

College UBT  
BRANCH PEJA

INTERNATIONALIZATION  
STRATEGY OF UBT  
BRANCH PEJA

2023-2028

October 2023

## INTERNATIONALIZATION 2028

### A. International academics

A number of professorate holders at College UBT Branch Peja have been hosting international academics on a regular basis for years now. Presently, academics from Slovenia, Turkey, Germany, and Norway have collaborated in different capacities. The long-term objectives are to reach more visiting academics with optimized support during research visits and to design measures ensuring attractive conditions for visiting the College UBT Branch Peja especially professors specialized in business management, computer science, sustainable development, green and circular economy, tourism, and design

**GOAL 1: 5 regular professors with foreign nationality and 20 visiting professors during 2023-2028**

**GOAL 2: Establish at least three faculty exchange programs and collaborate with international academics for guest lectures and joint research.**

### B. Study offerings and teaching

The curricula for the academic discipline of business management, economy, sustainable development, tourism, computer science, and design can be easily internationalized because of the multidisciplinary nature of programs.

**GOAL: 1 joint study program and 4 course offerings in English**

**GOAL 2: Integrate international elements into programs like business management, administration, computer science, and design.**

**GOAL 3: Offer language courses to enhance students' and staff's proficiency in English and other key international languages.**

**GOAL 4: Update curricula to include global case studies, international business practices, and cross-cultural design elements especially in the business management program.**

**GOAL 5: Develop at least three student exchange programs with foreign universities for students to gain international exposure and also at least two ERASMUS+ partnerships with universities for incoming and outgoing students in the field of business management, computer science, design, tourism.**

### C. Internationalization of academic research

College UBT Branch in Peja has formulated the following objectives with respect to internationalization of academic research::

**Participation in International Conferences: Publish in International Journals: Incentivize publishing research findings in reputed international journals.**

**Joint Research Projects: Develop joint research projects with international universities and research institutes.**

**GOAL 1: 550,000 EUR in value of projects for 2023-2028;**

**GOAL 2: Encourage at least two partnerships with international researchers and foreign research institutes .**

**GOAL 3: Support faculty and student participation in at least one annual international academic conference or symposium.**

**GOAL 4: Establish a an incentivize publishing research findings in reputed international journals for the Peja Branch staff.**

### D. Internationalization of administration, language policy

An international background and corresponding foreign language skills are increasingly sought in recruiting both secretarial and academic staff, which is of benefit to both foreign students and visiting academics. College UBT Branch Peja also ensures that staff working in language acquisition and in international coordination, subject- specific student advisory services and other areas with a substantial advisory element have the necessary language competency and receive appropriate continuing education.

Website of College UBT Branch Peja and most of the regulations are in English language, which attracts foreign students.

All the documents of College UBT Branch Peja are also in English language.

In terms of internationalization of administration, College UBT Branch Peja has the following objective:

- Strengthen the English proficiency of all administrative staff;

**GOAL 1 : 80 % of academic staff are proficient in English by 2028;**

**GOAL 2: Hire at least two administrative staff with high proficiency in English.**

**GOAL 3: Adopt key administrative documents and resources in multiple languages.**

## E. Strategic partnerships

College UBT Branch Peja has the following strategic goal with respect to internationalization of strategic partnerships:

- Increase the number of MoUs with foreign universities;
- Appoint one officer at UBT's International Cooperation Office responsible for branches' internationalization;

**GOAL 1: 3 MoUs with universities in the fields of business management, economy, computer science, tourism, and design**

**GOAL 2: Partner with at least three branches of international businesses that operate in Peja for internships, projects, and research collaboration.**

## F. INTERNATIONALIZATION OF PUBLIC RELATIONS

College UBT Branch Peja has the following strategic goal with respect to internationalization of public relations:

- **Develop a global outreach strategy to enhance the branch's visibility on international platforms;**
- **Utilize social media and digital platforms to promote the branch's international activities and achievements;**
- **Build a network of international alumni to foster global connections and opportunities for current students;**