

BME GTK's Internationalisation Strategy

2024-2030

Budapest University of Technology and Economics
Faculty of Economic and Social Sciences

Drawn up by:

International Vice Dean Mária Szalma, née Csete
Faculty Erasmus Coordinator Sarolta Tóvölgyi,

in cooperation with

the staff of the GTK Dean's Office and the NKI

Budapest, 2024

INTRODUCTION

In harmony with the [mission statement of the Faculty of Economic and Social Sciences](#) of the Budapest University of Technology and Economics and the BME Internationalisation Strategy presented in May 2024, this faculty strategy document identifies the most important areas and goals that fit the strategy of the university while taking into account the special characteristics and strengths of BME GTK.

The subject of internationalisation is also one of the top priorities of [BME's Institutional Development Plan](#), which sets out the main directions in terms of education, research, international recognition, international networking and international mobility. The internationalisation aspects, which should also include economic and social science professionals, are also reflected in the mission of BME's Institutional Development Plan renewed in 2021.

These aspects specific to GTK include, among others, the social science character of the faculty, meaning that GTK must also take a different approach than the technical faculties. In terms of international cooperation, the Faculty should also look for different partners (e.g. think tanks, research institutes, non-governmental organisations) and focus on other, possibly also interdisciplinary, research topics in addition to interdisciplinary topics related to technical fields. There are several different disciplines within GTK. The internationalisation strategy must also take into account this multidisciplinary nature, and it is advisable to explore opportunities for cooperation that can connect create links between multiple disciplines.

Social sciences typically have a strong community dimension. At the Faculty, it is appropriate to develop international programs or further develop those existing ones promoting interaction between students and lecturers and strengthening the sense of community. Furthermore, alignment with the faculty mission statement and other related faculty strategy documents is equally important.

BME GTK is committed to activities related to the continuous development of the internationalisation of the Faculty, in the course of which it strives for the development of foreign language education, increasing the number of international students and lecturers, improving student satisfaction, establishing an international alumni at the faculty, developing an international study office, internationalising research, promoting active participation in international networks, improving international mobility willingness (students, lecturers, staff), complying with participation in international accreditations, establishing international

cooperation and developing appropriate marketing and communication tasks in these fields. All of these areas contribute to the improvement of the international visibility of BME GTK, which also affect the effectiveness of the university's internationalisation, taking into account, among other things, the attractiveness of BME for international students and the number of international student body, as well as the international research attractiveness of the Faculty and its presence in international research projects and other types of collaborations.

While improving its internationalisation processes, GTK takes into account the relevant responsible, ethical and sustainability interfaces set out in the [BME GTK Sustainability Strategy](#).

Presented in May 2024, BME's Internationalisation Strategy provides an excellent basis for creating BME GTK's Internationalisation Strategy, which could be appropriately adapted to GTK's own profile and goals.

The Faculty's internationalisation strategy does not aim to develop the internationalisation of faculty research activities but lists it among the scientific strategic directions, and consequently does not cover, among other things, the issues of international ranking strategy, encouragement for the participation of faculty lecturers in international research projects, increasing international publication activities, or other related topics discussed by scientific committees and councils at different levels. BME GTK is ranked 551-600th in the QS World University Rankings 2024 Business and Management and 801st in THE World University Rankings 2024 Business and Economics. In the 2022 THE Emerging Economies University Rankings, BME GTK finished 401-500th. In the CWUR 2024 ranking, BME is ranked 212nd according to educational metrics. In the QS World University Rankings 2024, BME improved its position compared to last year to 741-750th, and is ranked in the 2024 QS Sustainability Rankings as 485th.

Taking into account the above, the GTK Internationalisation Strategy is based on four main strategic pillars:

- Internationalisation of education at the Faculty;
- International cooperation of the Faculty;
- International mobility of the Faculty;
- Marketing and communication activities supporting internationalisation.

1. INTERNATIONALISATION OF EDUCATION

For the development of the GTK's educational internationalisation processes, it is essential to have appropriate knowledge of the current international lecturer and student bodies of the Faculty, as well as of its international training programmes.

International training programmes

Over the past five years, BME has doubled the number of its English-language training programmes, with a total 45 full-time courses currently active (10 BSc/OTM, 22 MSc/MA and 13 PhD/DLA). In 2019, GTK launched three English-language Master's programmes, which have been running successfully ever since, as has the English-language doctoral programme at the Doctoral School in Business and Management. The "Management and Leadership", "Finance" and "Regional and Environmental Economic Studies" Master's programmes were joined in 2023 by the "Engineering Management" programme. GTK currently has no foreign language programme at the BSc level, but several consultations are ongoing at the time the strategy is being developed.

Acquiring international programme accreditation is one of the key strategic goals of our Faculty. By securing this accreditation, we can become one of those prestigious academic institutions that are certified to meet the international requirements expected of top economic Master's programmes. Two English-language Master's programmes of the Faculty, namely "Management and Leadership" and "Finance", are part of the [EFMD international programme accreditation](#) process.¹ International accreditations play an essential role in positioning GTK in national and international rankings. Equally important is the development of the international education portfolio of the Faculty in Bachelor's programmes.

International students

Currently, about 100 countries are represented at BME with a total of 2500 international students, which is about 12.6% of the student body. Founded 10 years ago, the Stipendium Hungaricum scholarship programme plays a significant role in the continuous increase in the number of training programmes and students, with 74 full programmes currently available at BME (34 in Hungarian and 40 in English).

A total of 169 international students from 48 different countries are currently enrolled in the training programmes of GTK (see Annex 1). Students' home countries fall into four groups at

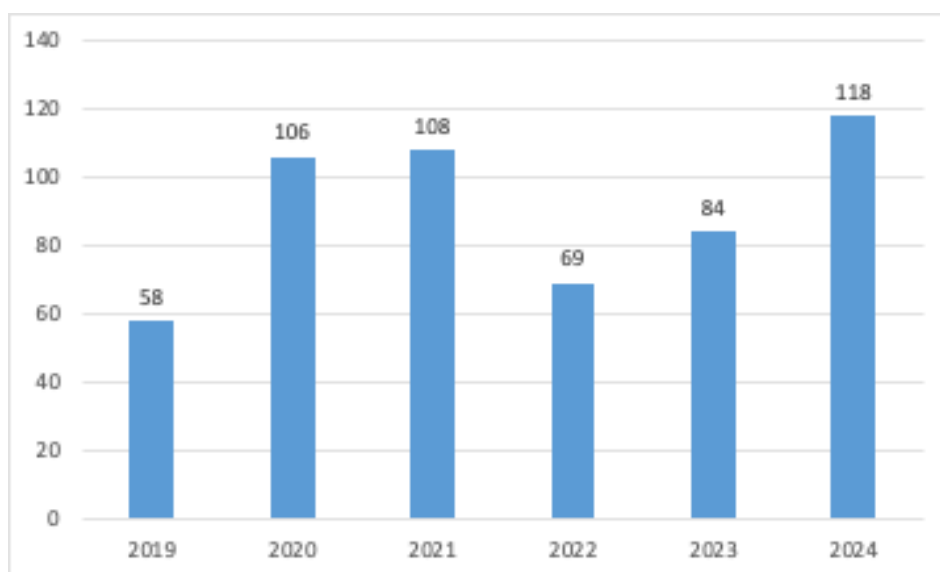
¹ The EFMD Site Visit Team is scheduled to visit GTK between 25-28 November 2024.

the Faculty. The first include those represented by more than 10 students each: Azerbaijan, Pakistan, Bangladesh and China. The second group includes countries sending 4-9 students, such as Vietnam, Kazakhstan, Kenya, Mexico, Russia, Iran and Tunisia. In the third group 2-3 students came to the Faculty from 19 countries. The fourth group is comprised of 18 countries with 1 student each studying at one of the international training programmes of GTK. EU students rarely apply for the Faculty's foreign language training programmes. The target countries related to international faculty recruitment activities have been identified based on the current situation.

The number of students admitted to English language training programmes between 2019-2024 are shown in Figure 1 below.

Figure 1: Number of students admitted to GTK's English language master's programmes
(2019-2024)

(only the number of freshmen in the given year)



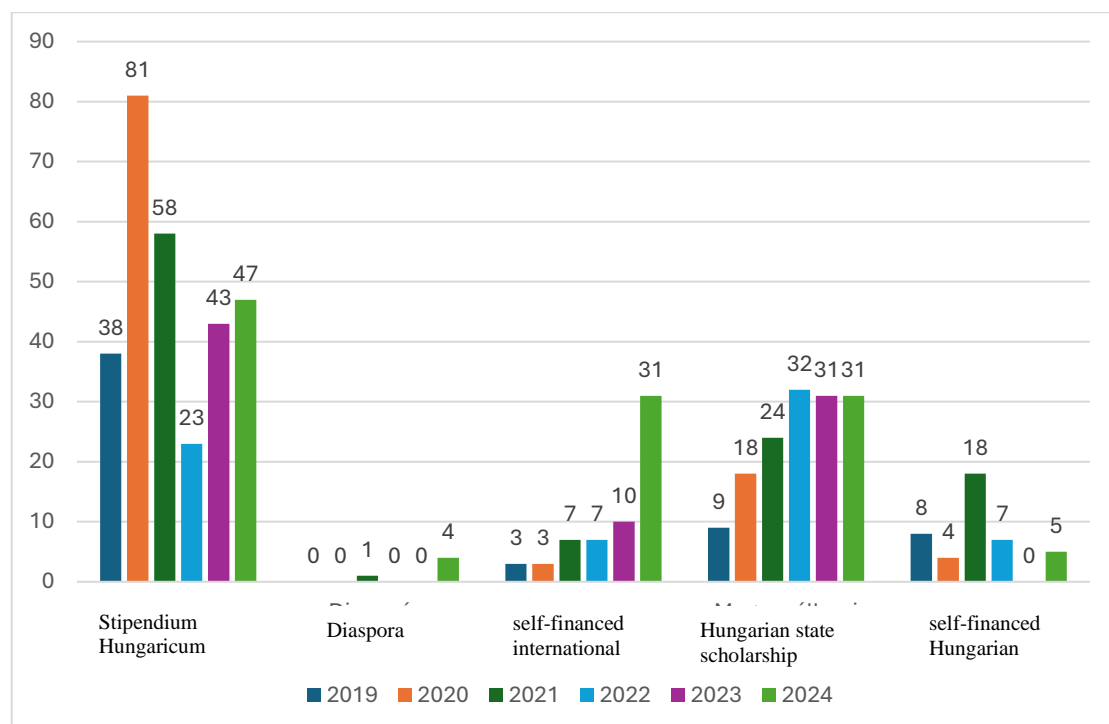
Source: GTK Dean's Office ISO (2024)

Students can enrol in the faculty's international training programmes in six ways: Stipendium Hungaricum, Hungarian Diaspora Scholarship, Self-financed foreign individuals, Hungarian state-funded scholarship, Hungarian self-financed individuals and Scholarship for Christian Young People (SCYP) students (no student has enrolled in the latter yet, so there is no such category in Figure 2). In the case of students with the Stipendium Hungaricum scholarship going through the faculty's admission procedure, the number of students actually admitted always depends on the decision taken by the Tempus Public Foundation in the given year. The

number of Hungarian students applying through the felvi.hu website shows a great variety: while, for example, 18 self-financed Hungarian students were admitted in 2021 but none in 2023, in 2024 some from that category appeared again. The number students with Hungarian state scholarship has been relatively stable in recent years.

A proposal formulated on the basis of an international market research of the Faculty for the modification of the tuition fee was adopted at the meeting of the Faculty Council in May 2023. As a result, the tuition fees of the international self-financed economic training programmes of the faculty, which were previously linked to the technical academic programmes, have changed. The effect of this change is already visible in the 2024 figures with an increase of 7.1% in the number of international self-financed students, and this positive development affected all four Master's programmes.

Figure 2: Development of the number of Stipendium Hungaricum, Hungarian Diaspora Scholarship, self-financed international and self-financed Hungarian students, and the total number of students admitted in the given year at GTK's English language Master's programmes



Source: GTK Dean's Office ISO (2024)

Within the framework of the Erasmus+ mobility exchange programme, students most often enrol at BME (including GTK) for one term, and many of those students choose from the English-language master's courses based on the regularly updated faculty Erasmus list.

In addition to the available university student services, the International Studies Office of the GTK Dean's Office also plays an important role in supporting students' well-being, which contributes to improving communication between individual participants and harmonising tasks, and also makes the administrative processes of foreign students more efficient. We wanted to help student integration by organising university and faculty-specific student services into a catalogue (e.g. Higher education career portal, organising and announcing the Thesis writing seminar for students participating in the faculty's international training programmes since 2022).

International alumni

Based on the responses to the questionnaire-based survey conducted by GTK at the beginning of 2024, the Faculty started to develop its international alumni network. The survey involved 211 students having earned their degrees at the English language Master's Programmes of GTK. The survey will be repeated at regular intervals, always among the current new international alumni of the faculty. Within the context of developing international alumni activities, a special [alumni platform](#) was created and a faculty international alumni officer was appointed from among the members of the GTK alumni. In addition, the GTK international alumni were also included in the [October 2024 Intensive Seminar Programme](#). They can join the Intensive Seminar Programme both as a lecturer and as a participant.

International lecturers

At the time the internationalisation strategy is being developed, GTK employs 180 lecturer-researcher-teacher staff, 14 of whom are foreigners. This represents 7.7% of the faculty's lecturers. The faculty's foreign lecturer-researcher colleagues belong to nine organizational units, namely four to QSMS, two to the Centre of Modern Languages, and one each to the Department of Sociology and Communication, Finance, Management and Business Economics, Technical Education, Economics, Environmental Economics and Sustainable Development, and the Department of Ergonomics and Psychology. Among the 14 foreign lecturer colleagues are two language teachers, five assistant professors, three research fellows and three research assistants. Filling the positions of associate professors and university professors with

international lecturers may be included among future goals, which has already become feasible on the basis of the international PhD alumni of the faculty, based on the first successful international PhD defences of the recent period. Foreign guest lecturers typically come to GTK with the support of Erasmus+ and other research grants, many of them to give lectures or lead workshops of the Intensive Seminar Programme held every autumn for nearly 400 master's students.

GTK's strategic goals in the internationalisation of education

In line with the internationalisation strategic goals of the university, the Faculty's goals related to the internationalisation of education include the following:

- increasing the number of international students both in terms of quality and quantity;
- increasing the share of foreign lecturer at the Faculty;
- continuous developing the ongoing international alumni activities at the Faculty;
- increasing the number of international guest lecturers;
- further developing the English language training offer of the Faculty;
 - o launching a new English language Bachelor's programme;
 - o developing international joint trainings and other types of educational cooperation;
 - o developing international educational cooperation at different levels as relevant to GTK with regards to the EELISA European University Alliance;
- continuously reviewing international trainings and strengthening quality assurance;
- international accreditations for economic and engineering academic programmes;
- supporting the integration of international students;
- further involvement of the development options of the Intensive Seminar Programme in the internationalisation processes
- increasing the international participation of students in short and medium-term supplementary trainings.

2. INTERNATIONAL COOPERATIONS OF THE FACULTY

BME has an extensive network of international relations, which are divided into three categories in the BME Internationalisation Strategy, depending on whether the cooperation is general, educational or research focused. According to the BME Internationalisation Strategy,

the University had international cooperation confirmed with 1438 contracts at the beginning of 2024.

One of the objectives of BME is to expand its international network with partners that have the same or better positions than the BME in the rankings, and cooperation with whom is supported by at least three faculties of the University. In connection with this, GTK tries to adapt to the expectations as much as possible, but not all partners relevant to GTK organizational units are embedded in a technical environment like BME, so it is not always possible to identify a potential supporting faculty. In the case of GTK, the guiding criteria for partner selection is the partner's professional excellence in the given area, its position in the international rankings and its international accreditation rating.

BME has Erasmus contracts with almost 400 institutions in almost 1,000 thematic areas, including institutions outside the EU. Table 1 shows the partner institutions with international accreditation among the current approximately 120 GTK Erasmus+ partner institutions.

Table 1: GTK Erasmus+ partner institutions with international accreditation

Country	Institution	EQUIS	EFMD	AACSB	AMBA
Estonia	Tallin University of Technology - TalTech		X		
France	Université Grenoble Alpes		X		
	Espeme Business School (EDHEC)	X		X	X
	Université Jean Moulin, Lyon		X		
	Pole Universitaire Leonard de Vinci		X	X	X
Germany	RWTH Aachen University			X	
	Technische Universität München	X		X	X
Italy	Università Degli Study di Bologna	X	X		
	Politecnico di Milano	X		X	X
Poland	Politechnika Warszawska WUT		X		
Portugal	Universidade do Minho		X		
	Universidade Nova de Lisboa	X		X	X
Spain	Universidad IE	X		X	X

Source: GTK Dean's Office ISO (2024)

There are many other examples at the Faculty related to institutional activities aimed at internationalisation such as study trips of student groups from other international institutions (UNEC, Emlyon School of Management), international summer university scholarship opportunities (SWUFE, Fudan) and support for EELISA student activities.

In addition to the network memberships relevant to GTK (such as SEFI, T.I.M.E., CEASAER, EUA, Erasmus), the University is also an active member in the following faculty-specific organizations and networks: EFMD, UN PRME, BGA, NISPAcee, GARP (FRM), CFA Institute, RIT cooperation.

BME is a member of the EELISA Alliance, in which our faculty has an interdisciplinary and economic, management and business approach. The partners in the alliance are key strategic partners of our faculty, including the Universidad Politécnica de Madrid, the École des Ponts ParisTech and the Zürcher Hochschule. Our faculty is a member of the EFMD network and cooperates with the Network of Institutes and Schools of Public Administration in Central and Eastern Europe (NISPA CEE). Other important strategic partners include the Rochester Institute of Technology, Drexel University, Southwestern University of Finance and Economics, Dongbei University of Finance and Economics, Emlyon Business School and Aalborg University Business School (AAUBS).

The international cooperation of the faculty includes the international professional network related to the QSMS and the partner networks participating in international research projects,
as well as individual international researcher relations.

GTK's strategic goals in international cooperation

In line with the internationalisation strategic goals of the university, the Faculty's goals in developing international relations include the following:

- developing the quality of international networking along the lines of faculty-specific aspects;
- developing cooperation with international corporate partners;
- exploring new cooperation opportunities offered by existing international networks;
- aspiring to occupy senior positions in international organizations, and preserving and making better use of existing positions.

3. GTK INTERNATIONAL MOBILITY

Most of GTK's international mobilities are made up of those within the framework of the Erasmus+ programme. At the university level, approximately 350 students travel abroad each year, including both main and make-up applications. GTK is the largest sending Faculty among the 8 faculties of BME.

The 2022/2023 academic year was the first to offer application opportunities to partner institutions outside the EU within the framework of the Erasmus+ mobility program, and GTK students have been making good use of these university-level grant opportunities since the beginning. In this academic year, a total of 74 students were admitted to partner institutions within Europe and 7 to non-EU institutions (National University of Singapore, University of Technology Sydney, Azerbaijan State University of Economics, City University of Hong Kong, Tecnológico de Monterrey, PUCMINAS, Hokkaido University).

In the 2023/2024 academic year, a total of 119 students from the Faculty were admitted to partner institutions within the EU and 11 to non-EU institutions.

For the two terms of the 2024/2025 academic year, students could apply in two separate application cycles. A total of 101 students were awarded Erasmus mobility grants within the EU and 6 students outside Europe.

Several other international mobility opportunities are also available to GTK students, such as joining international student organizations (ESTIEM, BEST, AIESEC, IAESTE, etc.) to EELISA's short student mobility projects of a few days in duration and to participating in traineeships as well as BIP, ATHENS and CEEPUS programmes.

Within the framework of Erasmus+ teaching mobility, international colleagues arrived at GTK exclusively with educational mobility before 2021. Since October 2021, an inbound international mobility of 14 people for training and 18 people for education has been completed. Since October 2021, the number of outbound mobilities has been 53, of which 42 were training and 11 education mobilities. Since February 2023, those involved in teaching mobility have also joined the GTK Ambassador Programme and enhanced the Faculty's reputation to the given host institution by delivering an international gift package of the Faculty.

The introduction of the mobility window makes it possible to facilitate the process of credit recognition, which can contribute to further encourage international mobility among students. The international mobility information days of the Faculty and the awareness-raising information leaflets on other faculty platforms also serve a similar purpose.

In line with GTK's mission and sustainability strategy, the RRF project supported the development of the carbon footprint monitoring of the Faculty's international mobilities, and on the basis of this, a faculty carbon neutralization programme was implemented, which can be expected from an institution that educates responsible leaders and professionals who will find solutions to the challenges of the future.

GTK's strategic goals in international mobility

In line with the internationalisation strategic goals of the university, the Faculty's goals in international mobility include the following:

- increasing the number of students, lecturers and staff participating in international mobility;
- encouraging mobility willingness in the international programmes of the faculty, with special regard to the opportunities available to SH students;
- maintaining the popularity of mobility outside the EU, looking for other opportunities;
- further developing the GTK Ambassador Programme;
- maintaining and further developing the diversity of mobility opportunities both in time and space to improve the adaptation of international mobilities to individual preferences.

4. MARKETING AND COMMUNICATION IN SUPPORT OF FACULTY INTERNATIONALISATION

GTK pays attention to the development of appropriate marketing and communication activities designed to support the implementation of the Faculty's strategic objectives. A good example of the internationalisation developments of the Faculty is the implemented and planned marketing and communication activities related to the renewed Intensive Seminar Programme (e.g. creating a separate logo and [website](#)). Other good examples include [GTK's English-language website](#) and the Faculty's [International Programme Guide](#), which is updated at regular intervals as the Hungarian publication.

Within the framework of the "Infrastructure and skills development for practice-oriented higher training programmes" project (no. RRF-2.1.2-21-2022-00005), a number of tasks supporting the internationalisation developments of the faculty have been identified. Under Activity D (activities related to practice-oriented higher education training, skills development of higher

education students and staff, support for internationalisation activities), the tasks undertaken by the Faculty in line with the goals of BME include the following:

- Printed materials: to promote climate-friendly solutions for international relations and other international opportunities of the Faculty
- Graphic design: designing print and other materials with faculty communication elements to promote international relations in an environmentally friendly way and other international faculty opportunities
- Film production: 3 short live action videos based on a Faculty script, showcasing international opportunities of the Faculty
- Printing flyers needed for the faculty ambassadorial role of the participants of faculty mobility, updated with current content annually
- Representation costs: souvenirs of good quality with logo for foreign delegations in connection with the internationalisation of the Faculty for the preparation of international cooperation and projects
- International membership fees (increasing the international visibility of the Faculty through AMBA BGA membership and related validation)
- Participation in EFMD professional events
- GTK Carbon Neutral Mobility Programme: online emission calculator for the development of sustainability skills of students, lecturers and staff to promote climate-friendly mobilities (website development²) and related carbon neutrality of the Faculty
- Organising international campaigns: advertisements with banners in two periods with statistical analysis; promoting the Faculty's international master's and postgraduate courses on various online media platforms and in foreign markets, media planning and media representation with the use of services

GTK's strategic goals in marketing and communication activities supporting internationalisation

The Faculty's marketing and communication goals supporting internationalisation include the following:

- efficient use of digital tools and platforms in internationalisation;
- further developing international market research and competitor analysis;

² <https://carbon-footprint-calculator.gtk.bme.hu>

- use of portfolio-based solutions;
- improving support for international recruitment processes of the Faculty;
- developing the GTK International Marketing Strategy.

5. FEASIBILITY

The implementation of the BME GTK Internationalisation Strategy spans the period from 2024 to 2030, with a proposed part-time back-testing in 2027.

With regards to the resource-intensive nature of the measures related to the Faculty's objectives supporting the development of internationalisation efforts set out in the previous chapters, and the timely implementation and scheduling of the measures, further consultations are required to facilitate practical implementation in connection with the defined directions and planned goals.

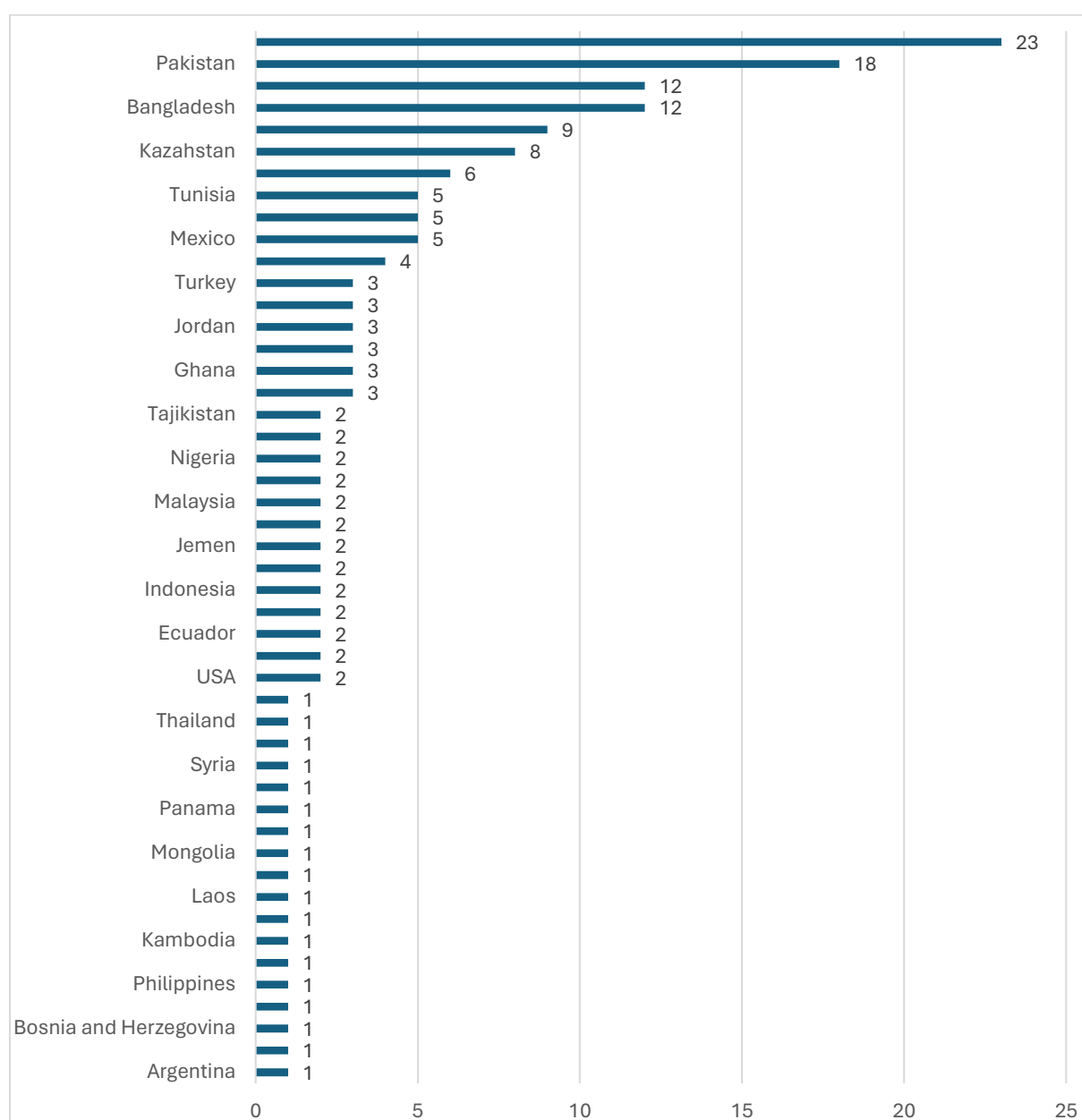
“Short-term” refers to measures that can be implemented almost immediately, while “medium term” typically refers to measures requiring 1-2 years of preparation. Longer-term measures can be used as a means to develop a well-performing faculty internationalisation programme portfolio. These are recommended for preparation and implementation after the launch of short- and medium-term measures.

The implementation of these measures, set out in the BME GTK Internationalisation Strategy, will be supported by the GTK Internationalisation Action Plan following the adoption of the Strategy. The definition and monitoring of indicators used to measure the success of the strategy (e.g. changes in the number of international students and lecturers, publication indicators, citations, number of international projects, student and educational mobility numbers, number of international visiting professors, etc.) are also part of the Action Plan. Another important step for the effective implementation of the strategy is to define responsibilities, provide the necessary resources, and regularly review and evaluate the strategy. We must focus our efforts on making the internationalisation strategy sustainable in the long term.

Appendices

Annex 1

Distribution of international students by country (n=169, September 2024) in the four English-language GTK master's programmes and the PhD programme



Source: GTK Dean's Office ISO (2024)