

INTERNATIONALIZATION STRATEGY OF THE COLLEGE OF SERVICE BUSINESS EAST SARAJEVO - SOKOLAC, BOSNIA AND HERZEGOVINA FOR THE PERIOD FROM 2022 TO 2027

The educational and research activities of the College of Service Business (VUB) take place in an international environment and are necessarily aimed at cooperation with both domestic and foreign business entities and other higher education institutions. Cooperation at the international level and the internationalization of business in all segments represents the strategic commitment of VUB, all with the aim of providing continuous, high-quality and competitive educational content to current and future students, as well as the possibility of gaining international experience in education, training and work, as students as well as teaching and non-teaching staff of VUB.

THE INTERNATIONALIZATION STRATEGY OF THE HIGH SCHOOL OF SERVICE BUSINESS FOR THE PERIOD 2022-2027 is a follow-up to the document STRATEGY OF INTERNATIONAL COOPERATION OF THE HIGH SCHOOL OF SERVICE BUSINESS FOR THE PERIOD 2016-2021. YEARS and represents its upgrade and logical continuation of VUB's internationalization.

1. BASIC TERMS AND SIGNIFICANCE OF INTERNATIONALIZATION OF VUB

Internationalization is the process of implementing international, intercultural and supranational elements in the operations of VUB for the purpose of more complete inclusion in regional, European and global trends in the fields of science, higher education, transfer of knowledge and technologies, exchange of practices in education and work processes, increasing opportunities for students and teachers for education, training and lifelong learning.

Internationalization is a two-way process. It consists, on the one hand, in knowing and voluntarily accepting other people's values, standards and achievements, and on the other hand, in presenting one's own system of values and results in various fields and in creating the conditions for them to be recognized and accepted abroad.

Internationalization is achieved through scientific and educational interaction that, to a greater or lesser extent, leads to the adoption of foreign national and/or foreign supranational achievements and standards. In such circumstances, strategic orientations should be clearly defined, and a balance should be established between the need for VUB to be appropriately involved in contemporary trends and the need to realize other interests of the academic community and society as a whole.

2. VUB INTERNATIONALIZATION MISSION

VUB is determined to develop a scientific approach, lifelong learning, exchange of experience with other higher education institutions in the region, the European Union, and at the global level.

It is open to improvement and adaptation of its activities in accordance with the educational system in Europe and the developed world. It strives to develop teamwork, verbal and textual communication and efficiency to be part of the educational, economic and social development of the community and region.

Bearing in mind its potential, but also the socio-economic situation it is in, VUB continues its efforts to affirm the policy of friendly and constructive relations with other higher education institutions in the region, but with special attention to intensifying cooperation at the international level, with higher education institutions from developed countries. European countries and beyond.

VUB is dedicated to providing high-quality, modern and innovative study programs in the fields of economics, marketing, information technologies, security and law, intended to prepare students to take on active roles in a modern globalized environment, experts in their fields, who will be able to respond to the challenges of modern society based on knowledge. Scope and variety of VUB study programs, as well as technologically developed infrastructure and equipment, offer this institution wide opportunities for taking a prominent place in the field of international cooperation and research and development, cross-exchange of ideas and knowledge. Internationalization and international cooperation will enhance the further development and improvement of all key skills of the 21st century emphasized in future educational programs both in the European Union and worldwide, such as cooperation, innovation, creativity, intercultural connection, critical thinking and entrepreneurial initiative.

3. VISION OF VUB IN THE INTERNATIONAL ENVIRONMENT

VUB is organized as a modern institution of higher education in the fields of economics, security, law, and business informatics. It respects the principles of the European Research Area and aims to strengthen the mobility of teaching staff and students in order to increase knowledge and experience, but also to participate in international projects in order to strengthen capacities and acquire new practices. New ideas are encouraged, and the acquired knowledge is the basis for further individual development.

Through better international visibility, VUB will expand its reputation at the local and partly regional level, through cooperation with international institutions, constantly modernizing and improving the competitiveness, quality and standards of its activities and services in the field of academic education. In this way, it will take a significant place on the educational map of higher education institutions in Europe and will be recognized by European and world higher education institutions as a reliable, quality and good partner in international cooperation and join the membership of European and world communities and associations of universities and faculties.

4. GUIDELINES AND OBJECTIVES OF VUB INTERNATIONALIZATION

- GENERAL GOALS of VUB are the unity and quality of research and teaching while respecting equality of educational opportunities and social inclusion. Internationalization should serve the purpose of achieving these goals and help VUB strengthen its position, capacity and recognition at the national and international level.
- Encouraging international cooperation and exchange in research as well as in teaching and academic studies is key to internationalization. Organizing joint events (conferences, international gatherings, panels) with international partners will contribute to the quality of VUB's operations. Diversity management and human resource development are also important for an international perspective.
- VUB does not see internationalization as a goal in itself but deals with the development of higher education in general and considers how international activities can support the key goals of the development of higher education at VUB. Each international project must be identified from the perspective of users, participants, and contribution to the process of continuous development of VUB and contribution to strategic goals.
- VUB aims to provide its students with the best education and prepare them for the increasingly international and global labour market. It aims to systematically develop the international skills of its students with a range of instruments while respecting and integrating the valuable intercultural resources that the student possesses.

- International cooperation is based on close scientific, academic and personal contacts and results from the work of VUB researchers and scientists. Work and contacts are the basis on which regions of different geographical focus can be developed and profiled through university and international networks.
- VUB accepts and welcomes all international researchers, teaching and non-teaching staff and all international students into its environment. Significant efforts have been made to ensure that a culture of welcome, understanding of diversity and tolerance exists and that it is implemented at VUB in all activities and processes.

5. CONCLUSIONS ON THE STRATEGIC ORIENTATION OF VUB INTERNATIONALIZATION

Based on the above, the following conclusions and directions of action of VUB in the internationalization of activities for the period from 2022 to 2027 can be drawn:

- PROMOTING THE MOBILITY OF STUDENTS, TEACHING AND NON-TEACHING STAFF;
- INTERNATIONALIZATION OF THE EXISTING CURRICULUM ;
- INCREASING THE QUALITY AND VOLUME OF INTERNATIONAL PARTNERSHIPS AND DEEPENING COOPERATION AT THE INTERNATIONAL LEVEL.

6. ACTION PLANS AND METHODS OF IMPLEMENTATION OF VUB'S INTERNATIONALIZATION STRATEGY

The stated goals will be achieved through:

- identifying potential partner institutions, establishing relations and signing inter-institutional agreements with high-quality international partners in order to facilitate the acquisition of new knowledge and experience by students, teaching and non-teaching staff, as well as participation in joint international projects,
- expansion of the circle of partner institutions through European programs such as Erasmus + and other relevant institutions and programs,
- encouraging the outgoing and incoming mobility of students and staff within the Erasmus + program, CEEPUS and other mobility programs supported by the European Union and other bilateral and partnership cooperation, - strengthening cooperation between the higher education sector, research and the business community,
- inclusion in European and world communities and associations of higher education institutions and continued membership in the International Association of Universities (English: International Association of Universities - IAU),
- enabling fair access to mobility regardless of the origin of the students,
- providing language support to incoming and outgoing students and improving foreign language competences through the Center for Foreign Languages,
- building effective systems for managing and supporting student mobility,
- raising the level of well-established partnerships to strategic partnerships that can lead to joint projects and joint study programs in the fields of business and IT education and training,
- membership and active role in relevant international networks and associations of higher education,
- participation in international conferences and symposia aimed at spreading knowledge and experience,

- strengthening the Center for International Cooperation, opening a center for languages and language support, a center for practice and career guidance, a center for publishing activities,
- developing awareness and commitment within the Institution about the importance of internationalization, - constant modernization of study programs, curricula and programs.

II In order to achieve the above, it is necessary for VUB to continuously work on:

- developing a capable and well-organized team within the Center for International Cooperation,
- provision of an efficient system for the promotion and valorization of mobility, relevant documentation on mobility, an updated catalogue of subjects, an efficient system for the transfer of ESP points,
- enabling easy access to information about international activities and available programs through an English-language website, through which it will be possible to gain insight into the international aspects of the Institution,
- active involvement of student bodies and students in providing support to incoming students (Buddy program).