competences of the support infrastructure

Vice-Rector for International Relations in particular

- is directly subordinate to the Rector, to whom he or she is accountable for his or her activities,
- manages the International Relations Office, manages the remit of the presentation of USB activities in the field of international cooperation and provides information concerning this area,
- coordinates the international cooperation remit, coordinates the arrangement of foreign and diplomatic visits,
- coordinates the remit of trips (mobility) of USB students and USB employees,
- analyses and provides information related to the possibility of studies of international students at USB, coordinates programmes related to the stay of international students and academic staff.

Head of the unit and the Erasmus+ Institutional Coordinator in particular:

- guarantees and coordinates with the faculty coordinators the implementation and administrative support for mobilities under the KA131 Erasmus+ programme, or secures the remit of staff mobilities (USB employees going abroad),
- guarantees and coordinates with faculty coordinators the implementation and administrative support of mobility within the KA171 Erasmus+ programme,
- closely cooperates with the Erasmus+ coordinator, who is responsible for the student mobility remit,
- ensures communication with USB management and secures tasks related to the submission of project applications in the field of international cooperation, especially project applications in other Erasmus+ key actions that are administered at the faculties,



- methodologically leads USB units in the field of Internationalisation,
- monitors the factual accuracy and updates the USB website in the field of international cooperation (especially in the field of staff mobility and Erasmus+ International Credit Mobility),
- provides project administration and financial management of other University-wide grants to support mobility and internationalisation (PSSM, CDP, Internal Call, etc.),
- participates in fairs and represents USB,
- provides communication with members of the USB International Board and participates in the preparation and organization of the International Board meetings at USB.
- He or she also acts as the institutional coordinator of the Erasmus+ programme:

Main contact person for the national agency for USB;

Responsibility for the running of the programme and its promotion and coordination at USB, responsibility for compliance with the financial and contractual rules of the programme at USB;

Monitoring the implementation of the grant agreement and disbursement of funds, control of the budgets of the sub-projects of the programme;

Monitoring compliance with the principles and conditions of ECHE at USB;

Coordination implementation of the new conditions and priorities of the programme at the USB (inclusion, digitisation, automatic recognition, Green Erasmus);

Coordination, preparation and responsibility for the submission of project applications in those activities of the programme that are administered University-wide by the USB International Relations Office, i.e. in key actions KA131 and KA171;

Coordination and the responsibility for the submission of interim and final reports of the projects;

Cooperation with the national agency during controls, audits and monitoring visits;

Monitoring information from the national agency, participation in seminars organised by the national agency;

Responsibility for the methodological guidance of the faculty coordinators;

Responsibility for securing mobilities contractually;

Responsibility for the preparation and keeping records of inter-institutional agreements.

IRO Welcome Officer in particular

- secures the remit of international students who come for a short-term stay at USB as part of exchange programmes:
 - providing information prior to arrival in the Czech Republic,
 - keeping records of short-term student mobility (arrivals),
 - accommodation in cooperation with the D&R USB,
 - counselling and administrative assistance with visa and residence issues,
 - administrative ensuring early payment of accommodation grants,
- Orientation Week organisation for incoming students (regularly 1 week before the start of each semester).
- provides counselling for applicants for full-time studies at USB from abroad and foreigners studying and working at USB:
 - provides advice on visa and residence issues,
 - in collaboration with MEYS, it administers the Student System concept and other special



programmes at the university level.

- manages the remit of staff coming for a short-term stay under the Erasmus+ programme to the Rector's Office,
- organises events supporting the integration of international students into the USB environment,
- provides information and cooperation with the authorities of the Foreign Police and the Asylum and Migration Policy Office of the Ministry of the Interior of the Czech Republic within the limits of applicable laws,
- provides methodological leadership of the Erasmus Student Network USB Budweis and the development of the buddy system at USB,
- provides preparation and organization of foreign visits and delegations arriving at the USB Rectorate,
- provides organization and administration related to the organization of International Staff Week,
- manages the content of the USB website in English related to information for foreigners in cooperation with the Marketing Office,
- provides advisory and information activities on the possibilities of participation in international mobility programmes and international cooperation opportunities for students, teachers and non-instruction staff,
- participates in the administration and coordination of other University-wide mobility grants and in the field of internationalisation (PSSM, CDP, Internal Call, etc.),
- represents and promotes USB at fairs, acquisition trips and other international events,
- collaborates with the Marketing Office on the presentation and promotion of USB abroad,
- collaborates with the Economic Office of the Rector's Office of USB in the area of budgeting of financial resources allocated to IRO, financial settlement and accounting for foreign mobilities implemented from allocated budgets,
- collaborates with the USB Centre for Information Technology (CIT) on the implementation of new IT tools and digitisation of the administrative remit of USB,
- guarantees and coordinates with faculty coordinators the implementation and administrative support of inbound mobility within the framework of the KA171 Erasmus+ programme:

manages the budget allocated to inbound mobility,

performs checks of pre-departure documentation,

prepares participant contracts for mobility participants and ensures the payment of scholarships/grants,

performs checks the post-departure documentation and, on the basis of these checks, administers the final financial settlement of mobilities.

- cooperates with the Erasmus+ Institutional Coordinator and carries out coordination, information and dissemination activities in relation to the Erasmus+ programme:

bears responsibility for keeping records of inbound mobility under the KA171 Erasmus+ programme,

modifies and implements these documents in the USB environment on the basis of the mobility documentation templates issued annually by the National Agency and methodically ensures their use within all faculties of USB,

bears responsibility for the implementation of the KA171 conditions of the Erasmus+ programme according to the National Agency guidelines within the USB in the field of inbound mobility,

communicates with the National Agency in cases of non-standard inbound mobility and sets up solutions, cooperates in the preparation of the partial and final reports of KA171 Erasmus+ projects, in particular in the area of inward mobility.



- guarantees and coordinates with the faculty coordinators the implementation and administrative support for mobilities under the framework of KA131 and KA171 of the Erasmus+ programme (or ensures the remit of staff mobility abroad):
 - manages the budget allocated to Erasmus+ staff mobilities,
 - performs checks of pre-departure documentation,
 - prepares participant contracts for individual trips and ensures the payment of mobility advances,
 - performs checks of the post-departure documentation and, on the basis of these checks, administers the final financial settlement of mobilities.
- cooperates with the Erasmus+ Institutional Coordinator and conducts coordination, information and dissemination activities in relation to the Erasmus+ programme:
 - bears responsibility for keeping records of staff mobility under the Erasmus+ programme,
 - modifies and implements these documents in the USB environment on the basis of templates for documentation of employee mobility issued annually by the National Agency and methodically ensures their use at all USB faculties,
 - bears responsibility for the implementation of the Erasmus+ programme according to the national agency's guidelines within USB, especially in the area of outgoing staff mobilities,
 - provides methodological guidance in the field of internationalisation and in particular employee mobilities for USB units,
 - communicates with the national agency in cases of non-standard employee mobilities and prepares solutions,
 - processes partial and final reports of Erasmus+ projects, especially in the field of staff mobility.
- participates in other activities of IRO concerning Internationalisation:
 - administers email addresses international@jcu.cz and erasmus@jcu.cz,
 - monitors the factual accuracy and updates the USB website in the area of international cooperation (especially in the area of staff mobilities),
 - is involved in the administration and coordination of other University-wide mobility grants. and in the field of internationalisation (PSSM, CDP, Internal Call, etc.),
 - performs information activities on opportunities for participation in international mobility programmes and international cooperation opportunities for students, teachers and non-instruction staff,
 - represents and promotes USB at fairs, acquisition trips and other international events,
 - cooperates with the Marketing Office of the Rector's Office of USB for the presentation and promotion of USB abroad,
 - cooperates with the Economic Office of the Rector's Office of USB in the area of budgeting of financial resources allocated to the Institute, financial compensation and settlement of foreign mobility implemented from allocated budgets,
 - cooperates with the Centre for Information Technology (CIT) of the USB to implement the use of new IT tools and digitalization of the administrative remit of the USB,
 - in cooperation with faculty coordinators and foreign partner institutions prepares the so-called inter-institutional contracts for the implementation of mobility within the Erasmus+ programme in their electronic form and coordinates their registration,
 - secures communication with USB management and tasks related to the submission of project applications in the field of international cooperation, especially project applications in other Erasmus+ key actions that are administered at the faculties.
 - ensures the preparation and organization of foreign visits and delegations arriving at the Rectorate of USB.



- coordinates other programmes of the House of International Cooperation (DZS) focused on international mobility of students and staff,
- provides methodological guidance to the ESN USB student association and the development of the mentoring system at USB,
- organizes events promoting awareness of international cooperation at USB and opportunities for trips for USB students and staff (seminars, debates, competitions),
- organizes events supporting the reintegration of students returning from short-term stays abroad,
- manages the organisation and administration of International Staff Week (once a year),
- provides advisory and information activities on the possibilities of participation in international mobility programmes and international cooperation opportunities for students, teachers and non-instruction staff.



Vice-Dean for International Relations in particular

- creates a long-term concept for the internationalisation of the faculty,
- proposes and coordinates foreign cooperation programmes, prepares draft agreements on international cooperation,
- organises, creates protocol of foreign visits, provides all-round reception of foreign partners and guests at the faculty,
- is responsible for the presentation of the faculty abroad,
- participates to an appropriate extent in the preparation of degree programmes or fields of study prepared in cooperation with foreign partners,
- bears responsibility for the conception and development of foreign language courses at the faculty,
- within the scope of the defined competences, it cooperates with the International Relations Office,
- bears responsibility for the strategy and implementation of student and faculty mobilities,
- searches, registers and transmits information on the possibilities of announced foreign scholarships, foreign internships and exchange stays,
- oversees, coordinates and manages the Erasmus remit,
- bears responsibility for keeping records of all international activities of students and faculty staff.

Expert staff member of the international office at the faculty

- coordinates the Erasmus+ programme at the faculty,
- coordinates other mobility programmes,
- organises and ensures the administration of staff mobility and allocated OM funds – close cooperation with the USB International Relations Office, keeping records and submitting documents,
- organises and prepares foreign visits and delegations,
- provides administration and registration of bilateral agreements,
- participates in fairs and representative events of USB and faculties,
- establishes and deepens contacts with foreign universities,
- participate in workshops required to perform the work of the International Relations Coordinator,
- is instrumental in organising summer schools, international weeks and other events as a faculty, and under the International Relations Office,
- collaborates with International Student Club mentors,
- participates in international mobilities for the purpose of Internationalisation of foreign relations at USB and faculty,
- executes other activities related to the international relations of USB and the faculty and major events organised by USB/faculty.



II. INTERNATIONAL COOPERATION PROGRAMMES

The cornerstone of internationalisation is the programme and financial support for international cooperation. The University of South Bohemia uses a wide range of projects to support instruction and research forms of international cooperation. The University's strategic decision to support various international activities, in particular student and academic mobilities, acquisition trips and examples of good practice, from internal sources can also be considered key. These include in particular the Internal Call of the USB International Relations Office, which focuses in particular on support for mobilities of USB students and staff to partner universities outside Erasmus+ countries, support for mobility of students and staff in the framework of joint double/joint/multiple degree or cotutelle degree programmes and for mobilities to/from third countries, which contributes to broadening and deepening professional and linguistic knowledge and skills of USB students and staff and transfer of international educational and cultural experiences to/from the environment of the University of South Bohemia in České Budějovice. The international cooperation is also funded by the Programme to Support the Strategic Management of Universities, which is implemented at the University of South Bohemia.

Typology of international cooperation programmes

Erasmus+ programme: Erasmus+ K131 Programme countries

Erasmus+ K131 Programme countries support international mobilities of higher education students and academic and non-academic staff within the so-called Erasmus+ programme countries. Mobilities take place at partner universities and institutions on the basis of existing inter-institutional agreements. Participants will improve their knowledge of foreign languages and increase their awareness of other cultures and countries. This is the most frequently used programme for financing foreign mobility at the USB Faculty of Arts.

Erasmus+: Erasmus+ K171 International Credit Mobility

The Erasmus+ K171 International Credit Mobility programme supports study and academic exchanges and staff exchanges between universities and partner countries that do not participate in the standard Erasmus+ programme, i.e. countries outside the European Union. Mobilities under this programme are carried out on the basis of successfully approved inter-university cooperation projects with specific universities in the programme country. Selected projects can be implemented over a three-year period. In the past, the USB Faculty of Arts has already managed to implement an international credit mobility project with Argentina, and an intensive cooperation project with a university in Peru is currently underway.

Erasmus+: Erasmus+ KA2 Cooperation on innovation and exchange of best practices

The Erasmus+ KA2 Cooperation on innovation and exchange of best practice programme supports international cooperation in education and training. Under this programme, it is possible to establish Strategic partnerships, which allow participating organisations to exchange and share experiences in the field of education and youth work and to implement new practices.

The Erasmus Mundus programme promotes a high degree of networking between master's programmes at transnational level. The joint master's programme is implemented by an international consortium of at least three higher education institutions from different countries around the world. The aim of Erasmus Mundus is to promote the global internationalisation of higher education institutions and the creation of high-quality and integrated degree programmes at master's level. An Erasmus Mundus Joint Masters



programme must involve at least three higher education institutions from three different countries, at least two of which must be EU Member States or third countries associated to the programme (i.e. programme countries). Erasmus Mundus projects are open to institutions from so-called partner countries, i.e. non-EU countries.

European Structural and Investment Funds

FF USB also uses grant funds from the European Structural Funds for the development of internationalisation and investment funds, within the framework of these specific international cooperation projects:

USB Development – Science and Research Capacities II: The project is aimed at supporting international cooperation in the field of human resources and strategic management of research organisations. Within the project activities it was possible to implement a number of strategic international mobilities, which opened opportunities for new academic cooperation.

USB Development – International Mobilities II: The project focuses on strengthening international cooperation and developing the professional potential of the university's research, technical and administrative staff. The mobility activities carried out under this project have supported the development of the USB Faculty of Arts, especially in the fields of archaeology, Czech studies and internationalisation management.

Internal funding sources

Internal call of the International Relations Office: support for international cooperation (Development of internationalisation at USB)

- Supporting mobility of USB students and staff to a partner university outside Erasmus+ countries.
- Supporting mobility of students and staff in double/joint/multiple degree or cotutelle programmes.
- The execution of mobilities to/from third countries will contribute to the expansion and deepening of professional and linguistic knowledge and skills of students and employees of the University and the transfer of international educational and cultural experiences to/from the environment of the University of South Bohemia in České Budějovice.

Programme to support the strategic management of universities

The project Support for Student and Staff Mobilities at the USB Faculty of Arts supports international student mobilities and staff mobilities, especially with regard to specific types of mobility programmes that are crucial for the development of intercultural, linguistic and professional competences of students and staff, but which are not supported by the Erasmus+ programme (cooperation with non-EU countries) or the funds provided by the programme are not sufficient for their successful implementation. Financial support targets both student mobilities (Freemover) and reciprocal staff mobilities in the form of acquisition trips and instruction or training mobilities to optimise conditions for mutual student exchange and to promote foreign language instruction, know-how sharing or intercultural transfer of pedagogical competences with regard to different education systems. The project also supports FF student mobility aimed at knowledge and skills development (study stays, work placements), partly supported by the Erasmus+ programme, but for the successful implementation of which additional funding is necessary due to exhausted study months, low scholarships compared to the cost of living in the target country, social or health disadvantages.

International scientific projects

They are funded by Horizon Europe (HE), the EU framework programme for research and innovation. Individual projects in this excellent science may differ in the type of activities funded, the amount and form of funding, and the minimum number of partners in the consortium. Examples of such research projects



are Research and Innovation Actions (RIA), which are projects implemented by consortia with a minimum of 3 partners from 3 different EU Member States or countries associated to the HE. European Research Council (ERC) projects, on the other hand, focus on supporting research executed by a principal executor and his/her team and are therefore in most cases executed by a single entity. Another type of project is Training and Mobility Assistance (TMA), which includes Marie Skłodowska-Curie Grants (MSCA), mainly focusing on mobility, training and professional development.

Strengths: well-functioning system of internal support for internationalisation, use of Erasmus+ mobility programmes

Weaknesses: fragmented use of financial support for research grants

III. INSTRUMENTS OF INTERNATIONALISATION

III. 1. Internationalisation of studies at USB

The internationalisation of studies at USB and increasing the attractiveness of studies for international students can be addressed at several levels. The first partial tool is to increase the number and quality of degree programmes and courses offered in foreign languages. Another way is the conclusion of new double degree and joint degree study programmes, with 10 such programmes being implemented in 2021 and a new double degree programme concluded with the Universität Passau. Joint degree programmes can be seen as a possible culmination of international cooperation in instruction. The expected result of the internationalisation of studies is an increase in the number of international students in doctoral, master's and bachelor's degree programmes.

At the same time, motivation for students and academic staff to undertake trips as part of their studies should be sought. This can be done in particular through the activities of service centres, the ability to obtain financial support for such trips outside traditional funding sources and the creation of own mobility support titles (internal call). At the same time, it is necessary to create conditions for outgoing students, for example by introducing courses open to students of all faculties who are interested in going abroad (Intercultural Understanding and English for study abroad). In the case of academic staff, there is a need to better include activities abroad in the performance evaluation of academic staff (PEAS).

An important step is the revision of existing inter-university cooperation agreements and the introduction of EWP (Erasmus Without Paper). Another tool to strengthen the internationalisation of studies is the introduction of more summer schools.

Strengths: number of joint degree programmes, number of incoming and outgoing students

Weaknesses: uneven offer of programmes taught in a foreign language at individual faculties of USB, evaluation of academic staff and activities abroad

Link to SP USB:

INT_01_V_Number of international students of BDP, MDP, CMDP and DDP who came for at least 14 days stay or internship within mobility programmes

INT_02_V_Number of international students of BDP, MDP, CMDP and DDP who have come for at least 30 days of stay or internship within mobility programmes



INT_03_V_Number of BDP, MDP, CMDP and DDP students who went on mobility programmes for at least 14 days stay or internship

INT_04_V_Number of BDP, MDP, CMDP and DDP students who went on mobility programmes for at least 30 days stay or internship

INT_05_V_Number of employees who went abroad for at least a 14-day stay or internship

INT_06_V_Number of international students BDP, MDP, CMDP and DDP

INT_07_V_Number of foreign scientific and academic staff (FTE)

INT_08_V_Number of joint/double/multiple degree study programmes

INT_09_V_Number of courses taught only in a foreign language

INT_01_V_Percentage of courses taught in a foreign language to the total number of courses

INT_02_V_D Execution of intercultural communication courses

INT_03_V_D Digitised remits

III. 2. Internationalisation of research at USB

Internationalisation of research at USB is rather the domain of faculties that enter into individual and contractual forms of international cooperation. At the university level, there is a lack of service units for accessing large international research grants. Within internal and project resources, the USB tries to offer places to postdocs returning from abroad or to foreign researchers. The USB Grant Agency supports the research activities of PhD students, including their international activities. Support for science and research at USB is provided through the Vice-Rector for Science and Research.

Strengths: very strong foreign research infrastructure of some USB faculties (FFPW USB, FSC USB)

Weaknesses: lack of University-wide research grant facilities, uneven involvement of individual faculties in international research infrastructures

Link to SP USB:

VYZ_01_V_Number of projects submitted to foreign grant agencies

VYZ_02_V_The success rate of submitted and accepted projects to foreign grant agencies

VYZ_03_V_H Volume of funds obtained from foreign grants [thousands of CZK]

VYZ_04_V_D Establishment of a 'unit' to support foreign projects

VYZ_06_V_D Existence of a methodological procedure (implementation) for defining the cross-cutting research priorities of USB and the creation of university teams

III. 3. International Boards

Within the framework of the HR II project, the Evaluation activity, the USB International Board and the International Boards of some units of the University have been established in the past years. These advisory bodies of the Rector or deans of the faculties are seen as instruments of strategic management of the internationalisation of the University and its faculties, especially with regard to the evaluation of all academic and research activities in an international context.



III. 4. Joining a consortium of universities

Currently, the University of South Bohemia is working intensively on joining the consortium of European universities, within the founding institution of the KreativEU Alliance (Polytechnic Institute Tomar (IPT, Portugal) (lead partner), D. A. Tsenova (TAE, Bulgaria), University of South Bohemia in České Budějovice (USB, Czech Republic), Paul-Valéry Montpellier 3 University (UPVM3, France), Valahia University of Targoviste (VUT, Romania), Trnava University (TUT, Slovakia), Adana Alparslan Türkeş Science and Technology University (ATU, Turkey).

Link to SP USB:

INT_10_V_DUSB part of the European University Consortium

III. 5. Creating an international environment

Creating a favourable international environment at the University of South Bohemia is an integral part of the research organisation's internationalisation strategy. The recruitment and adaptation of foreign researchers was addressed in particular in the framework of the project leading to the HR Award. Through the Action Plan, the University of South Bohemia has subscribed to the European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers, including the description of the OTM-R strategy. Within the framework of student mobility, an important emphasis is placed on the acclimatisation of international students, for whom adaptation actions are prepared, including language and intercultural courses. The international environment should also be reflected in the University's foreign language orientation system.

Link to SP USB:

INT_02_V_D Execution of intercultural communication courses

III. 6. International marketing

Part of the internationalisation infrastructure at the University of South Bohemia is the position of International Marketing Specialist, who strives for a coordinated, University-wide international marketing strategy. The aim is to raise awareness of the University, its units and the degree programmes offered on a variety of platforms, including identifying strategic regions for collaboration. In addition to marketing campaigns, activities focus on participation in educational fairs.

Strengths: creating the position of international marketing specialist

Weaknesses: different expectations of faculties, allocation of funds

Link to SP USB:

INT_06_V_Number of participations in foreign fairs