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## **BRANCH CAMPUS**

### **UNIVERSITY INTERNATIONALIZATION ABROAD IN THE GLOBAL COMPETITION**

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#### **Conference and Workshop on 30 January 2014 organized by**

Center for International Higher Education Studies, Corvinus University of Budapest (CIHES, CUB)  
Tempus Public Foundation (TPF)

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### **PRELIMINARY PROGRAM**

**VENUE: AUDITORIUM 3, CORVINUS UNIVERSITY OF BUDAPEST**

**9.00 – 9.30 REGISTRATION**

**9.30 – 9.35 WELCOMING WORDS, OPENING REMARKS: PROF. DR. JÓZSEF TEMESI**

Professor at the Faculty of Economics, Department of Operations  
Research and Actuarial Sciences (CUB)

**9.35 – 10.00 KEYNOTE SPEECH: PROF. DR. CHRISTINE ENNEW**

Pro-vice-chancellor at the University of Nottingham UK and provost at  
the UN Malaysia Campus

**Internationalization – establishing campuses – theoretical and practical  
approach**

**10.00 – 10.40 PLENARY SESSION I.**

**10.00 – 10.20 PROF. DR. JÓZSEF BERÁCS**

Executive director (CIHES) and professor at the Faculty of Business  
Administration, Department of Marketing (CUB)

**Attempts of a Hungarian University establishing an international  
campus**

**10.20 – 10.40 DR. ATTILA JENEI**

Director of the International Education Center, University of Debrecen  
**Practical information on operating an international campus**

**10.40 – 11.00 COFFEE BREAK**

**11.00 – 12.40 PLENARY SESSION II.**

**11.00 – 11.20 PROF. DR. JAN SADLAK**

President of the IREG Observatory on Academic Ranking and Excellence  
**University rankings: Contributing factor or/and reflection of advancing globalization and internationalization**

**11.20 – 11.40 PROF. DR. LIVIU MATEI**

Senior Vice President and Chief Operating Officer and Professor at the Department of Public Policy, Central European University, Budapest  
**Case Study – Central European University**

**11.40 – 12.00 TBC**

Higher Education Department, Education Authority, Hungary

**12.00 – 12.40 DEBATE, CLOSING REMARKS, Q&A – MODERATOR: PROF. DR. JÓZSEF TEMESI**

**12.40 – 13.40 LUNCH**

**OPTIONAL PROGRAMME FOR THE AFTERNOON**

**13.40 – 15.30 AFTERNOON SESSIONS**

**13.40 – 15.00 WORKSHOP ON 3 TOPICS**

- 1. BRANCH CAMPUS, JOINT DEGREES**
- 2. MARKET SELECTION**
  - GEOGRAPHICAL TRENDS
  - THE LOGICS AND DIRECTIONS OF MARKET OPENING
- 3. FINANCIAL AND STRATEGIC ISSUES**

**15.00 – 15.30 NETWORKING AND CLOSING**