Internationalisation Strategy
Worms University of Applied Sciences
Faculties and Degree Programs

**Faculty**

**Information Technology**
- Informatics (B.Sc.)
- Business Informatics (B.Sc. and M.Sc.)
- Mobile Computing (M.Sc.)

**Tourism and Travel Management**
- Aviation Management (B.A.)
- Business Travel MT MBA
- International Tourism Management (B.A. and M.A.)
- Tourism and Travel MT (B.A. and M.A.)
- Business Travel MT MBA
- Tourism Management MBA

**Business Administration**
- International Business Administration and Foreign Trade (IBA) (B.A. and M.A.)
- International Management (B.A. and M.A.)
- Retail Management (B.A.)
- Taxation (B.A. and M.A.)
Innovative research fields

**Computer Sciences**
- E-Business & Cloud Computing
- Interaction Design und User Experience
- IT-Security
- Mobile Computing
- Distributed Systems
- Visualisation and Computer graphics
- Web Technologies

**Tourism/Travel Management**
- Tourism management
- Transport management
- Air Transport Management
- Travel organization Management
- Business-Travel-Management
- Destinations management
- Hotel management
- Event management

**Business Administration**
- Entrepreneurship
- Internationalization of companies
- Foreign Trade
- Business Strategies
- Human Resources Management
- Retail Management
- Controlling and Finance
- e-commerce
- Taxation
- Logistics & Supply Chain Management
Number of international students who obtained higher education entrance qualifications abroad, in the five most popular host countries worldwide (2013)

Germany is one of the top 5 destinations for international students

Source: DAAD, Wissenschaft weltoffen (Science open to the world) 2016
## Key figures international relations

### International Students

<table>
<thead>
<tr>
<th>Universities (all)</th>
<th>International Students on Campus (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universities (Medium Size)</td>
<td>11.9</td>
</tr>
<tr>
<td>1. H Worms</td>
<td>8.1</td>
</tr>
<tr>
<td>2. FH/HS</td>
<td>22.1</td>
</tr>
<tr>
<td>3. FH/HS</td>
<td>19.8</td>
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<tr>
<td>4. TH/HS</td>
<td>16.7</td>
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<tr>
<td>5. FH</td>
<td>13.6</td>
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<tr>
<td>...</td>
<td>13.5</td>
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<tr>
<td>56. FH</td>
<td>2.1</td>
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<tr>
<td>57. FH</td>
<td>1.6</td>
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</tbody>
</table>

German Academic Exchange Service (DAAD) 2016.
# Key figures international relations

### Erasmus Student Exchange

<table>
<thead>
<tr>
<th>universities</th>
<th>outgoing students (%)</th>
<th>incoming students (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universities (all)</td>
<td>7,8</td>
<td>5,9</td>
</tr>
<tr>
<td>Universities (Medium Size)</td>
<td>4,7</td>
<td>3,9</td>
</tr>
<tr>
<td>1. FH/HS</td>
<td>22,4</td>
<td>14,3</td>
</tr>
<tr>
<td>2. H Worms</td>
<td>21,5</td>
<td>13,3</td>
</tr>
<tr>
<td>3. FH/HS</td>
<td>15,8</td>
<td>10,8</td>
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<td>10,5</td>
<td>0,0</td>
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<tr>
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<td>56. FH</td>
<td>0,0</td>
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<td>0,0</td>
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</tr>
</tbody>
</table>

German Academic Exchange Service (DAAD) 2016.
Partner universities all over the world

169 Partners in 54 Countries
A diverse international community

» Foreign-language expertise
» Cross-border cooperations in research and science
» Best preparation for exercises of duties in an international context
» Cross-cultural exchange
» 80 nations on campus
» More than 20% international students
» A wide variety of modules in English language
Internationalisation of Education, Science and Research
…our challenges

Internationalisation

- Expansion of the offer of Summerschools
- Develop an international campus
- Further internationalisation of study courses
- Internationalisation in science and administration
- Develop joint or double degrees
- Expand international cooperations in research
Develop an international campus

Challenges
- Stable level of student mobility
- Improvement of the welcome culture

Key Performance Indicators
- Number of incomings / outgoings
- Proportion of international students on the campus
- Satisfaction of international students on campus
- Number of preferred (and lived) partnerships
Internationalisation in science and administration

**Challenges**
- Extension of lecturer mobility
- Strengthening intercultural skills
- Expansion of language competences in administrative staff

**Key Performance Indicators**
- Proportion of lecturers / students traveling abroad
- Percentage of administrative staff with English language skills
- Share of modules in the curricula to strengthen the intercultural competence
- Reasonable study offer in English
- International experience of professors
Expand international cooperations in research

**Challenges**

- Encourage colleagues to mobility, among other things to presentations at international conferences and publications in international journals
- Attract attention with foreign colleagues

**Key Performance Indicators**

- Number of joint research projects (with foreign partners)
- Reciprocal international research stays by colleagues
- Number of publications in international journals
- Number of presentations at international conferences
Develop joint or double degrees

Challenges
- Motivation of students to participate in such programs
- Increase visibility

Key Performance Indicators
- Percentage of graduates
Further internationalisation of study courses

Challenges

- Stabilization of university cooperation through continuous contacts
- Conduct seminars and block events together with foreign colleagues at the University of Worms and/or at partner universities

Key Performance Indicators

- Number of common courses
- Number of foreign colleagues on campus
- Number of visits at partner universities
Expansion of the offer of Summerschools

Challenges

Summer schools as trial event and advertising for master programs

Key Performance Indicators

Number of Credit Points in English

Participants at Summer Schools on campus (from partner universities)
Thank you for your time and attention