

## **ZSEM Internationalization Strategy**

### ***Introduction***

ZSEM recognizes the importance of internationalization in today's globalized world. This strategy document aims to provide a roadmap for fostering international partnerships, enhancing global visibility, and enriching the educational experience for our students, with a strong focus on student exchange programs, particularly the Erasmus program.

### ***Vision and Mission***

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. It's vision is to become recognized as a leading accredited school of economics and management.

### ***Goals and Objectives***

- **Expand Student Exchange Programs, with Emphasis on Erasmus:**
  - Develop a robust strategy for student exchange programs, with a particular priority on the Erasmus program.
  - Aim to increase the number of outgoing and incoming exchange students annually.

### ***Marketing and Recruitment***

- Promote Student Exchange Opportunities:
  - Incorporate information on student exchange programs into the marketing plan to attract potential international students.
  - Highlight the benefits of the Erasmus program in promotional materials.

### ***Partnerships and Collaborations***

- Erasmus Partnerships:
  - Prioritize establishing and strengthening partnerships with universities that are part of the Erasmus program.
  - Work towards offering a diverse range of study destinations within the Erasmus network.
  - Streamline the application and selection process for Erasmus exchange students.
  - Foster academic and cultural ties with Erasmus partner institutions.

### ***Student Services***

- Erasmus Support Services:

- Create a dedicated support system for Erasmus exchange students, including pre-departure and on-arrival guidance.
- Ensure the smooth integration of Erasmus students into the ZSEM community.

### ***Faculty Engagement***

- Encourage Faculty Involvement in Erasmus:
  - Encourage faculty to actively participate in the Erasmus program, both for teaching and training purposes.
  - Provide incentives and support for faculty to engage in Erasmus exchanges.

### ***Resources and Infrastructure***

- Facilities for Exchange Students:
  - Develop modern facilities, including international student centers and language labs, to enhance the exchange experience.

### ***Assessment and Feedback***

- Evaluate Erasmus Impact:
  - Regularly assess the impact of the Erasmus program on ZSEM, including its influence on students, faculty, and the institution's international reputation.
  - Gather feedback from Erasmus participants to continually improve the experience.

### ***Conclusion***

ZSEM's enhanced internationalization strategy now places a strong emphasis on student exchange programs, with a particular focus on the Erasmus program. This approach aims to foster greater mobility, cultural exchange, and academic growth for both our local and incoming exchange students. By pursuing these objectives, we aspire to create a more vibrant, diverse, and academically enriching environment for our students and faculty.

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