

INTERNATIONALIZATION STRATEGY

“The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations.”

The overall strategy of ZSEM stems from its mission which is operationalized through strategic directions, one of which is Internationalization.

This direction has been used to guide the decision-making process to attain the objective of further developing international activities. ZSEM promotes diversity among its student body, faculty, and staff, as a means to ensure high quality delivery of education and exchange of best (international) practices.

As evidence of the fulfillment of ZSEMs’ internationalization, the School has signed over 150 plus agreements with partner institutions around the world and is a full member of the Erasmus exchange program.

Since its establishment, ZSEM has been focused on the development and enhancement of international activities, in the student, faculty and staff exchange programs. On average, around 11% of ZSEM students participate in student exchange programs, while around 25% come to ZSEM from abroad.

The results of international activities are in alignment with the constant commitment to international exchange. The goal is to further increase the number of ZSEM students who will be engaged in some kind of international exchange, alongside the general goal of further development of international activities of the faculty and staff.

As evidence, ZSEM faculty and staff are involved in international activities as well. Faculty members have taught at universities in Germany, Belgium, Slovenia, Russia, Lithuania, France, Romania, Turkey, Austria, UK and USA as part of their international activities, while staff members continuously participate in staff international weeks organized by Erasmus or our partners.

One of ZSEMs’ objectives is to further enhance the internationalization, to have more top quality higher education institutions as partners, thus increasing the quality and the quantity of our mobilities and allowing our students to have wide choice of choosing the universities they want. We consolidate our network of partners, and we connect with our potential partners through AACSB, EFMD and QS conferences, interacting constantly in different ways, receiving frequently our partners as guests visiting our facilities, participating in conferences like HEIC, NAFSA, EAIE, EMFD, QS and others.

ZSEM promotes high ethical and moral values of doing business, social responsibility towards people, the community and nature, fostering tolerance, understanding of differences and the culture of dialogue.