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VARNA
UNIVERSITY OF
MANAGEMENT

The FRIENDS Erasmus+ CBHE project as a tool for fostering intercultural engagement through virtual mobility

**FRIENDS visit to the Department of Higher Education
Ministry of Education, Youth and Sport
Kingdom of Cambodia**

11 October 2019, Phnom Penh



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Presentation outline

1. Introduction to the Erasmus+ CBHE FRIENDS project. Project participants
2. FRIENDS theoretical background
3. FRIENDS rationale
4. Intercultural Passport virtual module
 - Intercultural Awareness and Cultural Diversity MOOC
 - Digital storytelling in FRIENDS
5. Making friends beyond FRIENDS.



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The Erasmus+ CBHE FRIENDS project

- Erasmus+ programme for Capacity Building in Higher Education
- FRIENDS: *Furthering International Relations Capacities and Intercultural Engagement to Nurture Campus Diversity and to Support Internationalisation at Home*
- Project number 598652-EPP-1-2018-1-BG-EPPKA2-CBHE-JP
- Project eligibility period: 2018 - 2021
- Project duration: 36 months
- 4 Programme Country HEIs from Bulgaria, Hungary, Poland and Turkey
- 12 Partner Country HEIs from Asia, namely 2 BT, 2 KH, 2 MY, 3 PH, 3 TH
- Approved project funding: 999 626,00 EUR.



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FRIENDS project participants

- **Bulgaria:** Varna University of Management
- **Hungary:** Budapest Metropolitan University
- **Poland:** Silesian University of Technology
- **Turkey:** Istanbul Aydin University
- **Bhutan:** Royal Thimphu College and Royal Institute of Management
- **Cambodia:** Svay Rieng University and Dewey International University
- **Malaysia:** Asia Pacific University of Technology and Innovation and Berjaya University College
- **Philippines:** Saint Louis University, University of Cebu and Cebu Technological University
- **Thailand:** Prince of Songkla University, Payan University and Mahasarakham University



FRIENDS theoretical background

The concept of internationalisation at home (IaH)

- „any internationally related activity with the exception of outbound student mobility“ (Nilsson, 2003, p. 31)
- „those aspects of internationalisation which would happen on a home campus“ (Knight, 2008, p. 22)
- “The purposeful integration of international and intercultural dimensions into the formal and informal curriculum for all students within domestic learning environments” (Beelen & Jones, 2015, p. 12)

Intercultural competence

- „the ability to communicate effectively and appropriately in intercultural situations based



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FRIENDS rationale

FRIENDS overall objective: *to strengthen the involved Asian universities' internationalisation capabilities and to develop their students' global competence through the purposeful integration of intercultural dimensions into the universities' formal and informal curriculum*

Key problems addressed through FRIENDS:

1. Extremely low student mobility figures across the Asian universities involved
2. Lack of intercultural education to build students' global competence across the consortium
3. Insufficient institutional soft infrastructure to assist international students and campus



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Intercultural Passport virtual module

- Main objective
- Target groups
- Thematic coverage
- Methodology and structure
- Learning and teaching delivery mood
- Student workload and recognition of learning outcomes
- Indicators and success rate
- Timeline.



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Intercultural Awareness and Cultural Diversity Massive Open Online Course

- IACD MOOC core components and content
- IACD MOOC learning outcomes
- Accessibility, organisation and language of instruction
- IACD MOOC design and delivery
- Pilot-testing, initial release, sustainability.



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Digital storytelling in FRIENDS

- Digital storytelling: definition, features and key elements
- Intercultural Passport applicants' digital stories: objective, content, relevance
- Validation of students' prior international and/or intercultural experiential learning
- Digital storytelling How-to manual
- Digital storytelling student contest in FRIENDS.



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Making friends beyond FRIENDS

- Project synergies and multiplier effects
- Promotion of virtual mobility and campus diversity across the 5 Asian Partner Countries
- FRIENDS Caravans
- Career fairs Local Markets for Global Talents
- FRIENDS National Conferences in BT, KH, MY, PH, TH
- Local cultural minorities and Community Development Plans
- **Questions?**



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Thank you.

Christina Armutlieva

Director of International Cooperation

Varna University of Management

www.vum.bg

Email: christina.armutlieva@vumk.eu



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