

Modern Business School



**INTERNATIONALIZATION STRATEGY OF  
MODERN BUSINESS SCHOOL  
FOR PERIOD 2017 - 2022**

Belgrade, 2017

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Based on Article 19 of the Statute of Modern Business School, and on the proposal of the Academic Council, the Council of Modern Business School adopted INTERNATIONALIZATION STRATEGY OF MODERN BUSINESS SCHOOL FOR PERIOD 2017 – 2022 in a meeting held on 8 November 2017.

## **Strategic Orientations of Modern Business School in the field of Internationalization**

The development and growth of Modern Business School (in further text: MBS) implies planning and establishing a long-term internationalization strategy, with the aim to direct efforts and strengths towards fostering international cooperation and partnership in the area of: mobility, education, research, innovation and entrepreneurship.

Some of the internationalization facts about MBS:

- It was founded in 2008 in Belgrade by A.S.B. Academy from Vienna (A.S. Akademie für Entwicklung des Dienstleistungssektors in Südosteuropa);
- Undergraduate studies last for 3 years and master studies last for 2 years, which is completely in accordance with the Bologna Declaration;
- Undergraduate and master studies are accredited both in Serbian and in English language;
- Literature and all teaching materials are available in English;
- MBS has a wide array of different language courses for MBS students: General courses (English, German, French, Italian), Serbian language for foreigners, Preparation for Marins, Preparation for IELTS, Preparation for TOEFL, Preparation for a job interview in English, Preparation for GOETHE, Preparation for ÖSD, Business English, English for Tourism, Medical German;
- English as a subject is taught in all degree programs and years of studies;
- Each year, MBS has at least one international visiting professor;
- MBS professors regularly participate in numerous international scientific conferences;
- About 20% of total MBS students are students from other countries - mostly from Bosnia and Herzegovina, Montenegro, Croatia;
- Since 2016, MBS is a co-organizer of an international scientific conference for students – “SKEI” together with University Vitez from Bosnia and Herzegovina and University Lavoslav Ružička from Croatia.

Until now, Modern Business School has achieved satisfactory results, but its aim is to provide more opportunities and chances for internationalization in the following period.

### **Vision Statement of MBS**

In the future we want to better ourselves in order to take one of the leading positions among providers of higher education in business and management, coming from the SEE region.

Therefore, we have to become the leading learning organization and social hub for business and management knowledge and solutions in our environment and region.

### **Mission Statement of MBS**

Our mission is to provide the best education and teaching in management and business, stemming from the leading edge theory, research and best practices, at any given moment.

As it can be seen in vision and mission statements, the internationalization and partnering with other higher education institutions from abroad are positioned as core values of functioning and further development and growth of MBS.

## **The Key Aims and Activities of Modern Business School in the field of Internationalization**

Modern Business School has defined three key aims regarding internationalization activities in the period from 2017 to 2022.

### **Aim 1: To improve study programmes and competencies of teaching staff**

Activities for realization:

**Activity 1:** Cooperation and networking with similar higher education institutions in the Western Balkan and EU region;

**Activity 2:** Cooperation with higher education institutions located in the geographical areas inhabited by a larger population of Serbian nationality;

**Activity 3:** Closer collaboration with the eminent professors from abroad and including them in the teaching process as guest professors;

**Activity 4:** Identifying opportunities for establishing joint programs with other higher education institutions from abroad;

**Activity 5:** Establishing new partnership agreements for organizing conferences, roundtables, lectures with higher education institutions from abroad;

**Activity 6:** Increasing the number of professors from Modern Business School that participate in international conferences.

**Aim 2: To participate in mobility programmes (incoming and outgoing mobility of students, teaching and non-teaching staff)**

Activities for realization:

**Activity 1:** To establish a long term cooperation and partnership with similar higher education institutions in the Western Balkan and EU region;

**Activity 2:** To create on website the course catalogue with study programs and all study information;

**Activity 3:** To develop linguistic and intercultural competencies of teaching and non-teaching staff through courses, study visits at international partner higher education institutions;

**Activity 4:** To participate in Erasmus plus projects and programs;

**Activity 5:** To encourage students to study abroad and to take part in international projects through info days, round tables, social media.

**Aim 3: To increase engagement and dedication of Modern Business School to the Internationalization**

Activities for realization:

**Activity 1:** To explore and use new channels of communicating international opportunities and achieved results;

**Activity 2:** To empower a team in International Cooperation Office to professionally coordinate internationalization priorities with other departments within Modern Business School;

**Activity 3:** To establish an internationalization budget (for travel expenses, partnership activities and hosting international delegations, etc.);

**Activity 4:** To monitor trends in inter-institutional cooperation and all calls for participation in international projects;

**Activity 5:** To introduce periodic evaluation of the internationalization process and key performance indicators.

The implementation of strategic aims and activities set out in this strategy will be defined in more detail by the Action plan for internationalization, which will be adopted by the MBS Council.

### **The Key Aims Regarding Participation in Mobility Programs**

One of the strategic aims of Modern Business School is more extensive mobility of students, teaching and non-teaching staff within the Erasmus+ Programme and other mobility opportunities funded by the European Union.

This is the opportunity for mobility participants to improve their knowledge and skills, gain experience in communication and networking with colleagues from other countries, develop new contacts which will consequently lead to the increased quality of work and results.

The mobility activities of Modern Business School have the aim to provide students with an educational experience that will increase their career options and prepare them for employment in global workplace.

All ideas about internationalization of Modern Business School suggested by employees, students, alumni, corporate and international partners are welcomed and will be carefully examined. Proposals for new programs should go through an internal approval process to ensure that they meet the internal criteria related to the academic quality, and to ensure that roles of all partners are clear and concise. It is essential that all partnering projects are appropriately planned and have clear objectives. There must be definable outcomes for the individuals involved and the participation should be related to academic, professional or/and personal development.

### **Bilateral Agreements on Cooperation**

Modern Business School has established partnership with other higher education institutions in the country and abroad, but plans to strengthen those partnerships and establish new ones. Collaboration with other higher education institutions will be an important factor for success in the long run, not only in the field of education, but also in the scientific field.

When choosing a partner, Modern Business School considers: the quality of studies, research output, reputation, international approach and strategic goals of the partners. The process of choosing an academic partner is motivated mainly by the programs that those higher education institutions have. Higher education institutions that are compatible or have similar programs with MBS are those that MBS prefers to work with. It is MBS's belief that, by using this approach, it will achieve better results – better teaching methods, satisfied students, professors, and non-teaching staff, projects and conferences that are more acknowledged and attractive, new knowledge and skills.

Until now, MBS has had many contracts on the academic level, but also wants to pay special attention to the new partners from EU and Western Balkan. The focus is put on a long-term and sustainable partnerships that are interesting and have a common goal - to strengthen cooperation, collaborative research projects, staff and student mobility, and to develop joint or double degree programs. Furthermore, partners are chosen on the basis of the quality of education and how their strategies are complement to strengths and opportunities of Modern Business School.

A special emphasis in the future will be put on expanding the number of partners which can be raised to the level of strategic partnership – joint projects and joint study programs.

## **Internationalization Authority**

Internationalization of Modern Business School is carried out by the Director, with the operational support of the International Cooperation Office and Department for Project Development. The Director and Assistant Director for International Cooperation will be in charge of the continuous supervision of strategy implementation, identification of new chances and opportunities, but also any residual risks and challenges. Regarding the individual international projects, the Department for Project Development is obliged to ensure the achievement and implementation of the expected results within the given time and resources through various management procedures. This Department is mostly in charge of planning, implementation, quality assurance, control and monitoring. All these activities will be supervised bearing in mind the time management and predefined work plan. Important activities such as process control, overall project evaluation and quality control are guaranteed by the Department for Project Development.

## **The Closing Word**

Modern Business School is committed to excellence in accordance with international standards, while the quality of teaching and research are a central part of its vision. Through international projects and mobility schemes, staff and students develop new ideas and practices through collaboration, which consequently leads to new achievements.

MBS is open to collaboration and partnership in the field of science and higher education, on the basis of mutual respect and equality.

Director of Modern Business School

Čedomir Ljubojević, Full Professor, Ph.D.