



International Strategy 2022 – 2026

International Strategy (2022 – 2026)

“Responsibility through Education” is the mission of NGU. Thus, NGU supports one of the essential social concerns with its research and teaching competence. Our identification with Sustainable Development leads us the way to becoming a Model University for Sustainable Development. The University understands Sustainable Development with its three pillars (economic, environmental, and social) in a similar way to the United Nation’s global discourse. Nürtingen-Geislingen University stresses the need to create economic value for the benefit of all while respecting ecological boundaries.

The university wants to become more international on its campus, to be more present abroad and to make its activities in the field of research and transfer more international. To this end, new collaborations will be established, teaching will be internationalized, and the international mobility of students, faculty, and staff will be increased. This will enable the university as a whole to achieve greater performance in teaching and research.

With the internationalization strategy, the university pursues the goal of sharpening the unique profile of this university for sustainable development across borders. Through intercultural exchange, whether through international cooperation or the internationalization of teaching and research, future-oriented thinking and discourse on sustainable development issues will be promoted. Through international research, the university expands its knowledge base in the field of sustainable development. In this way, internationalization makes a significant contribution to fulfilling the mission of "Responsibility through Education".

Internationalization understood in this way increases the university's performance in teaching and research. By offering international courses geared to sustainable development issues, the university positions itself as an attractive place to study for internationally mobile students and prepares them for the challenges of globalization in the national and international labor markets. In this concept, teaching and research benefit equally from the international exchange between researchers, teachers and students. Internationalization is thus a cross-sectional task for the entire university. Cooperation with partner universities and organizations worldwide is essential for internationalization. The goal is a long-term and mutually meaningful exchange of people, teaching and research content, as well as a consolidation of cooperation in international cooperation projects to strengthen the visibility to the outside world and to expand the international orientation within the university.

In this context, internationalization helps NGU to position itself in the global discourse on sustainable development. For the next years, the department International Affairs will intensify all activities to promote "Internationalization@Home" and "Internationalization Abroad" and has formulated three goals for the structural and development plan 2022-2026 (SEP).

Strategic Goal I:

At the university level, international contacts will be further intensified by focusing on selected strategic partners and on sustainable development topics, and an international campus life will be achieved.

NGU is a university with a strong international network. This is clearly demonstrated by more than 100 active partner universities, numerous international projects within the Erasmus+ funded mobility activities and strategic partnerships within the framework of multi-year DAAD projects and, above all, by a lively exchange of students, lecturers, and staff. These existing international contacts and cooperations will be further expanded and intensified by 2026. This will provide new impulses for innovative teaching, research and transfer as well as for the university in general. This project is also accompanied by a greater internationalization of the university itself. For this reason, the range of services and counseling offers will be expanded and the university administration will become more interculturally sensitive. The intercultural sensitization of all university employees in their direct contacts with students and teachers from other cultural backgrounds, as well as the increasing establishment of English as the language of science in all areas of the university, promote the formation of an international campus.

Strategic Goal II:

The university achieves greater internationalization of studies and teaching, in particular through courses in the field of sustainable development and through international mobility.

The further development of the internationalization of studying and teaching comprises two aspects: On the one hand, the aim is to internationalize the teaching offers at NGU. This is supported by digital teaching formats. On the other hand, the promotion of the international mobility of students will be increased. More specifically, the number of outgoing students will be increased by 15% and the number of incoming students by 10% (compared to the reference year 2021). International mobility enables students to gain experience abroad and acquire intercultural skills. In this way, the university also promotes the ability to cope positively with change, to think in a future-oriented manner, and to bear responsibility. Physical mobility abroad is the rule here, but it will be increasingly supplemented by virtual components.

Overall, this strategic goal emphasizes NGU's international position in terms of sustainable research and teaching performance, scientific cooperation and the training of future specialists and executives, who will acquire sustainability competencies that are relevant both in their fields and across disciplines. While degree-seeking students are mainly supervised directly by the study programs, the department of International Affairs department takes care of exchange students and international guests. The medium-term goal is to bundle the coordination of the needs of all international members of the university in a Welcome Center.

Strategic Goal III:

Internationalize research and transfer.

With the concentration on the profile area of sustainable development, international research and transfer activities are becoming increasingly important. Through international cooperation in research and teaching, the university can significantly expand the knowledge base of sustainable development. For this reason, it aims to expand both international research activities and international transfer activities in the field of sustainable development.

Nürtingen, December 2021

Prof. Dr. Iris Ramme

*Professor of Marketing and Marketing Research
Director of International Affairs*

NGU
Nürtingen-Geislingen
University



Hochschule
für Wirtschaft und Umwelt
Nürtingen-Geislingen

Responsibility through Education