

Internationalisation strategy 2023



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Alignment with university strategy and purpose

The Technische Hochschule Nürnberg Georg Simon Ohm, the Ohm, is a university with strong regional roots that understands its role in a globally networked living, economic, and research community. The university's development is closely tied to the profile of the region and its prospective development. Over the past 15 years, the European Metropolitan Region of Nuremberg has become a key research and development location and scientific center for international companies. Businesses and organisations in the Metropolitan Region are internationally networked and committed to their global role. Nearly half of the residents in the city of Nuremberg have a migration background. International and intercultural exposure are therefore simple realities of university life on our campus.

In accord with its mission, the Ohm aims to provide application-oriented education and research. We educate graduates who both benefit from our regional roots and can meet the demands of the labour market in a globally connected world. We collaborate closely with the businesses and organisations in the region to develop economic solutions for the diverse challenges that this world presents and poses. For teaching and research, the globalisation of the education market offers opportunities and challenges in equal measure. As educators, we are increasingly competing with international educational institutions. At the same time, we have the opportunity to recruit international students, which can contribute to overcoming problems like the shortage of skilled professionals in Germany and Europe due to demographic change. In line with our values, our educational work also contributes to the economic development of the global south. Innovative research requires involving and integrating qualified researchers from around the world. Participation in global knowledge transfer is also pre-requisite to succeeding in the competition to recruit creative minds and innovate.

In 2014, the University Management decided to participate in the German Rector's Conference (HRK) internationalisation audit. The result of this year-long audit was an internationalisation strategy for the entire university. In the university-wide Ohm2030 strategy process, it has undergone a thorough review and revision. If the goal in the 2017-2022 strategy was to internationalise our university, this strategy moves us along a path towards becoming an international university. The central measure to achieving this aim is establishing the Ohm International School at our university. It will serve as a catalyser for our internationalisation endeavours and is intended to improve the internal and external awareness of the opportunities international engagement presents, which will in turn contribute to unlocking new potential.

As in the preceding internationalisation strategy, our efforts are focused into five key areas, which reflect the various dimensions of an international university. To move us along the path from an internationalised to an international university, the measures defined in our previous strategy in these key areas have been extended and updated.

Prof. Uwe Mummert
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International teaching and learning

The Ohm provides students the skills and knowledge necessary for living and working in a globally connected world. The establishment of the Ohm International School will be central to accomplishing this aim. This organisational structure will pool courses and curriculums offered in English, for which we will recruit more international professors and guest lecturers. In turn, the overall number of courses offered in English will be successively developed and our degree programmes will be expanded to include international components, where this is not already the case.

Students will receive instruction in key skills, which are critical success factors in the labour market distinguished by globalisation and internationalisation. This includes foreign language proficiency, knowledge of European and international contexts, cultural differences within subject fields, knowledge and understanding of other cultures and ways of working, and expanding their own personal horizons. At the same time, international students at the Ohm are prepared and qualified for the German labour market.

Objectives

- Provide our graduates the skills to succeed in international environments
- Offer degree programmes conducted in English in engineering and arts faculties at the Ohm
- Improve students' second language proficiency
- Increase the number of student stays abroad (outgoings)

Measures

- Develop and offer additional degree programmes conducted in English
- Introduce at least one module in each degree programme conducted in English
- Support faculty in the development of English-language teaching and learning formats and internationally oriented curriculums
- Agree standardised, reliable credit transfer processes for coursework done abroad
- Develop and test new formats for student exchange and mobilities, e.g., virtual and hybrid formats
- Expand preparatory offers for prospective students who completed schooling in a foreign system
- Implement different formats for all students to gain intercultural competence

International campus

The international orientation of the university can be experienced thanks to students, guest researchers, faculty, and staff in research and administration from abroad. They enhance the courses and research conducted at the Ohm. Collaborative projects with international partners enable and facilitate international and intercultural dialogue for students, faculty, and staff. Exposure to cultural diversity during studying increases the employability of our graduates.

The Ohm International School will increase the visibility of and extend our international offers for students, faculty, and researchers from abroad, which in turn will make the Ohm more attractive for these audiences. Accompanying measures, such as the Ohm International Summer School, aim to increase Ohm students' awareness of international university and career networks and encourage them to study abroad as a part of their studies. By advancing the international profile and through targeted international marketing, the Ohm will become better known as an international campus both domestically and abroad.

Objectives

- Increase the appeal of the Ohm as a place of study for degree-seeking and exchange students from abroad
- Increase the visibility of the Ohm as an international campus
- Facilitate connections between local and international students
- Increase the desirability of the Ohm as an employer for international academic and administrative personnel
- Increase the number of foreign guest lecturers
- Decrease drop-out rate for students who completed their schooling abroad

Measures

- International advertisement of professorships and relevant other positions in research and administration
- Integrate guest lecturers into courses
- Active international university marketing and expansion of public relations about internationalisation at the Ohm, e.g., by daily maintenance of the English website, regular submission of complete information to U-Multirank and other university ranking organisations
- Establish a counseling and service offer for students with foreign educational backgrounds
- Optimise the welcome measures for incomings, guest researchers, and international staff
- Annually occurring international summer school
- Regularly occurring international days for the whole university and expansion of cultural and international programmes



Internationally networked research

Successful research requires the use of globally distributed knowledge and international cooperation and collaboration between researchers. The research activities at the Ohm are an integral part of its internationalisation strategy. Applied research projects contribute significantly to the visibility of our university in international research. This will be further improved in the future through our participation in specialised and internationally oriented doctoral programmes. The Ohm aims to establish higher levels of research collaboration with partner universities abroad and to support researchers in their networking in the scientific community. The scientific profile of the university is strengthened through its involvement in international research projects, publications, presentations at international conferences in Germany and abroad, and by hosting specialist conferences at the university.

Research stays of students, doctoral candidates, researchers, and professors are an important measure for extending international networks and maintaining contact with research institutions throughout the world. Research and development in cooperation with global companies also contributes to international networking.

Objectives

- Strengthen the international research reputation of the university
- Increase research networking internationally
- Increase the number of projects at the Ohm in which we are engaged as project coordinator and participant within EU Framework Programmes for Research and Innovation
- Increase the internationality of researchers

Measures

- Establish a strategic research network with international partner universities
- Advertise internationally to recruit academic personnel with strong research records and from abroad
- Increase international mobility of our researchers, e.g., through leave for research semesters and as guest professors
- Support international anchoring of doctoral work, e.g., through international, interdisciplinary offers and networks
- Support international dissemination of research results through English-language publications in peer-reviewed journals, at international conferences, and by hosting international conferences at the Ohm
- Increase international research projects and finance preliminary research and proposal phases of EU projects by introducing internationalisation as an additional selection criteria for research funding from the preliminary research funds
- Promote the initiation of international research projects, e.g., by reducing teaching hours, specific consideration when evaluating research achievements, financial support for initial and proposal phases

- Implement International Research Days at the university
- Promote the development of research and innovation marketing in English to present the topics, achievements, and competence at the Ohm internationally, e.g., current information about research at the Ohm, marketing research stays at the Ohm to academics abroad
- Promoting funding and scholarship programmes for research stays for students and doctoral candidates





International partners

The Ohm maintains extensive contacts to universities around the world. Cooperating with international partners provides opportunities to mutually expand the range of academic programmes at the university and at the partner institution, to offer exchange programmes for teaching and administrative staff, and to contribute to international projects. We will orient our partnership network more strongly towards these goals.

Besides universities, our network includes businesses, research institutions, and public institutions and organisations. The Ohm will identify long-term strategic partnerships with key foreign universities in the areas of university development and policy, teaching and research strategy, and international networking.

Objectives

- Advance multilateral and bilateral cooperation for exchange in teaching, research, and administration
- Establish strategic partnerships at the university and Faculty levels

Measures

- Further structuring and prioritisation of international partnerships
- Increase the number of places for exchange students
- Increase the number of double degree and joint degree programmes
- Increase the number of collaborative research projects with industry and partner universities
- Encourage companies in countries and industries that are in demand to offer internships and thesis project opportunities
- Increase the number of exchange opportunities for faculty and staff to intensify and expand partnerships

International organisation and culture at the university

An internationally oriented university requires a culture and structural organisation that is accordingly oriented. Ensuring that internationalisation is reflected throughout the university is a key task of the University Management. It is responsible for establishing the structures and providing the resources needed to accomplish the goals. However, internationalisation cannot be prescribed top-down, it must be a lived experience from and within the university community. Respectively, this internationalisation strategy is - as is the entire Ohm2030 strategic process - the result of a university-wide, iterative process. The Committee for International Relations, which includes representatives from each of the Faculties, focuses on the development and implementation of the internationalisation strategy and each representative, in turn, supports their own Faculty in preparing Faculty-specific internationalisation plans.

To become an international university, international students and researchers must be recruited and integrated. This is only possible, if all departments and units at the Ohm support the internationalisation process with their services and through their customer orientation. At the operational level, the Ohm International School will be an important hub for the internationalisation process; it will channel the contributions to the internationalisation strategy from the Faculties, the International Office, the Language Center, the Student Counseling Service, the Student Office, and the Research Services. The internationalisation of the university administration and the language and intercultural competencies of all university members is essential for meeting these goals.

Objectives

- Implement efficient management structures and instruments for the internationalisation process
- Anchor the opportunities and challenges of being an international university in the minds of all staff and faculty
- Improve the intercultural and language skills of all university members

Measures

- Establish the Ohm International School as a hub for internationalisation processes
- Maintain the key performance indicator system for evaluating and managing the internationalisation process
- Produce an annual internationalisation report
- Expand the appointment and recruitment profile for faculty and relevant position advertisements for staff to include international experience and skills
- Develop the bilingual capacities in the areas of counseling, service, and support for university members from abroad
- Provide all relevant documents and communication in English
- Continue development of our internal professional development programme for administrative staff with modules for language learning, intercultural training, and participation in the Erasmus staff mobility programme
- Improve dissemination of information and advice to teaching staff and students on funding opportunities for short visits, project weeks, and the Erasmus+ programme
- Develop international mobility as an instrument for staff development



Future outlook

With the revision of our internationalisation strategy within the Ohm2030 strategy process, we are pursuing the path from an internationalised university to becoming an international university. This will not be achieved without university members' broad acceptance of the measures in each area of activity. Therefore, further supporting measures will be implemented to increase this acceptance.

This internationalisation strategy is subject to regular review. The planned measures will be evaluated in terms of their implementation and revisions may be made. The Committee for International Relations and the internationalisation representative of the University Management are responsible for evaluating the implementation of the internationalisation strategy.

As internationalisation is such an important strategic area for the university, a performance report on internationalisation will be published each year with a quantitative assessment of the extent to which objectives have been achieved. The results of this report will also be included in the University Management's annual management evaluation.



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