



**THE INTERNATIONALIZATION STRATEGY  
OF THE BELGRADE  
METROPOLITAN UNIVERSITY**

## MISSION

Belgrade Metropolitan University educates future professional and ethical leaders ready for the challenges of the future of the society, who know how to solve problems or to create their own business based on new ideas, because in addition to the necessary knowledge, they have the skills to learn, creative and systematic thinking, entrepreneurship, and applying high ethical attitudes, standards and principles of their profession.

## VISION

Belgrade Metropolitan University is the leading scientific and educational institution that develops future profession and ethical leaders in Serbia and the region, capable of creating our future, because it builds its strength on the quality of education and close cooperation with the economy. Belgrade Metropolitan University, as an innovative entrepreneurial university, pays special attention to the development of the economy and society, which is an active part, by fostering applied research whose results are developed into innovative products in cooperation with industry partners or through established start-up firms.

## VALUES

Our values are based on the environment in which a student is in its focus with his/her activities:

- **Leadership** in the spirit of creating top-class curricula, teams and leaders of the future;
- **Integrity through responsibility**, open communication and respect for people and towards work;
- **Initiative and entrepreneurship as** a culture, a way of thinking and creativity that is applied in close cooperation with the economy;
- **Innovation** that distinguishes our processes and results, contributes to the introduction of positive change and development, creating a better, sustainable community of satisfied and successful people.

### OUR DEVELOPMENT GOALS

1. Quality education in accordance with the needs of employers
2. Development of competent leaders
3. Integrate applied research projects with master programs and doctoral studies
4. Leadership in offering lifelong education programs
5. Internationalization of education programs
6. Development of entrepreneurship and innovation
7. To achieve an efficient organization of work with the proactive participation of employees
8. To achieve a stable, dynamic and sustainable development of the university

## THE MAIN GOALS OF THE INTERNALIZATION

As internationally oriented University, BMU is giving permanent effort to reach main goals of internalization strategy. In order to provide high quality of education and build strategic sustainable relationship with foreign partners, Belgrade Metropolitan University tend to:

- **Attract foreign students to study at BMU** by offering variety of study options (to study in Serbia, to study online from abroad, to be student of a joint program of BMU and another university, etc.).
- **Offer “Belgrade summer schools” to foreign students**, offering them different training courses, but also a reach spectrum of local attractions, visits of different cultural and historical sites in Serbia and Europe.
- **Build sustainable relationship with various foreign Higher Education Institutions (HEIs):** This goal will be realized through different programs (Erasmus +, Horizon 2020, etc.) and independently signed contracts with a number of HEIs in order to ensure cooperation and long-term relationships. Participation in mutual projects will improve capacity and global reputation of all parties involved.
- **Build sustainable relationship with various foreign companies by promoting Dual Education model**, BMU tends to create long-term cooperation with foreign companies that operates also in Serbia, in order to provide modern education to students as well as to ensure that study programs are in line with national and international market needs.
- **Strength capacity of educational and non-educational staff through international mobilities**
  - Outgoing staff - by introducing different models of mobility with the best Higher Education Institutions from abroad, staff (both educational and non-educational) will have the opportunity to collect best World’s practice and implement it later at BMU;
  - Incoming staff – foreign experts will be able to give lectures and trainings to students, educational or non-educational staff and introduce them to most innovative practices. On the other hand incoming staff can observe processes and give their contribution to improvement and modernization.
- **Rise the number of students’ mobilities in order to collect international competences needed for their future work.** It is highly important to provide students with the opportunity to gain various spectra of experience in order to become experts are the field that is their topic of formal studies.

Students’ mobilities for one semester or more will be promoted and recognized after returning at BMU (according to the National Law and internal regulations). Belgrade Metropolitan University will provide full administrative support for incoming and outgoing students and will be prepared for participation in all different actions (EU and non-EU) regarding mobilities.

As one of the leading private Universities in Serbia, Belgrade Metropolitan University applies various methods of modern education (traditional, on-line, part time and short cycles, dual-education) and is fully prepared and willing to exchange good practices with international partners. By building stronger connections and supporting mobilities, BMU wishes to enhance the University's global reputation and recognition.

### *STRATEGIC POSITIONING*

- **Regional positioning:** Due to historical and cultural ties with countries from former Yugoslavia (Slovenia, Croatia, Bosnia and Herzegovina, Montenegro and Macedonia), BMU will develop cooperation agreement with universities from these countries. BMU will also offer its programs (including online programs) to students from these countries, as there are no language barriers. BMU will also develop close collaboration with universities from SEE and neighboring countries (Hungary, Romania, Bulgaria, Greece and Albania), especially in area of research and exchange of students and staff.
- **Positioning in Europe:** BMU will actively be involved in EU programs in area of education, research and innovation development. One of the strategic priorities is to increase the visibility and reputation of the University in the European Higher Education and Research Area.
- **Global positioning:** BMU will develop research and educational cooperation with universities willing to cooperate and share their experience and interests with BMU. BMU will also offer its programs to students willing to study in Europe.

### *ACTION PLAN FOR INTERNATIONALIZATION OF THE BELGRADE METROPOLITAN UNIVERSITY*

The implementation of strategic orientations and objectives set out in this strategy will be defined in more detail by the Action plan for internationalization of the Belgrade Metropolitan University which will be adopted by the University Senate.

The Action Plan will develop actions especially for the following three areas:

#### **A. Study at BMU**

- Promotion of BMU programs to students from former Yugoslavia, as well as for other SEE countries.
- Promotion of BMU programs to students from Middle East and Africa
- Promotion of BMU programs to students from Asia, with special focus on China, India and Iran

## **B. Educational and research collaboration with foreign universities**

- Develop joint programs with universities from USA, UK and EU to be offered to foreign students studying at BMU.
- Develop and improve education at BMU by collaborating with other university through EU programs, such as Erasmus +
- Develop research and scientific capabilities of BMU through different international, multilateral and bilateral research collaboration programs, such as Horizon 2020

## **C. Collaboration with employers of BMU students and companies**

- Offer the BMU Dual Education program to foreign companies planning to open develop centers in Serbia, especially in area of IT and software development.
- Help BMU students and its staff to develop spin-offs and start-ups collaborating with foreign companies, especially in area of IT and software development.
- Collaboration with foreign companies aiming to develop innovative products for global markets

This Internationalization Strategy will be regularly updated at least once in five years in order to maintain its relevance to global challenges and opportunities. Being a small University, by size, should not prevent BMU to act and operate globally, especially if it is specialized in an area of education and research. The Belgrade Metropolitan University wants to develop its international reputation in area of IT and software development, and this Internalization Strategy has a very important role for this BMU mission.