

June 1, 2017

Final Report of Beihang University

1. What we have learned from the Study Tour and 3 initiatives that can be easily implemented at our university.

ONE: Comprehensive Marketing Strategy in a Global Context

- Participation of international project such as Erasmus+ and Horizon 2020
- Participation or international network of excellence such as T.I.M.E. and Clusters.
- Promotion of the university on occasions of international education conferences, education expo and job fairs.
- Exposure in international media and social network platforms like Facebook and Youtube.
- Development of digital contents (eg. MOOC) and e-platform for the international community (eg. mobile apps)

TWO: Internationalised personnel/coordinators with sufficient internal communication

- Engage more academic and staff in mobility programs abroad for all kinds of activities such as job-shadowing, staff training, joint events/seminars, and etc.
- Organize events such as international staff training week which open to all academic and administrative staff with different topics

THREE: Innovative ways to get both academic and administrative staff on board for internationalization

- Implementation of KPI-based incentive plan which will help to motivate academic and administrative staff and reward the right behaviors

- Guide the academic and administrative staff to implement the international strategy of the university by introduction of more innovative incentives (eg. funding, reduction of workload, etc.)

The 3 initiatives that might be easily implemented at Beihang for the time being are as follows,

- a. Develop an English version website with detailed information of all international activities at Beihang (student and staff mobility programs, international funding programs, partnership database, international) and keep it up-to-date.
- b. Support for international students to act as Ambassador with training sessions, official documentation and data, promotion materials and possibly with funding.
- c. Involve more of our faculty members in mobility programs like this Study Tour and other dissemination events of best practice with regard to internationalization.
- d. Encourage professors to publish highly-cited papers in Q1 journals by promise of reduction of their teaching hours.

2. Three priority areas for the internationalization process of Beihang University.

ONE: Increase the awareness and capacity of internationalization at all schools among both academic and administrative personnel with staff training and staff mobility programs;

TWO: Internationalised programs and curriculum that is user-friendly to international faculty, international students and to the World University Rankings;

THREE: Benchmarking of key indicators of education, research and internationalization and Quality Assurance process through external assessment.

3. List 3 most important services that a new International Office should offer.

ONE: Strategic Planning for the internationalization process of the university;

TWO: Dissemination of opportunities of international funding and projects and best practices in terms of internationalization to the key persons/units within the university;

THREE: Monitoring and Evaluation of the internationalization process of the university.