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INTERNATIONALISATION STRATEGY

(2020 – 2022)

Submission of Action Plan for Erasmus+ FRIENDS project Grant

INTRODUCTION

BERJAYA University College (BERJAYA UC) as a subsidiary of Berjaya Corporation Berhad was licenced to operate by the local authorities in 2008. It was formerly known as BERJAYA University College of Hospitality. The university, like its mother corporation, is committed to being an active contributor

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to the global scene by actively working on international partnerships and the recruitment of international students.

The priority of the university as a fairly young institution of higher learning is to provide access to tertiary education to Malaysians and citizens of other countries as it believes that one's learning is enriched when the environment is rich with the presence of both staff and students from different backgrounds. Hence, it is embarking on an internationalisation journey with the objective of positioning BERJAYA UC as an institution of higher learning that prioritises its development to cater to a global audience.

The University adopts the following definition for internationalisation: "Internationalization at the national, sector, and institutional levels is defined as the process of integrating an international, intercultural, or global dimension into the purpose, functions or delivery of postsecondary education" (Knight, 2015, p. 2). This implies that global elements and or indicators in higher education will be pursued in order to build BERJAYA UC as a leading institution of higher learning. Additionally, the best practices of being inclusive in its services to the university's community through celebrating diversity among staff and students will be emphasised.

BERJAYA UC's focus on internationalising its campus is reflected by the following strategies:

STRATEGY 1: INTERNATIONALISING TEACHING AND LEARNING

Purpose

To create an internationalised teaching and learning environment that is culturally diverse and inclusive for the development of knowledge and skills that are current in the globalised world of higher education.

Context

The stakeholders of an internationalised campus include students, staff, parents, alumni, and the surrounding community. The intentional pursuit of recruiting international students and staff to study and work at the university college contributes to the increased cultural diversity within the university college and its community at large. Additionally, an internationalised curriculum that is purposefully designed to include content that is globalised with contemporary information facilitates the preparation of graduates that are ready for the global market. The pursuit of collaborative research among international partners facilitates the creation of new and improved knowledge within the discipline and its related areas.

Targets

The following areas are identified to achieve Strategy 1:

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1. Increase the enrolment of international students and the hiring of international staff in order to build a diverse and inclusive teaching and learning eco-system.
 - Focus on increasing the presence of international student.
 - Focus on increasing the presence of international staff.

2. Review and redesign the content and delivery of the curriculum to ensure that international indicators and or elements that provide impactful teaching and learning are intentionally pursued.
 - To intentionally include internationalisation indicators and opportunities in the curriculum.
 - To internationally create in-class teaching and learning opportunities that is linked to internationalisation indicators.

3. Contribute to the development of new knowledge by encouraging the academic community to conduct collaborative research.
 - Focus on increasing collaborative teaching and learning as well as research opportunities.
 - Focus on increasing internationalising teaching and learning research opportunities.

Action Plan to Achieve Strategy 1

For the Year 2020 onwards, The University will embark specifically on

Reviewing and Redesigning the content and delivery of the curriculum

Internationalising Teaching and Learning							
Year	Action Plan Description	Department Responsible	Start Date	Due Date	Resources Required	Actual Outcome	Remarks
2020	Incorporation of multicultural studies through the usage of MOOC	Faculties/School	Jan 2020	Dec 2020	-Learning Materials -IT Facilities (FRIENDS equipment)		
2021	International issues, case studies, modules	Faculties/School	Jan 2021		-Learning materials -CT&L support		
2022	Online webinar-virtual campus	Faculties/School	Jan 2022		-Learning materials -IT department support		

*Individual faculties and school is to record detailed progress and documentation on implementation and to submit to BUC FRIENDS team for record keeping every October of the Year.



STRATEGY 2: BUILDING INTERNATIONAL NETWORKS

Purpose

To increase and sustain BUC's international networking with different partners from various countries for the sharing of knowledge and skills across disciplines and best practices of service in higher education.

Context

The higher education landscape in Malaysia is increasingly diverse through the emergence of different providers, especially in private higher education. Hence, international networks through strategic partnerships are important for any private higher education institution in order to develop its international positioning in this globalised world. More importantly, quality partnerships provide rich and meaningful international experience for the staff and students through the exchange of ideas and collaborative opportunities.

Targets

The following areas are identified to achieve Strategy 2:

1. Increase and sustain staff and student mobility programmes.
 - Develop new staff and student exchange programmes.
 - Actively promote exchange programmes in a structured manner.
2. Develop a global position for BERJAYA UC's international networks.
 - Increase and strengthen different international partnerships for collaborative teaching and learning as well as research activities.
 - Increase and strengthen the international reputation of BERJAYA UC in selected disciplines.
3. Engage BERJAYA UC's international alumni to establish and sustain an active cross border profile.
 - Develop a communication platform to keep alumni abreast with the development of BERJAYA UC's growth.
 - Organise events to engage alumni's presence on and off campus.

Action Plan to achieve Strategy 2

For the Year 2020 onwards, The University will embark specifically on

Increase and sustain staff and student mobility programmes

Internationalising Teaching and Learning							
Year	Action Plan Description	Department Responsible	Start Date	Due Date	Resources Required	Actual Outcome	Remarks
2020	Inbound 10%, Outbound 5%	Collaboration Unit	Jan 2020	Dec 2020	-Agreements/ MoU -Learning programmes		
2021	Inbound 15%, Outbound 10%	Collaboration Unit	Jan 2021	Dec 2021	-Agreements/ MoU -Learning programmes		
2022	Inbound 20%, Outbound 15%	Collaboration Unit	Jan 2022	Dec 2022	-Agreements/ MoU -Learning programmes		

*Percentage indicator remarked is based on the current student and staff population of that particular year



STRATEGY 3: DEVELOPING INTERNATIONALISATION AT HOME

Purpose

To increase the presence of internationalisation on campus through diversity and inclusion programmes using different platforms and modes.

Context

Internationalisation at Home (IaH) is an increasingly focused area of development that highlights an intentional effort to ensure that international and intercultural elements and or experience are present for the university community to internationalise the university. This implies that global perspectives and best practices of diversity and inclusion are to be recognised and actively developed as part of the university's eco-system of knowledge and professional practice. Additionally, the focus on using technology to facilitate internationalisation at home is emphasised by paying attention to the development of IaH through virtual platforms.

Targets

The following areas are identified to achieve Strategy 3:

1. Internationalising the curriculum to include global perspectives.
 - Review the existing curriculum to determine the presence of global perspectives.
 - Revise the existing curriculum to include global perspectives in a structured manner.
2. Internationalising the campus through programmes that celebrate diversity and inclusiveness.
 - Design and implement diversity workshops and activities for staff and students.
 - Design and implement an impactful international student experience programme.
3. Internationalising the campus through technology.
 - Focus on internationalisation through multiple virtual platforms.
 - Focus on internationalising teaching and learning through global classrooms.



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Action Plan to achieve Strategy 3

For the Year 2020 onwards, The University will embark specifically on

Internationalising the campus through programmes that celebrate diversity and inclusiveness

Internationalising Teaching and Learning							
Year	Action Plan Description	Department Responsible	Start Date	Due Date	Resources Required	Actual Outcome	Remarks
2020	Internationalisation Digital storytelling contest – Pilot group and subsequently to be offered in the curriculum	BUC FRIENDS Team and Dept. of Student Services	Jan 2020	Dec 2020	-FRIENDS project material		
2021	Launching of FRIENDS teahouse. (1 big International day event) and International Student Week	BUC FRIENDS Team and Dept. of Student Services	Oct 2020	Dec 2021	-FRIENDS equipment -PR and Events support		
2022	Annual International Student Week	BUC FRIENDS Team and Dept. of Student Services	Jan 2022 onwards	-	-Faculties and Schools -Sales and Marketing		

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