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INTERNATIONALISATION STRATEGY OF QUANG BINH UNIVERSITY

FOR THE PERIOD 2023-2027



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CONTENT

INTRODUCTION

I. CURRENT SITUATION, IDENTIFIED PROBLEMS AND GENERAL TRENDS

1.1. Internationalisation in terms of student mobility

➤ Current situation:

- Having received and trained about 2000 international students and officials from the Lao PDR in cooperation and self-financed programs to study at the University.
- Having organized 5 short-term Vietnamese language and cultural training courses for 79 Thai students from Sakon Nakhon, Udon Thani, Nakhon Phanom, Rajabhat Mahasarakham Universities.
- Having completed the procedures to send 28 students to Thailand university; sent 02 groups of students to practice at Udon Thani University, Sakon Nakhon Thailand.

➤ Identified problems

- Lack of diversity in the number of international students, limited to mainly Lao and Thai students.
- Limited numbers of staff and students to study oversea and international staff, fellow, and experts to work at QBU.

➤ General trends

- Seek more exchanging and study opportunities for staff and students.
- Develop the training program to attract more international students from many different countries.

1.2. Internationalisation in terms of academic and staff mobility

➤ Current situation

○ Incoming mobility:

- For 5 consecutive years, having received 2 interns, 2 English fellow and 4 English Teaching Assistants of the Fulbright



Program (US Embassy in Vietnam) to support teaching for students, lecturers and staff during one school year.

- Having attracted thousands of foreign lecturers and professors to visit, have a meeting and attend the international conference held at QBU.
- Having welcomed more than 54 international delegations with hundreds of people coming to learn, cooperate in research and training.
- Outgoing:
 - Having sent 50 faculty members to study abroad in the form of internships, short-term and long-term research, postgraduate training, PhD programs under the program of the Ministry of Education and Training or within the framework of bilateral cooperation programs between the University and foreign universities.
 - Every year, about 10-20 staff, lecturers are sent to attend the international conference and have a meeting in foreign institutions in different countries.
- Identified problems:
 - The mobility program are still limited to the numbers of participants and the diversity of program contents.
 - The source of fund is limited due to the lack of self-support and affordability of QBU and the lack of funding from foreign organisations.
 - There are still a inadequacy of cooperation in doing research and publish the articles between QBU researchers and those of the other international institutions and partners.
- General trends:
 - Seeking more exchange program and mobility program which is sponsored by third parties



- Seeking more source of fund and have a comprehensive plan in preparation for the funding application.

1.3. Internationalisation in terms of Educational Programs

➤ Current situation:

- The school has established more official relationships with 17 universities abroad, bringing the total number of schools that have signed cooperation agreements with the school to 49 schools in 11 countries around the world.
- None Educational program have been introduced. One Bachelor program of English Major is being promoted between QBU and Udon University Thailand.

➤ Identified problems:

- Lack of experience in international training, especially Joint Educational Programs;
- Difficulties in administrative procedures and asking for approval of an international training program to be introduced.

➤ General trends:

- Continue to seek for the information and instruction

1.4. Internationalisation in terms of research, projects and events

➤ Current situation:

- Having been effectively implemented 7 projects funded by international organizations and partners:
 - Project "Training method training program for primary school English teachers in Quang Binh province" phase 1: 4-5 2015, phase 2: 01 - 3/2017 funded by the US Embassy;
 - Two sub-projects: (1) "Consulting in language and gestures on reproductive/sexual health care for adolescents/young people with disabilities disability (hearing, speaking) in Dong Hoi city, Quang Binh province and (2) "Communicating access to services and information on sexual/reproductive health care for adolescents/ethnic youths Some districts and provinces in QB



implemented from January 1 to June 2016 funded by the United Nations Population Fund.

- The project of mine accident prevention education funded by the Humanitarian Relief Organization (CRS), the United States Support, implemented from 4/2018 - 12/2020.
- Three Access programs: 02 English Access Microscholarship programs including English Access 1 from 2018-2020 and English Access 2 from 2021-2023 approved and sponsored by the US Embassy in Vietnam with the funding of more than \$25,000; 01 Access Summit in 2022 sponsored by the US Embassy in Vietnam with fund of \$79,000.
- The project "Internationalisation and Virtual Exchange: Borderless between EU and Asian Countries/ HARMONY" sponsored by EACEA, EU Commission.

➤ Identified problems:

- There are still some conceptual and structural deficiencies in the QBU internationalization;
- QBU has been over emphasising on human exchange initiatives over cultural integration efforts and increasing undercurrents of feelings among staff and students of local neglect at the expense of global attention;

➤ General trends:

- Develop policies that can attract more attention of staff and students to internationalisation strategies and activities;
- Create a new and international brand of the university to attract more collaborative partners;
- Increase the higher qualified and experienced staff and researcher on the purpose of taking part in the internationalisation in research.



1.5. SWOT analysis of internationalization

	Strength	Weakness	Opportunities	Threats
1	Academic and administrative staff is becoming more and more qualified and experienced working with international partners and organization	The limitation in international network and contacts of international partners and organization for the collaboration promotion, mainly focusing on some partners such as Lao, Thailan, and U.S	QBU has a great potentiality to broaden its network in next few years thanks to its internationalization strategies.	The failure may happen when QBU conduct meeting to promote their collaborations with international partners.
2	The school infrastructure is being improved and developed meeting the international requirements	The financial ability is inadequate due to the scale of QBU and its inexperience in appying for the funding program	Young academic staff, lecturers and professor are likely to make great contribution to develop QBU internationalisation in the light of their high academic qualification and international working experience	The funding application opportunities is still limited and the low ability to successfully request the fund.
	The need and expection for			



	international cooperation is higher and higher			
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II. GENERAL AND SPECIFIC OBJECTIVES

2.1. General Objectives

1. QBU development is oriented to building and promoting the national and international visibility of the institution. It is expected that QBU will effectively collaborate with both domestic and international universities, institutions, and organizations in training and research, which ultimately aims to provide all the members involved including learners, students, lecturers, trainers, researchers and staff a satisfactory working and learning environment for a better life and better future. All the national and international collaborations implemented, following national and international regulations will be on the principle of the fact Quang Binh University always respect the goal of efficiency, ensuring fairness, mutual benefits and development.

2. QBU aims to enhance the institutional strengths through strategic partnerships. In order to achieve this objectives, QBU will continue to strengthen and develop relationships with prestigious educational and training institutions in advanced countries; actively expand and promote training links with universities in different regions ASEAN, EURO Commission, the United States, North of Asia, Australia and so on.

3. QBU's objective is to mobilize and leverage internal intellectual resources by providing and encouraging researchers and staff to participate in exchange program in research and training and applying for scholarships and funding sources to study and improve their professional qualifications.

4. QBU is committed to adding contemporary learning to student experience

5. QBU sets a goal of developing collaborative research groups in different field of study by encouraging research groups to actively seek out research cooperation projects with foreign institutions and partners.



2.2. Specific objectives

Objective 1: Develop and issue Regulations on attending domestic and foreign conferences and seminars and Regulations on international cooperation activities in accordance with the new documents of the province (Decision No. 14/2018/QĐ-UBND of the province). Regulations on the order and procedures for deciding the going abroad of cadres, civil servants and public employees; other entities using the state budget; mechanism for coordination in management of foreign organizations and individuals coming to foreign countries. visit and work in Quang Binh province).

Objective 2: Encourage faculty and staff to publish scientific and technological research works and products of international level, capable of application and implementation, with socio-economic efficiency, platform for high quality training.

Objective 3: Improving the quality of scientific conferences, paying attention to the quality and effectiveness of narrow specialized seminars (national and international level). Every year, the University organizes 1-2 national/international scientific conferences and seminars and sends lecturers to participate in international conferences and seminars to exchange scientific and technological information, training and management experiences. physical. Well done the publication of scientific research results on the University's website and this is a useful reference source for training and research.

Objective 4: Improve the quality and performance of 9 specialized research groups, focusing on research cooperation with foreign partners.

Objective 5: Strengthen the signing and effective implementation of cooperation documents with universities and foreign enterprises in order to improve the quality of international cooperation at all stages and take advantage of the maximum support of international organizations. foreign organizations and agencies to develop training and scientific research of the University.

Objective 6: Improve the quality of information on Vietnamese and English websites and actively promote and propagate about the University, the socio-



economic development situation, its potential strengths, historical and cultural traditions. and people of Quang Binh with international friends.

Objective 7: Develop cooperation and development programs with provinces and cities in order to coordinate to solve common problems and promote the advantages of each party.

Objective 8: Cooperate in research and application of science and technology with organizations and individuals inside and outside the province, with priority given to the following fields: Information technology; biotechnology; material production technology, agro-forestry-fishery processing technology and other fields of advantages and potentials of the province.

Objective 9: To increase exploitation of foreign capital sources through international cooperation activities such as: cooperation in research and training; to build programs of association and cooperation with training centers, institutes and major research organizations of the central government in accordance with the provisions of law.

Objective 10: Promote the sending of excellent lecturers and students of the University to train in foreign institutions with advanced science and technology qualifications, especially in the field of high technology and the fields of priority advantages of the province has a commitment to the minimum period of service to the province after graduation.

Objective 11: Strengthening and expanding science and technological cooperation with external parties in order to take advantage of attracting resources. Create favorable conditions and encourage science and technological staff to participate in international scientific conferences and seminars at home and abroad, participate in scientific research and teaching abroad or in international organizations.

III. MEASURES/ACTIVITIES NECESSARY TO ACHIEVE THE EXPECTED OBJECTIVES AND RESULTS

1. Increasing students incoming mobility by promoting advertising for recruitment for the Preparation Course of Vietnamese, and Bachelor training for International students.



2. Increasing number of students to study overseas by finding exchange program, scholarship for students.
3. Increasing virtual training and exchange programs for students to take part in by co-operating with other international institutions.
4. Increasing the staff mobility by attracting more fellows, specialists, professors to come to work at QBU or to visit and have a meeting with QBU about coming collaboration plans; and sending more staff, lecturer to study and do research overseas.
5. Taking part in the funding projects application to seek for the financial support for internationalisation.

IV. ESTIMATING THE IMPACT OF FINANCIAL AND NON-FINANCIAL COSTS OF IMPLEMENTATION

Internationalization process and its implementation have significant impacts on development of QBU. The estimating the impact of the financial and non-financial to QBU internationalization will be presented as follows:

In terms of the financial cost which may consist of the cost of developing new programs, hiring additional staff, establishing partnerships with foreign institutions, and providing scholarships or other forms of financial assistance to international students. At QBU, the sources of funding to pay for the listed costs above are still limited. As a result, some internationalisation objectives have not been achieved yet. There is also the absence of budget for developing new programs, establishing partnerships with foreign institutions; therefore, QBU has not got any international training joint-program and the number of international partners are still limited. In summary, QBU are still having difficulties attracting the funding to pay for many financial cost of internationalisation process.

In terms of some non-financial costs including the time and effort required to develop international partnerships, manage cross-cultural differences, and address issues related to language barriers and cultural diversity, QBU has received great contribution of staff. Lecturers, researchers who are willing to get QBU connected to any other international institutions and organizations regarding the national and international regulations. It can be considered as a significant element



to the success of developing new international relationship, and great support to the problems of language barriers and cultural diversity that QBU has been facing during its internationalisation process.

V. EXPECTED RESULTS AND PROGRESS INDICATORS

However, it is expected that internationalization can probably bring about some benefits to the institution development in the long run. Some of the internationalization benefits may include:

- Increased enrollment and revenue: the institution's revenue will considerably increase as the internationalization can attract more international students who pay higher tuition fees.
- Enhanced reputation and brand image: Internationalization can help institutions gain recognition and reputation worldwide, which can attract high-quality students, staff, and faculty.
- Access to new resources and knowledge: Internationalization can bring new ideas, resources, and knowledge from different countries and cultures, which can enhance the quality of education and research.

Opportunities for collaboration and innovation: Internationalization can foster collaboration and innovation, leading to the development of new research and academic programs.

Cultural exchange and understanding: Internationalization can promote cross-cultural understanding, diversity, and inclusion, which can help to build a more tolerant and peaceful world. To estimate the impact of internationalization, institutions can use various metrics such as enrollment, revenue, research output, and reputation ranking.

However, it is essential to consider both the financial and non-financial costs and benefits of internationalization to make an informed decision. Overall, internationalization can bring significant benefits to higher education institutions, individuals, and societies. While there are financial and non-financial costs associated with internationalization, the benefits can outweigh the costs in the long run.



Progress indicators

During the process of internationalization, QBU witness its development and progress through some aspects as the followings:

- Internationalization of institutional culture: For the purpose of improving linguistic competence and international cultural awareness of staff and students, QBU seems to be proactive in building networks with other foreign institutions. The staff and students have got chance to work overseas, built close relationship with Asean countries, European countries, United states and etc.

- Teaching and research with an international dimension. With the objectives of fostering the internationalization of the training offer, promoting international research and development, rewarding capabilities and international initiatives of QBU staff by increasing the participation in European and international public calls of teaching and research.

- Development of mobility and international networks. With the objectives of enabling the participation in university networks with outstanding quality, improving the quality and the managing mobility/international exchange activities and diversifying the types of mobility taking into account the geographical regions and the scientific/technological fields of study.

VI. IMPLEMENTATION, MONITORING AND EVALUATION OF THE STRATEGY

1. Implementation

- QBU has a unit which is in charge of dealing with internationalisation matters and duties of the institutions called Division of Science Technology and International Affairs. (DSTIA)

- DSTIA of QBU is responsible for preparing a comprehensive plan of internationalization from the beginning of one academic year about the incoming and outgoing international delegation to promote the internationalization of the institution. The official meetings with foreign partners mainly focus on MOU signing ceremony, discussing the collaborative programs within 6 months or 12 months. Other meetings, or virtual communication will be held later on for further cooperation in five-year MOU.



- The international cooperation will be promoted by every members of the institutions. Each staff/lecturer/reseacher/professor has right and responsibilities to get QBU connected with any international partners and organization regarding of the regulation of QBU and relagration of Vietnam.

- QBU sent letter to ask for permission to send unplanned degelations or to welcome unplanned delegation if any.

2. Monitoring

- The internationalisation activities are directly monitored by the DSTIA of QBU. In addition, there is the supervision and the support of other organizations such as Administration of Immigration, Foreign Security Department, Foreign Service, Internal Political Security Department and Foreign Service Department. QBU has followed the official procedures of Interntionalisation approval and implemented all the activities with the respect to national and international regulations; during and after the implementation, QBU have made reports and sent to Foreign Service Department and Provincial People's Committees as required.

3. Evaluation

- Annually, QBU have a report and evaluation of the interntionalisation implementation and an orientation for the next academic year.

- In the period of 3-5 years, QBU have got an interntionalisation strategies including the objectives and the action plans.

VII. RISKS IN THE STRATEGY IMPLEMENTATION PROCESS

Internationalization can be a complex and challenging process, and implementing a successful internationalization strategy requires careful planning and execution. Here are some of the key risks to be aware of during the strategy implementation process:

Cultural differences: One of the biggest challenges when entering new international markets is dealing with cultural differences. What works in one country may not work in another, and it's essential to understand the local customs, values, and behaviors of the target market to avoid misunderstandings, conflicts, or negative reactions.



Legal and regulatory risks: Companies need to comply with the laws and regulations of each country they operate in. These laws can vary significantly from one country to another, and failure to comply can result in hefty fines, legal liabilities, or even the termination of the company's operations.

Currency and financial risks: higher education institutions are exposed to currency risks when operating in multiple countries. Fluctuations in exchange rates can significantly impact an institution's financial performance, and universities need to have effective hedging strategies in place to manage these risks.

ANNEX

ANNEX I: IaH action plan

Date: April, 3rd 2023

**Rector of Quang Binh University
Director of Harmony Projects**



Assoc. Prof. Dr. Nguyen Duc Vuong