

BEST (Blended Erasmus+ Staff Training)

KA203 – Strategic Partnership for Higher Education
REFERENCE: 2016-1-ES01-KA203-025594
01/09/2016 to 31/10/2018
Coordinator: ALCALA University

INTELLECTUAL OUTPUT 3

INTERNATIONAL ATTRACTIVENESS OF UNIVERSITIES

COURSE INTRODUCTION

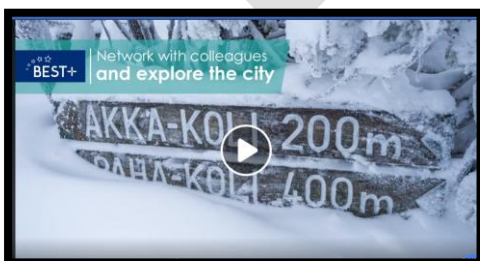
**Course designed and coordinated by Dr. Carmen Santamaría-García
(University of Alcalá)**

This course has been designed on the topic of the *international attractiveness of universities*. The course can be used in future trainings on the topic, as all the material is available and downloadable from the learning platform that has been designed for BEST+:

<http://beta.blendedmobility.eu/courses/best-joensuu-international-attractiveness-universities>

You can also visit BEST+ Joensuu and see the programme and course outline of the actual training that combined eLearning (virtual content) with a 3-day event (physical training) in Joensuu, University of Eastern Finland, from Tuesday, 28/11/2017 to Thursday, 30.11.2017.

This video contains some moments of the course:



<https://www.facebook.com/Unifoundation/videos/2407492142609609/>

RATIONALE FOR THE COURSE

Staff has a huge potential for the promotion of their universities and can be considered essential agents of change for the benefit of their institutions and incoming students.

In this course we will explore some useful resources for the promotion of universities through staff actions.

LEARNING OBJECTIVES

This course has been designed with three main learning objectives in mind, in relation to the main topic. After the course, participants are expected to have gained insight to be able to:

- (1) Identify resources and strategies to improve the branding and reputation of universities through internationalisation.
- (2) Draft and implement strategies to improve the branding and reputation of their home universities through internationalisation.
- (3) Gain awareness on several possibilities to personally contribute to the internationalisation of their institutions.

COURSE ORGANISATION

Please read the **course overview** for a course panorama and a clear perspective of which activities are expected to take place before and after the on-site training. The **course programme** will also add valuable information and more details about the on-site training. The **outline** contains tips for future users of the course materials in order to help them when planning a course of similar characteristics.

Regarding the organisation of learning sessions, you can see they contain Powerpoint presentations. These presentations contain informative content together with assignments and points for discussion. The trainer can choose to present some bits of information and allow for interaction and discussion to happen. In blended learning it is extremely important to give participants plenty of opportunities to interact and make most of the opportunity of being together during the on-site sessions. You can read more on why this format was chosen on the course outline.

Materials are licensed with Creative Commons CC BY 4.0, which allows the reuse and modification of the material but requires the attribution of the original creators.