

International Strategy 2020-2030

International Relations and Accreditations



Budapesti Corvinus Egyetem
Corvinus University of Budapest



Corvinus Vision and Mission in an international context



The Vision of the renewed Corvinus University of Budapest

- ▶ *Corvinus University of Budapest will be the best university of Business, Economics and Social Sciences in **Central Europe**.*

The Mission of the renewed Corvinus University of Budapest

- ▶ *Corvinus University of Budapest will educate the responsible economic and social elite of **Hungary and Central Europe** in the twenty-first century.*

Impact of Values for the international strategy



Excellence and Professionalism

- ▶ When working at the University, it is always necessary to strive to achieve the very best. The student/partner comes first, the University comes second, individual interest comes third.

Meritocracy

- ▶ Only performance matters: this is true for selection, promotion and financial reward.

Community and Co-operation

- ▶ When working at the University, it is necessary to behave respectfully and collegially towards other colleagues and the entire community; confidential information should not be passed on, negative feedback should only be given directly and in person.

Academic Autonomy and Responsibility

- ▶ Only members of the scientific community are entitled to judge academic performance at the University and this should be based on widely accepted international standards. It is the duty and responsibility of those who carry out scientific work to apply their knowledge to the benefit of society.

Key International Strategic Areas: POLICY



STRATEGY FOR INTERNATIONALIZATION

- ▶ MISSION
- ▶ VISION
- ▶ VALUES

INTERNATIONAL REPUTATION

- ▶ NETWORKS,
ALLIANCES
- ▶ RANKINGS,
RECOGNITION
- ▶ MEMBERSHIPS
- ▶ INTERNATIONAL
COMPETITIVENESS

INTERNATIONAL ADVISORY BOARD

- ▶ INTERNATIONAL
ADVISORY BOARD
- ▶ INTERNATIONAL
DIMENSION IN THE
GOVERNANCE

Key International Strategic Areas: CONTENT



RESEARCH AND DEVELOPMENT

- ▶ INTERNATIONALLY RECOGNIZED RESEARCH
- ▶ INTERNATIONAL CONFERENCES
- ▶ SCIENCE SHOP
- ▶ THIRD MISSION

INTERNATIONAL ACCREDITATIONS

- ▶ TRIPLE CROWN
- ▶ KEEPING THE CURRENT ACCREDITATIONS
- ▶ NEW ACCREDITATIONS

INTERNATIONAL CURRICULUM

- ▶ INTERNATIONAL CURRICULUM
- ▶ SHORT TERM PROGRAMS
- ▶ INTERNSHIPS AND CIVIL SERVICE

Key International Strategic Areas: CONTEXT



INTERNATIONAL STAFF

- ▶ ENGLISH SPEAKING STAFF
- ▶ INCREASE INTERCULTURAL MIX IN OFFICE

INTERNATIONAL FACULTY

- ▶ FOREIGN VISITING PROFESSORS
- ▶ FOREIGN EMPLOYED PROFESSORS
- ▶ FOREIGN VISITING SCHOLARS

INTERNATIONAL STUDENTS

- ▶ REGULAR
- ▶ DOUBLE DEGREE
- ▶ STUDY ABROAD
- ▶ EXCHANGE
- ▶ INCREASE INTERCULTURAL MIX OF STUDENTS

Key International Strategic Areas: NETWORK



CLIENTS/PARTNERS

- ▶ INCREASE THE QUALITY OF INTERNATIONAL PARTNERS FOR EXCHANGE AND INTERNSHIPS
- ▶ INTEGRATE INT'L FIRMS/INDUSTRIES INTO EDUCATION

ALLIANCES

- ▶ STRENGTHEN CEMS/PIM POSITIONS
- ▶ FOUNDATION OF CENU
- ▶ CLADEA FOR LATIN AMERICA

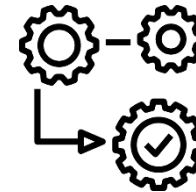
JOINT PROGRAMS/DD

- ▶ INCREASE THE NUMBER OF DOUBLE DEGREES
- ▶ FOSTER THE ESTABLISHMENT OF SPECIALIZATION SEMESTERS

1. New International Strategy



1. The development of international strategy
2. Development and implementation of international policies, regulations and instruments in accordance with the international strategy
3. The reorganization and operation of the International Advisory Board
4. Supporting the process of becoming a bilingual university, internationalizing the website's content



In English

2. International Reputation Building



1. Assuming key roles and positions in strategically important networks (EFMD, AACSB, AMBA, CEMS, PIM, EFMD CEE, EAPAA, TEMPUS, CENU...)
2. Obtaining the right to organize international events (conferences, career expos, case competitions)
3. Management and registration of institutional memberships in certain international organizations, assessment of new memberships
4. Increasing international visibility, strengthening the marketing of international events
5. Monitoring international contracts, gaining quality partners, terminating old contracts, reviewing and polishing contract portfolios to contain only quality partners
6. Establishment of a Central European Network of Universities (CENU) with leading universities in the region



New Board Member



CEE Conference
at Corvinus



IFDT | The International
Forum on
Diplomatic Training



Accredited
strategic
partners

3. International Students Recruitment



1. "Lead generation" at partner exhibitions (NAFSA, EAIE, APIEE)
2. Reviewing agency contracts, signing new ones if necessary, organizing online recruitment
3. Increasing the number of double degree contracts (1 new/year) and the number of participating students (10-15)
4. Establishing strategic partnerships with key partners to recruit master level students



4. Strengthen International Competitiveness



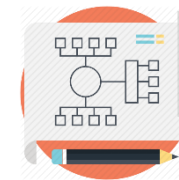
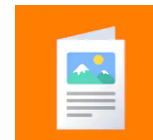
1. Upgrading courses to 6 ECTS levels
2. Introducing internships and civil service opportunities - incorporating Corvinus Science Shop and Corporate Relations
3. Mandatory introduction of a semester abroad in international flagship programs - finding host partners, drawing up contracts
4. International extension of third mission agencies: PRM, PRM CEE Chapter, GBSN
5. Developing the reception and management of international students, sharing best practices
6. Conducting market feedback / demand in order to create our competitive advantage: classroom, disability student management, IT support, dorm, gym...



Offers



Host Partners



Processes serving international students



5. International Accreditations



1. EQUIS, EPAS



4. BSIS



2. AACSB



PRT visit
2021 September


5. EAPAA

*European Association
for Public Administration
Accreditation*



www.eapaa.org

3. AMBA



6. APSIA



6. University Level Study Abroad Programs



1. Compilation and promotion of a taylor-made curriculum to meet with global demands.
2. Opening our degree programs to Study Abroad students
3. Development of faculty led programs and short term SA programs - reassessing the option of an online portfolio
4. Development of a scholarship policy for "high living cost country destinations"



International Course List







Corvinus

