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Order of the Director of ChSBC of June 2, 2021 No. 86

INTERNATIONALIZATION STRATEGY
of CHERKASY STATE BUSINESS COLLEGE
UNTIL 2027

I. INTRODUCTION

The strategy is developed to integrate the international dimension into all areas of Cherkasy State Business College's activities. The Internationalization Strategy of Cherkasy State Business College (hereinafter referred to as College) is based on the Development Strategy of Cherkasy State Business College until 2027 and is grounded in the mission and values of the College.

Our MISSION is to build a creative ecosystem providing conditions for the formation and development of human capital in Cherkasy region.

Our VALUES are

Professionalism. Research and pedagogical staff, specialists and entrepreneurs maintaining a high level of professionalism are involved in the educational process.

Academic integrity. We value and profess honesty, responsibility, trust, respect, fairness and transparency.

Innovation and creativity. We encourage innovation in the educational process and promote the formation and development of a creative personality.

Openness to change. We perceive challenges as opportunities for development.

Multiculturalism. We form a favorable democratic, humanistic social climate.

II. INTERNATIONALIZATION PILLARS



- **Glocal responsibility** Glocal responsibility (combination of global and local responsibility). College is aware of its role in forming responsible citizens of the world who can work and live in an international environment as well as be responsible citizens of Ukraine.
- **Intercultural dialogue and diversity.** Fostering mutual understanding and respect across cultures and nationalities through the exploration of diverse experiences.
- **Innovation and digitalization.** Continuously seeking innovative approaches to learning and research, leveraging modern digital technologies in both.

- **Partnership.** Cooperation with other educational institutions, organizations and businesses, government bodies.
- **Quality.** Ensuring high quality educational programs that meet international standards.

III. Situation analysis

International experience

In 1995, the educational institution was one of two participants in the project entitled Creation of commercial centers in Ukraine within the framework of the TRANSFORM advisory program under the leadership of German Federal Ministry of Education, Science, Technology and Research and the Ministry of Education of Ukraine. As a result of the project implementation, our educational institution was the first in Ukraine to launch the training of a new generation of specialists in commercial activities in the conditions of an educational and training company.

Since 1997, the educational institution has been a member of the association "EUROPEN International", Germany.

Since 2002, College has maintained a continuous collaboration with the US Government's Youth Development project, with US Peace Corps volunteers serving at College.

In 2008 College participated in the formation of a network of local CISCO Entrepreneurship Institutes in Ukraine, a local CISCO Entrepreneurship Institute at ChSBC was created on the basis of College.

In 2015, 2016 and 2019, staff participated in Open World Programs by the American Councils for International Education, one of the US Department of State's International Visitor Leadership Programs, and the Washington Alumni Symposium in the USA.

In 2017, the Lingua Hub English language learning center was opened at College for students, faculty and administrative staff.

College has experience in cooperation under the Fulbright Academic Exchange Program in Ukraine. Assistant Vice President for Economic Development of Santa Fe College (Florida, USA) Doug Jones worked at the educational institution in 2017.

In 2017 College signed the first Erasmus+ KA1 cooperation agreement with ISMA University, Riga, Latvia

In 2021, a college student participated in the CCI program supported by the US Department of State, which included a 1-year study at College of DuPage.

Strengths:

- Reliable reputation of College in Cherkasy region
- Experience in implementing educational programs in the field of IT, economics, business and design and their focus on ensuring the regional labor market for specialists
- A vibrant student community actively participating in volunteer projects
- Partnerships with businesses in Cherkasy region: manufacturing and service enterprises, IT cluster of Cherkasy region
- Close interaction with regional and local authorities. College academic staff is a member of working groups on working out Cherkasy Region Development Strategy and the Development Strategy of the city of Cherkasy
- In-depth English language courses for students
- Multi-level system of specialist training: high school - professional pre-higher education - higher education (bachelor's degree)
- Academic staff involvement in cooperation with leading universities of Ukraine and research institutes (Institute of Industrial Economics of the National Academy of Sciences of Ukraine, Kyiv National Economic University, Kyiv University of Technologies and Design)

Weaknesses:

- Limited scope of international partnerships
- Insufficient funding for international initiatives

- Limited number of teachers with experience in international activities.
- Students study only one foreign language - English
- Insufficient level of English language proficiency among academic staff;
- Lack of convenient digital information management and processing system;
- Inconsistency between the form of ownership of College (state) and the governing body (regional level)

IV. COLLEGE'S ASPIRATIONS

College's internationalization aspirations include:

Increasing prestige. Improving international recognition, strengthening its reputation as a leading educational institution.

Broadening academic horizons. Attracting international faculty and students, developing collaborative projects.

Elevating the quality of education. Implementing international education standards, using innovative teaching methodologies.

Training globally competitive graduates. Training specialists with competencies that are used by business and valued by society around the world, who have international, multicultural experience and are ready to meet the needs of regional business.

Creating an international community. Forming an international community of students and faculty, promoting cultural exchange.

V. STRATEGIC GOALS

Goal 1. Active development of international partnership

Objective 1.1. Implement collaborative activities under concluded international agreements

Objective 1.2 Proactively identify new international partnership opportunities to broaden global engagement.

Objective 1.3. Engage in international online projects.

Goal 2. Expansion of academic and scientific mobility of students, academic and administrative staff

Objective 2.1. Expand student exchange programs and faculty/staff internships.

Objective 2.2. Strengthen work on finding opportunities for students and teachers to participate in international educational programs.

Objective 2.3. Disseminate information about the possibility of participation in international projects among teaching and administrative staff to increase application submissions.

Objective 2.4. Develop targeted language courses for students and faculty to support international collaboration.

Goal 3. Internationalization of educational and research projects

Objective 3.1. Develop joint educational projects with international faculty.

Objective 3.2. Engage in international research collaborations.

Objective 3.3. Participate in international conferences and exhibitions.

Objective 3.4. Organize and / or participate in international student conferences and competitions.

Goal 4. Enhancing visibility of College

Objective 4.1. Develop and implement a comprehensive international branding strategy.

Objective 4.2. Actively pursue and improve performance in international university rankings.

Goal 5. Advancing sustainability, innovation, digitalization

Objective 5.1. Integrate sustainability principles into curriculum and research.

Objective 5.2. Cooperate with international organizations focused on sustainable development.

Objective 5.3. Cooperate with business to develop joint educational programs and projects.

Objective 5.4 Collaborate with regional authorities to foster a regional ecosystem

Goal 6. Driving digital transformation

Objective 6.1. Create virtual laboratories for practical trainings

Objective 6.2 Develop a digital library with access to international research databases and e-books.

Objective 6.3 Facilitate virtual student and faculty exchanges for joint projects and research.

Objective 6.4 Co-develop online courses with international partners.

Objective 6.5. Create international online communities for the exchange of experience, ideas and knowledge between students and faculty from different countries.

Goal 7. Monitoring and evaluation

Objective 7.1. Develop a system of indicators to monitor progress in strategy implementation.

Objective 7.2. Regularly assess the effectiveness of the strategy and make necessary adjustments.