



UNIVERSITY FOR BUSINESS AND TECHNOLOGY

*INTERNATIONAL AND INTERINSTITUTIONAL
COLLABORATION STRATEGY*

2024 – 2029

Prishtina, 2024



KEY STRATEGY

“Expansion of collaboration activities”

Thinking global – 2024

University for Business and Technology

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2. EXECUTIVE SUMMARY

The University for Business and Technology (UBT) is embarking on a transformative journey to enhance its global stature through strategic initiatives focused on internationalization, collaborative research, and engagement with public sectors. The strategic plan for 2024-2029 outlines comprehensive goals and actions that position UBT as a leader in education, research, and community service.

The UBT has set forth an ambitious strategic plan, designed to cement its position as a regional leader in higher education by expanding its global influence through innovative programs and extensive international collaboration. This plan outlines our ambitious goals to integrate global perspectives into our curriculum, enhance our research capabilities, and foster deep partnerships with both the public sector and industry leaders worldwide.

UBT will enhance its curriculum by integrating international perspectives and offering programs in English, fostering an inclusive campus culture that supports both domestic and international students and staff. Initiatives include promoting foreign language learning, developing internationalization modules across all programs, and leveraging digital technologies to create virtual international experiences.

In collaboration with esteemed global institutions, UBT aims to develop double or joint degree programs that not only enhance academic excellence but also prepare students for a globalized market. The strategy focuses on forging and deepening strategic international collaborations, developing globally relevant curricula, and ensuring the highest standards through quality assurance and accreditation.

The strategy includes strengthening research through strategic partnerships and contracts that foster innovation and societal impact, as well as leveraging university expertise and resources to offer outsourced services to industry and business, creating new revenue streams and enhancing practical learning opportunities for students. This plan includes strategies for offering outsourced services to external entities, utilizing university resources to generate revenue, foster innovation, and enhance our engagement with the industry. By establishing strategic industry partnerships, UBT aims to align its service offerings with market needs and boost financial sustainability.

Engaging with state and local public institutions to enhance policy development, drive public sector innovation, and engage in community-oriented projects UBT intends to advance its research capabilities by entering into strategic partnerships and securing robust research contracts among the others. The focus will be on promoting innovation, supporting the development of evidence-based public policies, and engaging in community-oriented projects that contribute significantly to societal development.

Enhancing infrastructure and collaborative projects with higher education institutions, research institutes, and public institutions to advance scientific inquiry and application. Increasing UBT's attractiveness to international students through marketing, improved academic offerings, and supportive services that emphasize a multicultural and inclusive environment.

Fostering partnerships with global institutions to enhance knowledge exchange, participate in international consortia, and promote open science also is a part of this strategic ambition.

By expanding opportunities for student and staff mobility through partnerships UBT strives strengthening support systems for international exchanges and integrating SDGs into all aspects of university operations to promote sustainability and societal impact through education and community engagement. Strategies include curriculum integration, enhancing campus sustainability, fostering community engagement, and expanding international collaboration on sustainability projects.

Strategic Plan for alumni collaboration aims to develop robust engagement programs that reconnect alumni with the university, support career development, and foster a culture of philanthropy and lifelong learning. Strengthening ties with alumni is pivotal for UBT, with plans to develop robust communication channels, encourage alumni involvement in university life, and leverage alumni networks for career development opportunities. These initiatives aim to build a supportive community that contributes to the university's growth and enhances the student experience.

Implementation and Future Vision

The strategic initiatives are set to roll out in phases:

Initial Phase (Years 1-2): Laying foundational policies, establishing key partnerships, and beginning the implementation of key strategic initiatives.

Middle Phase (Years 3-4): Expanding and assessing the impact of initiatives, broadening program offerings, and enhancing international collaboration.

Long-term Phase (Year 5 and Beyond): Sustaining growth through continuous evaluation, adapting to global educational trends, and solidifying the implementation of sustainable practices.

UBT is committed to transforming educational paradigms and fostering an environment that encourages academic excellence, cultural diversity, and global engagement. This comprehensive approach ensures that UBT will remain at the forefront of global education, driving innovation, and contributing to societal betterment. We invite all stakeholders to join us in this transformative journey, shaping a future where education transcends boundaries and fosters a sustainable and inclusive world.

3. STRATEGIC APPROACH

"Expansion of collaboration activities" – THINKING GLOBAL -2024 is one key strategy of the University for Business and Technology. This document presents concrete and thus areas of the university:

- Internationalization @ Home
- Enhancing University Competitiveness through Double or Joint Degree Programs
- University Collaboration Strategy on Research Contracts
- Strategy for Offering University Outsourced Services
- Strategic Plan for University-Public Sector (State and Local Public Institution) Collaboration in Kosovo
- Strategic Plan for Enhancing Scientific Research Collaboration in Kosovo
- Strategic Plan for Attracting International Students
- Strategic Plan for Multilateral International Cooperation and Knowledge Circulation
- Strategic Plan for Enhancing Mobility and Networking
- University Strategy for Sustainable Development Goals (SDG) and Societal Impact
- Strategic Plan for Alumni Collaboration

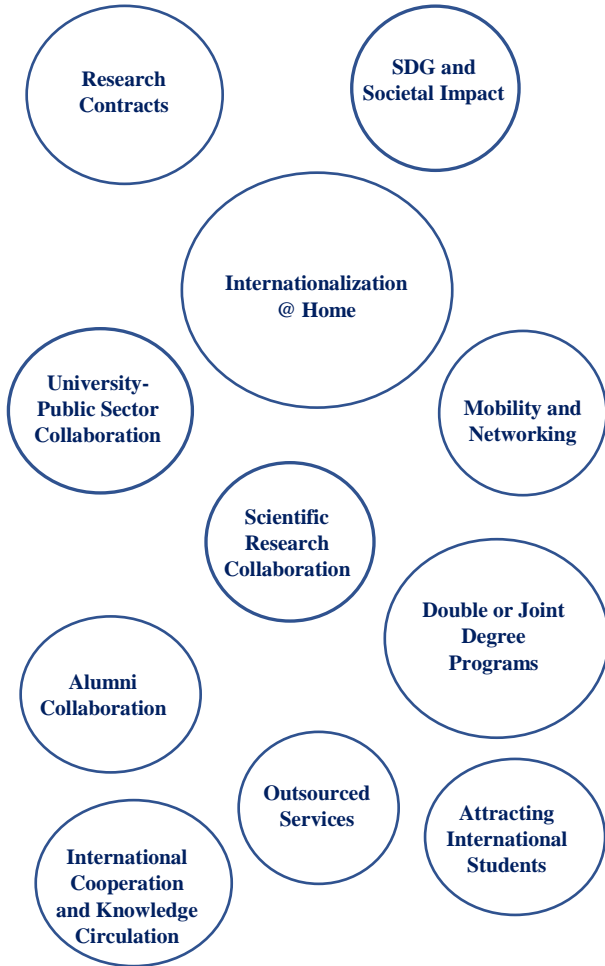


MISSION STATEMENT

Mission:

UBT is dedicated to advancing knowledge, fostering global collaboration, and driving sustainable development. Through research, partnerships, and education, we aim to empower individuals and communities, promote diversity, and create a more sustainable future for all.

STRATEGIC AREAS



STRATEGIC GOALS

EXPANSION OF COLLABORATIVE ACTIVITIES
Cultivate a Globally Engaged and Inclusive Campus Community
Forge Robust International Partnerships for Double or Joint Degree Programs
Establish and Deepen Strategic Research Partnerships
Identify and Develop Marketable University Services
Establish a Framework for University-Public Sector Collaboration in Kosovo
Establish Robust Collaboration Frameworks for Scientific Research
Enhance International Visibility and Attractiveness to Increase International Student Enrollment
Enhance Multilateral Partnerships and Knowledge Circulation
Enhance International Mobility and Networking
Promote Sustainable Development Goals (SDGs) Integration and Impact
Foster Lifelong Alumni Engagement

4. INTRODUCTION

As we embark on this transformative journey, it is our pleasure to introduce you to the strategic initiatives that define our institution and propel us towards our vision of becoming a regional leader in education, research, and community service. At the University for Business and Technology (UBT), our commitment to academic excellence and societal impact resonates deeply within our strategic framework, which encompasses a multifaceted approach to internationalization, collaborative research endeavors, and public sector engagements

At UBT, we recognize that in today's interconnected world, the boundaries of education extend far beyond the confines of traditional classrooms. With this understanding at the forefront, our strategic plans are meticulously crafted to embrace collaboration at local and international level, through double or joint degree programs, collaborative research and public sector engagements. These initiatives are not merely strategic endeavors but embody our unwavering commitment to preparing our students, faculty, and staff to thrive in a globalized society.

Our strategy for internationalization is rooted in the belief that exposure to diverse perspectives and cultures is essential for fostering a global mindset. By integrating international and intercultural dimensions into all aspects of university life, we aim to create an environment where every member of our community is equipped to navigate the complexities of our interconnected world. This initiative leverages the rich tapestry of diversity within our campus and strategic partnerships with institutions around the globe to cultivate a global perspective without necessitating physical mobility.

In tandem with our commitment to internationalization, our approach to double or joint degree programs underscores our dedication to providing students with unparalleled educational experiences. These programs, developed in collaboration with esteemed partner institutions worldwide, not only enhance academic excellence but also foster international collaboration and elevate our global reputation. By offering students the opportunity to immerse themselves in diverse academic cultures and perspectives, we empower them to become global citizens poised for success in a rapidly evolving global marketplace.

Furthermore, UBT's collaboration strategy on research contracts and public sector partnerships embodies our belief in the transformative power of collaboration. In an era marked by rapid technological advancements and pressing global challenges, universities play a pivotal role in driving innovation and societal change. Through strategic partnerships and robust research contracts, we harness collective

expertise to address these challenges head-on, contributing significantly to the advancement of knowledge and the betterment of society.

As we chart our course forward, our overarching goal remains clear: to foster an environment that nurtures intellectual growth, cultural enrichment, and societal contribution. By integrating these strategic elements into the fabric of our institution, UBT aims to empower our students and faculty to lead and innovate in an increasingly complex and interconnected world.

In parallel, our collaboration strategy on research contracts and public sector partnerships underscores the pivotal role of universities as catalysts for societal change and innovation. By forging robust partnerships and leveraging collective expertise, we endeavor to address pressing global challenges while advancing the frontiers of knowledge for the betterment of society.

As we navigate this strategic landscape, our overarching goal remains steadfast: to foster an environment that nurtures intellectual growth, cultural enrichment, and societal contribution. By embracing internationalization, fostering collaborative research endeavors, and engaging with the public sector, UBT endeavors to cultivate a generation of responsible leaders and innovators poised to thrive in an increasingly complex and interconnected world.

This Collaboration Strategic Plan addresses the key goals that we as a University want to achieve during the upcoming five years, which are grouped together under the following areas:

Area 1: Internationalization@Home

Area 2: Enhancing University Competitiveness through Double or Joint Degree Programs

Area 3: University Collaboration Strategy on Research Contracts

Area 4: Strategy for Offering University Outsourced Services

Area 5: Strategic Plan for University-Public Sector (State and Local Public Institution) Collaboration in Kosovo

Area 6: Strategic Plan for Enhancing Scientific Research Collaboration in Kosovo

Area 7: Strategic Plan for Attracting International Students

Area 8: Strategic Plan for Multilateral International Cooperation and Knowledge Circulation

Area 9: Strategic Plan for Enhancing Mobility and Networking

Area 10: University Strategy for Sustainable Development Goals (SDG) and Societal Impact

Area 11: Strategic Plan for Alumni Collaboration

Through this comprehensive strategic framework, UBT stands at the forefront of global education, poised to make meaningful contributions to academia, society, and beyond. As we embark on this transformative journey, we invite you to join us in shaping a brighter future for generations to come

In conclusion, we invite you to join us on this journey of exploration, discovery, and transformation. Together, let us pave the way for a brighter future, where education knows no boundaries and where the pursuit of knowledge serves as a catalyst for positive change on a global scale.

Welcome to UBT, where the possibilities are limitless, and the impact is profound, where our commitment to academic excellence and societal impact serves as the cornerstone of our mission.

5. MISSION AND VISION

Vision

UBT aspires to be a regional leader in higher education, recognized for its integration of collaborative research and international partnerships across all aspects of its operations—from innovative teaching and community engagement to sustainability and international cooperation.

The university aims to:

- Foster a culture of innovation and societal impact through strategic collaborations.
- Enhance its global reputation by offering unique educational experiences and promoting a vibrant, inclusive community.
- Establish itself as a cornerstone of scientific excellence and societal progress in Kosovo and beyond, promoting sustainability and social responsibility on a global scale.

Mission

UBT is committed to:

- Advancing knowledge and addressing global challenges through collaborative research efforts with a wide range of external partners, including public sector entities and industry leaders.
- Enhancing the quality of life and economic development in Kosovo and abroad through strategic partnerships and community-oriented projects.
- Attracting and nurturing a diverse body of international students and faculty by providing high-quality, culturally enriched educational programs.
- Integrating Sustainable Development Goals (SDGs) into all university operations to promote a sustainable future through education, research, and community engagement.

6. AREAS, GOALS AND OBJECTIVITIES OF THE INTERNATIONAL AND INTERINSTITUTIONAL COLLABORATION STRATEGY

Strategic goals and their corresponding measures in the following areas of internationalization:

Area 1: Internationalization@Home

Strategic Objectives for Internationalization @ Home

A1.1. Enhance Global Learning and Teaching

Objective: Infuse international and intercultural perspectives into curriculum and teaching across all disciplines to ensure that graduates are globally competent.

Actions:

- Organizing Study Program's taught in English
- Develop and implement an internationalization module across all program,
- Promote foreign language learning,
- Incorporate global case studies and perspectives in courses.
- International mobility for students, teachers, researchers and administrative staff

A1.2. Foster an Inclusive International Campus Culture

Objective: International campus (Create a welcoming and inclusive environment that attracts and supports international students, faculty, and researchers).

Actions:

- Enhance support services for international students,
- Organize international cultural events,
- Encourage interaction between domestic and international members of the university community.
- Summer Academy – “Global Fest”
- International Week
- Erasmus Day
- Academic Café

A1.3. Leverage Digital Technologies for Global Engagement

Objective: Virtual mobility / digitalization for internationalization (Utilize digital technologies to offer virtual international experiences and collaborations).

Actions:

- Develop online international collaborative projects,
- Virtual exchange programs,
- Webinars featuring international speakers to expose students and faculty to global issues and perspectives.

A1.4. Strengthen International Partnerships for Home-Based Internationalization

Objective: Establish and deepen strategic international partnerships to support internationalization at home initiatives.

Actions:

- Collaborate with overseas universities for joint teaching initiatives,
- Research collaborations,
- Organization of International Scientific Conference
- Cultural exchange programs that bring international experiences to the home campus.

A1.5. Promote Global Citizenship and Responsibility

Objective: Promoting and supporting cooperation's and research activities on a European and an international level. Cultivate a sense of global citizenship and responsibility among students and staff.

Actions:

- Integrate global issues and sustainability challenges into the curriculum,
- Support student-led initiatives on global problems,
- Encourage participation in international networks focusing on global challenges.
- Internationalization promoters

A1.6. Build Capacity for Internationalization @ Home

Objective: Develop the skills and knowledge of faculty and staff to facilitate internationalization at home.

Actions:

- Centre of Excellence for Mobility Support
- Offer professional development programs on international teaching methods,
- Intercultural communication,
- Global issues relevant to each discipline.

IMPLEMENTATION PLAN

Year One: Establishing Foundations

- Enhance global learning and teaching by integrating international and intercultural perspectives into the curriculum.
- Begin organizing study programs taught in English and develop an internationalization module for all programs.
- Promote foreign language learning and incorporate global case studies in courses.
- Establish basic support services for international students and organize initial international cultural events such as the "Global Fest" Summer Academy.
- Increased number of courses offered in English.
- Improved support structure for international students.

Year Two: Expanding Reach and Deepening Engagement

- Strengthen the inclusive international campus culture and leverage digital technologies for global engagement.
- Initiate virtual exchange programs and webinars featuring international speakers.

- Organize regular events like International Week and Erasmus Day to foster interaction between domestic and international community members.
- Develop online international collaborative projects and expand virtual mobility offerings.
- Increased participation in virtual international experiences.
- Enhanced interaction and integration between international and domestic students.

Year Three and beyond: Solidifying Partnerships and Promoting Global Citizenship

- Strengthen international partnerships for home-based internationalization and promote global citizenship and responsibility.
- Collaborate with overseas universities for joint teaching initiatives and research collaborations.
- Organize an International Scientific Conference and cultural exchange programs that bring international experiences to the campus.
- Integrate global issues into the curriculum and support student-led initiatives on global problems.
- Established strong international partnerships.
- Raised awareness and engagement with global issues among students and staff.
- Build and continually enhance the capacity for I@H.
- Regularly evaluate and adapt internationalization strategies to ensure they meet the evolving needs of the university community.
- Offer ongoing professional development programs on international teaching methods and intercultural communication.
- Assess the impact of internationalization efforts and make adjustments as necessary.
- Sustained growth in the university's internationalization efforts.
- Continuous improvement in the quality of international education and experiences offered.

Area 2: Enhancing University Competitiveness through Double or Joint Degree Programs

Strategic Objectives for Double or Joint Degree Programs

A2.1. Strengthen Strategic International Collaborations

Objective: Forge and deepen strategic partnerships with international institutions that complement the university's strengths and establish robust partnerships with international institutions that share similar academic standards, values, and goals.

Actions:

- Identify potential partner institutions through comprehensive research,
- Initiate dialogues focused on areas of mutual interest and complementary strengths
- Align program offerings with market demand and academic strengths,
- Formalize partnerships through Memorandums of Understanding (MOUs) and agreements that detail the structure and governance of double or joint degree programs.

A2.2. Develop Globally Relevant Curricula and Culturally Enriched Study Programs

Objective: Create double or joint degree programs that meet international academic standards, address global challenges and reflect the cultural and intellectual diversity of the partner institutions.

Actions:

- Involve faculty from both partner institutions in curriculum development to ensure programs reflect diverse perspectives and standards.
- Incorporate global issues, intercultural competencies,

- Engage faculty from both institutions in the program development process to ensure that the curriculum integrates diverse perspectives and meets the academic standards of both institutions.
- Include language training and intercultural communication courses as program components to enhance students' cross-cultural competencies.

A2.3. Ensure Quality Assurance and Accreditation

Objective: Guarantee that double or joint degree programs meet the highest quality standards and receive accreditation from relevant bodies in both countries.

Actions:

- Develop a shared framework for continuous quality improvement and regular assessments by both institutions.
- Pursue accreditation from national and international accrediting agencies to enhance the programs' credibility.

A2. 4. Facilitate and Promote Student Mobility and Support

Objective: Facilitate and support the mobility of students participating in double or joint degree programs.

Actions:

- Offer scholarships, grants, or financial aid to facilitate participation in these programs.
- Provide clear guidelines on credit transfer, recognition of qualifications, and logistical support for students and faculty.
- Provide comprehensive pre-departure orientation, and academic advising.

A2. 5. Increase Program Visibility and Attractiveness

Objective: Promote double or joint degree programs effectively to attract talented students from around the world.

Actions:

- Develop targeted marketing strategies that highlight the unique value proposition of these programs.
- Utilize digital platforms, alumni networks, and academic conferences to raise awareness and recruit students.
- Use alumni success stories and partnerships with industry and other sectors to showcase the programs' strengths and career outcomes.

A2.6. Leverage Alumni Networks and Industry Partnerships, and Long-Term Collaboration

Objective: Utilize the alumni of double or joint degree programs to foster long-term collaboration and enhance graduate employability.

Actions:

- Establish active alumni networks to facilitate professional networking and mentorship.
- Collaborate with industry partners to align program offerings with market needs,
- Create internship and employment opportunities for graduates.
- Organize regular events and activities that bring together alumni, current students, and faculty from both institutions to share experiences and best practices.

IMPLEMENTATION PLAN

Year One: Laying the Foundation

- Strengthen strategic international collaborations by forging and deepening partnerships with institutions that complement the university's strengths.
- Identify and initiate dialogues with potential partner institutions through comprehensive research.
- Develop Memorandums of Understanding (MOUs) and formal agreements to establish the framework of double or joint degree programs.
- Establishment of foundational partnerships with at least two international institutions.
- Clear legal and operational frameworks for each program.

Year Two: Curriculum Development and Program Launch

- Develop globally relevant curricula that meet international standards and reflect the cultural diversity of the partner institutions.
- Ensure quality assurance and accreditation for the new programs.
- Involve faculty from both institutions in the development of the curriculum, ensuring it integrates diverse perspectives and standards.
- Begin the accreditation process with relevant national and international bodies.
- Launch of at least one double or joint degree program with fully developed curricula.
- Progress towards accreditation, enhancing program credibility.

Year Three: Enhancing Mobility and Visibility and beyond

- Facilitate and promote student mobility and support to enhance the student experience and success in double or joint degree programs.
- Increase program visibility and attractiveness to recruit talented students globally.
- Offer scholarships, grants, or financial aid and provide comprehensive pre-departure orientations.
- Develop targeted marketing strategies utilizing digital platforms, alumni networks, and academic conferences.

- Increased enrollment in double or joint degree programs.
- Enhanced global visibility and attractiveness of the programs.
- Leverage alumni networks and industry partnerships to foster long-term collaboration and enhance graduate employability.
- Establish active alumni networks and organize regular networking events.
- Collaborate with industry partners to align program offerings with market needs and create internship and employment opportunities.
- Strong, active alumni and industry networks supporting current students and graduates.
- Continued growth and enhancement of double or joint degree programs based on feedback and ongoing market demands.

Area 3: University Collaboration Strategy on Research Contracts

Strategic Objectives for Collaboration Strategy on Research Contracts

A3.1. Enhance Strategic Partnership Development

Objective: To establish and deepen strategic partnerships with key external organizations to support collaborative research.

Actions:

- Identify potential strategic partners;
- Negotiate and establish research contracts that facilitate mutual intellectual and resource sharing;
- Create joint research initiatives that align with the University's strengths and strategic priorities.
- Establish joint research centers or labs.

A3.2. Foster Innovation and Research Excellence

Objective: To utilize research contracts to promote innovation, enhance research excellence, and increase societal impact.

Actions:

- Collaborate on cutting-edge research projects
- Collaborate on pioneering research projects that align with global priorities;
- Leverage external funding and expertise;
- Promote and engage in interdisciplinary and cross-sector research.

A3.3. Promote Knowledge Transfer and Commercialization

Objective: To ensure that the outcomes of collaborative research contribute to economic, social, and environmental well-being.

Actions:

- Include provisions for knowledge transfer and impact in research contracts;
- Establish clear agreements on intellectual property rights; support spin-offs, startups
- Commercialization of research findings.

A3.4. Build International Research Networks

Objective: Expand our global research footprint through international collaborations.

Actions:

- Prioritize contracts with international partners;
- Participate in global research consortia;

- Engage in projects addressing global challenges.

A3.5. Build Capacity for Global Challenges and Support Talent Development

Objective: To enhance the University's capacity to address global challenges through international research collaborations.

Actions:

- Prioritize contracts that address global issues;
- Participate in international research consortia;
- Engage in projects that align with the United Nations Sustainable Development Goals (SDGs).
- Include opportunities for researcher exchanges, training, and development in research contracts;
- Foster an environment of learning and innovation.

A3.6. Ensure Ethical Research Practices

Objective: To uphold the highest standards of ethics and integrity in all collaborative research.

Actions:

- Incorporate ethical guidelines and compliance requirements in all research contracts;
- Establish oversight mechanisms;
- Promote responsible research and innovation.

IMPLEMENTATION PLAN

Year one: Identifying potential strategic partners

- Focus on identifying potential strategic partners and establishing initial research contracts.
- Set up a dedicated team for contract management and partner relations.

Year two: Expand existing collaborations

- Assess the impact of ongoing projects and expand existing collaborations.
- Introduce policies and practices that promote innovation and societal impact through collaborative research.

Year three and beyond: Evaluate the effectiveness of the strategy

- Evaluate the effectiveness of the strategy and adapt based on feedback and emerging global challenges.
- Strengthen successful partnerships and explore new collaboration opportunities.

Area 4: Strategy for Offering University Outsourced Services

Strategic Goals for Offering University Outsourced Services

A4.1. Identify and Develop Marketable University Services

Objective: Systematically identify university resources and capabilities that have the potential to be offered as outsourced services to external entities.

Actions:

- Conduct an inventory of university assets, including research facilities, faculty expertise, and technological innovations, to identify potential services.
- Develop business plans for selected services, including market analysis, service development, and pricing strategies.

A4.2. Establish a Robust Framework for Service Delivery

Objective: Create structured processes and policies that ensure the effective delivery of outsourced services, maintaining high standards of quality and compliance

Actions:

- Develop service delivery models that outline roles, responsibilities, processes, and quality standards.
- Implement compliance and ethical guidelines specific to outsourced service provision.

A4.3. Foster Strategic Industry Partnerships

Objective: Cultivate relationships with industry partners that can benefit from the outsourced services offered by the university.

Actions:

- Identify and engage potential industry partners through networking events, industry liaison offices, and targeted marketing.
- Negotiate contracts that align with university values, ensuring mutual benefit, intellectual property rights protection, and revenue-sharing agreements where applicable.

A4.4. Promote Innovation and Continuous Improvement

Objective: Utilize feedback and outcomes from outsourced service projects to drive innovation in service offerings and delivery methods.

Actions:

- Establish mechanisms for capturing feedback from industry partners and service users.
- Invest in continuous improvement initiatives, including staff training, technology upgrades, and process optimization.

A4.5. Enhance University Financial Sustainability

Objective: Generate sustainable revenue streams from outsourced services that support university operations, research, and educational programs.

Actions:

- Set financial targets for outsourced service offerings, including revenue generation and cost recovery.
- Monitor financial performance and adjust strategies to ensure targets are met or exceeded.

IMPLEMENTATION PLAN

Year 1: Inventory university assets, develop initial business plans for selected services, and establish service delivery frameworks.

Year 2: Launch pilot service offerings, establish industry partnerships, and implement marketing strategies to promote services.

Year 3 and Beyond: Evaluate and expand successful services, continuously improve service delivery, and explore new market opportunities.

Area 5: Strategic Plan for University-Public Sector (State and Local Public Institution)

Collaboration in Kosovo

Strategic Goals for University-Public Sector (State and Local Public Institution)

Collaboration in Kosovo

A5.1: Establish a Framework for Collaboration

Objective: Create a structured and sustainable model for university-public sector partnerships through developing robust mechanisms that support and facilitate partnership projects between the university and public institutions.

Actions:

- Develop Memorandums of Understanding (MOUs) that outline the scope, nature, and objectives of collaborations.
- Set up joint committees to oversee partnership projects and ensure alignment with strategic priorities.

A5.2. Support Public Sector Innovation through Research and Development

Objective: Utilize university research capabilities to support the development and implementation of evidence-based public policies and programs.

Actions:

- Initiate joint research projects focusing on key societal challenges identified by public sector partners.
- Initiate joint research projects focused on areas critical to public sector innovation and societal welfare.
- Organize policy forums where university researchers present findings and insights to public sector stakeholders.
-

A5.3. Foster Capacity Building and Professional Development

Objective: Strengthen the skills and competencies of public sector personnel through targeted training and development programs.

Actions:

- Design and deliver customized training programs for public sector employees in areas such as data analysis, policy development, and technological innovation.

- Offer professional development programs for public sector employees, utilizing university expertise.
- Develop internship and training opportunities for students within public institutions to foster a skilled future workforce.

A5.4. Promote Community Engagement and Service

Objective: Leverage university resources and expertise to support community-oriented projects and societal development initiatives.

Actions:

- Implement community service initiatives that address local needs, in collaboration with public sector partners.
- Facilitate access to university facilities and expertise for community development projects.
- Facilitate public lectures and workshops on topics of societal importance, enhancing community access to academic resources.

A5.5. Drive Innovation in Public Services

Objective: Support the adoption of innovative technologies and practices in the delivery of public services and innovate educational and research practices through partnerships, enhancing their quality, relevance, and impact.

Actions:

- Collaborate on projects that explore the use of new technologies in public administration, healthcare, and education.

- Establish an innovation fund to support pilot projects that demonstrate potential for scalability and impact
- Collaborate on the development of joint academic programs and curricula that reflect the latest research and societal needs.
- Engage in collaborative research that addresses global and local challenges, contributing to the body of knowledge and societal welfare.

IMPLEMENTATION PLAN

Year 1: Formalize partnership frameworks, identify initial collaborative projects, and begin implementation.

Year 2: Assess the outcomes of initial projects, expand successful initiatives, and explore new areas for collaboration.

Year 3 and Beyond: Continuously evaluate and refine collaboration efforts, ensuring they remain aligned with evolving societal needs and strategic objectives.

Area 6: Strategic Plan for Enhancing Scientific Research Collaboration in Kosovo

Strategic Goals for Enhancing Scientific Research Collaboration in Kosovo

A6.1. Establish Robust Collaboration Frameworks

Objective: Develop clear and effective frameworks for collaboration that facilitate seamless interaction and joint project management between UBT and university partners of High Education Institutions, Research Institutes and Public Institutions to address.

Actions:

- Create formal agreements and MoUs that define the roles, responsibilities, and expectations of all parties.
- Develop Memorandums of Understanding (MoUs) detailing partnership scopes, goals, and mutual benefits.

- Set up joint steering committees to oversee collaborative projects and ensure alignment with strategic objectives.

A6.2. Enhance Joint Research Capacities

Objective: Enhance the research infrastructure and capabilities of the university and collaborating institutions to support high-level scientific inquiry.

Actions:

- Invest in state-of-the-art research facilities and equipment shared among institutions.
- Co-fund new research facilities that serve both academic and public research needs.
- Develop specialized training programs for researchers and staff to ensure the effective use of new technologies and methodologies.
- Implement shared technology platforms and data management systems to facilitate collaborative research.

A6.3. Promote Knowledge Transfer and Commercialization and Foster Research and Innovation

Objective: Facilitate the transfer and commercialization of research outcomes to maximize their impact on society and the economy.

Actions:

- Establish a technology transfer office to manage intellectual property and support the commercialization of innovations.
- Implement regular workshops and seminars to disseminate research findings and explore potential applications.
- Identify and prioritize research areas critical to Kosovo's development.
- Launch targeted research grant programs that encourage innovative projects in collaboration with public institutions.

A6.4. Enhance International Cooperation to Promote Knowledge Exchange and Capacity Building

Objective: Expand the university's international connections to foster global research collaborations and exchange of knowledge.

Actions:

- Develop partnerships with international universities and research institutions.
- Encourage participation in international research consortia and funding programs.
- Enhance the skills and expertise of researchers and public sector professionals through joint training and exchange programs.
- Conduct workshops, seminars, and symposia that foster knowledge exchange and professional development.
- Establish exchange programs for researchers and staff to gain experience in different institutional environments.

A6.5. Foster Innovation through Collaborative Projects

Objective: Initiate and support research projects that address local and national challenges, driving innovation in key sectors.

Actions:

Identify priority research areas that align with national development goals.

- Launch competitive funding schemes for collaborative research projects in areas such as environmental science, health, and technology.
- Develop partnerships with international universities and research institutes.
- Participate in international research consortia and projects that align with Kosovo's strategic interests.

IMPLEMENTATION PLAN

Year 1: Formalize agreements, begin infrastructure upgrades, and launch pilot research projects.

Year 2: Evaluate initial projects, expand successful initiatives, and strengthen international partnerships.

Year 3 and Beyond: Continue to expand research activities, refine collaborative processes, enhance the global standing of the university and assess impact on national development.

Area 7. Strategic Plan for Attracting International Students

Strategic Goals for Attracting International Students

A7.1. Enhance International Visibility and Reputation

Objective: Increase the international profile of the university through strategic marketing and partnerships.

Actions:

- Develop and implement an international marketing plan that highlights the university's academic strengths, unique cultural offerings, and successful alumni.
- Participate in international education fairs and form partnerships with overseas educational institutions.
- Enhance the university's presence on international platforms, including social media, virtual fairs, and educational portals.

A7.2. Strengthen Academic Offerings, Support Services, International Partnerships and Collaborations

Objective: Enhance the range and quality of academic programs and support services tailored to international students and develop and deepen strategic alliances with international institutions for student exchanges, joint programs, and research collaborations.

Actions:

- Expand English-taught programs across various disciplines.
- Establish a dedicated International Student Office to provide services from pre-arrival information to post-graduation support, including visa assistance, orientation programs, and career counseling.
- Expand existing partnerships and establish new ones with key institutions worldwide.
- Develop joint degree and exchange programs that offer value and attract international students.

A7.3. Promote a Multicultural and Inclusive Campus Environment

Objective: Foster a campus culture that values diversity and inclusivity, making it appealing to international students.

Actions:

- Organize and support cultural exchange programs and international student clubs.
- Offer comprehensive support services for international students, including orientation, mentoring, and counseling.
- Host international weeks and cultural festivals that celebrate diversity and encourage interaction among students.

A7.4. Offer Competitive Scholarships and Financial Incentives

Objective: Provide financial incentives to attract academically talented international students.

Actions:

- Create scholarship programs specifically for international students, covering tuition fees and living expenses.
- Offer research assistantships and study grants for graduate international students.
- Offer tuition waivers and stipends for graduate international students involved in research.

Area 7.5. Develop Robust Alumni Networks and Career Opportunities

Objective: Utilize alumni networks to enhance the international student experience and career opportunities.

Actions:

- Build and maintain an active international alumni network that engages through mentoring, webinars, and networking events.
- Collaborate with global and local businesses to provide internships and job placements for international students.

A7.6. Promote Academic Excellence and Innovative Programs

Objective: Enhance the academic offerings to meet the expectations of international students.

Actions:

- Develop and promote English-taught programs across various disciplines.
- Invest in cutting-edge facilities and technologies that cater to advanced research and learning.

IMPLEMENTATION PLAN

Year 1: Launch marketing campaigns, expand English-taught programs, establish the International Student Office; initiate partnership discussions; establish foundational support services for international students.

Year 2: Evaluate the effectiveness of newly implemented programs and services, expand scholarship offerings, enhance alumni and business engagement. Assess the effectiveness of marketing strategies and adjust as needed; expand international programs; fully implement support services.

Year 3 and Beyond: Continuously improve and adapt strategies based on feedback from international students and global trends in higher education. Strengthen established partnerships; continuously innovate academic offerings; maintain a dynamic and supportive international community.

Area 8. Strategic Plan for Multilateral International Cooperation and Knowledge Circulation

Strategic Goals for Multilateral International Cooperation and Knowledge Circulation

A8.1. Enhance Multilateral Partnerships

Objective: Strengthen existing partnerships and establish new collaborations with leading global institutions.

Actions:

- Establish strategic alliances with universities and research centers that share a commitment to excellence and innovation.
- Identify strategic partners in key regions and disciplines to expand the university's global network.
- Develop joint research programs and shared platforms for scientific exchange.

- Join international consortia and participate in global research initiatives that align with the university's strategic interests.

A8.2. Promote Knowledge Circulation and Open Science

Objective: Enhance the accessibility and exchange of research outputs to foster a global scientific community.

Actions:

- Implement policies that support open access publishing and the free dissemination of research findings.
- Organize international conferences, workshops, and seminars that facilitate the exchange of ideas and best practices.
- Establish a robust system for monitoring and ensuring compliance with ethical standards in research.

A8.3. Foster Good Scientific Practice and Research Excellence

Objective: Ensure that research activities at the university adhere to the highest standards of ethics and integrity.

Actions:

- Develop comprehensive training programs on research ethics and integrity for researchers and students.
- Establish an oversight committee to monitor research practices and ensure compliance with international standards.
- Establish a robust system for monitoring and ensuring compliance with ethical standards in research.

A8.4. Enhance Global Competitiveness and Attractiveness

Objective: Position the university as a top destination for international students, researchers, and faculty and leverage international cooperation to enhance the quality and impact of research.

Actions:

- Promote the university's research capabilities and academic programs internationally through targeted marketing and recruitment initiatives.
- Engage in global research initiatives that address pressing world challenges.
- Offer competitive scholarships and fellowships to attract top talent from around the world.
- Attract top international researchers and scholars to enrich the university's academic environment.

A8.5. Support International Mobility and Collaboration

Objective: Facilitate the mobility of students, faculty, and researchers to enrich the academic environment and foster intercultural understanding.

Actions:

- Expand existing mobility programs and develop new ones that provide opportunities for international study, research, and collaboration.
- Increase funding for scholarships and fellowships that support international exchanges.
- Simplify administrative processes to support incoming and outgoing mobility effectively.

IMPLEMENTATION PLAN

Year 1: Lay the groundwork for new partnerships and begin the implementation of open access policies. Establish foundational partnerships and begin pilot projects for joint research initiatives.

Year 2: Evaluate the initial impacts of newly formed alliances and adjust strategies to enhance knowledge circulation and scientific practice, expand knowledge circulation through increased publication and participation in international events.

Year 3 and Beyond: Continue to expand the network of partnerships, refine mobility programs, and consolidate the university's position as a leader in regional research and education. Assess and refine strategies based on outcomes and global trends, ensuring sustainable and impactful international cooperation.

Area 9. Strategic Plan for Enhancing Mobility and Networking

Strategic Goals for Enhancing Mobility and Networking

A9.1. Expand International Mobility Programs

Objective: Increase the opportunities for student and staff mobility, including exchanges, internships, and collaborative research projects.

Actions:

- Establish new partnerships with universities and professional organizations worldwide.
- Develop targeted mobility programs, including semester exchanges, internships, and research collaborations.
- Enhance virtual exchange programs to include a broader participant base in response to global mobility challenges.
- Introduce more flexible mobility schemes that include virtual exchanges to complement physical mobility.

A9.2. Strengthen Support Systems for International Exchanges and Structures for Mobility

Objective: Provide robust support for incoming and outgoing participants in international programs.

Actions:

- Strengthen International Relations Office to manage exchanges and provide end-to-end support for mobility participants.
- Offer pre-departure orientations and reintegration programs to maximize the benefits of international experiences.
- Implement a comprehensive support system for international students and visiting staff, including housing, cultural integration, and language assistance.

A9.3. Foster a Multicultural and Inclusive Campus Environment

Objective: Cultivate an inclusive and welcoming campus culture that reflects global diversity and promotes international understanding.

Actions:

- Host international culture weeks and cross-cultural seminars to foster global awareness and interaction.
- Promote international research and teaching collaborations that bring diverse perspectives to campus.
- Encourage language sharing and cultural exchange programs among students and staff.
- Implement programs and events that celebrate cultural diversity and foster interaction between domestic and international students.
- Enhance language support services and intercultural training for all university members.

A9.4. Enhance University Networking Capabilities

Objective: Actively participate in and contribute to international education and research networks.

Actions:

- Join global consortia and networks that align with the university's academic and research interests.
- Host international conferences and symposiums to position the university in global academic discussions.
- Leverage alumni networks to expand the university's international footprint and create opportunities for current students.
- Encourage faculties to engage in international research initiatives and apply for international research grants.

IMPLEMENTATION PLAN

Year 1: Lay the groundwork by establishing necessary support structures and beginning partnership discussions.

Year 2: Launch new mobility programs and participate actively in international networks; increase hosting's for international events.

Year 3 and Beyond: Assess and expand successful initiatives; continuously improve and adapt strategies based on global trends and internal feedback.

Area 10. University Strategy for Sustainable Development Goals (SDG) and Societal Impact

Strategic Goals for Sustainable Development Goals (SDG) and Societal Impact

A10.1. Curriculum and Research Integration

Objective: Integrate SDGs into curricula and research to foster an educational environment that promotes sustainability:

Actions:

- Develop and embed SDG-focused modules across all disciplines.
- Encourage and support SDG-related research by providing specific grants and incentives.
- Develop and implement course modules focused on SDGs across all disciplines.
- Identify and promote key research areas that address specific SDGs.
- Train faculty on integrating SDG concepts into their teaching practices.
- Organize annual sustainability conferences and workshops to showcase research and foster discussions on sustainable practices.

A10.2. Campus Sustainability

Objective: Transform the university campus into a model of sustainability that implements the practices it teaches.

Actions:

- Implement green policies for energy use, waste management, and resource conservation.
- Upgrade campus infrastructure to ensure energy efficiency and sustainable architecture.

- Establish a green certification for campus facilities that meet environmental performance criteria.
- Engage the entire campus community in sustainability initiatives through campaigns and incentives.

A10.3. Community Engagement and Impact

Objective: Extend the impact of SDG initiatives into the local and global community through active engagement and partnerships.

Actions:

- Collaborate with local governments, NGOs, and businesses to address community-specific sustainability issues.
- Use the university's resources to actively contribute to the local and global community in sustainable ways
- Engage students in community service projects that promote SDGs.
- Launch public lectures and awareness campaigns on sustainability topics accessible to the wider community.
- Promote social entrepreneurship among students and faculty to foster innovation in addressing societal challenges.

A10.4. International Collaboration on SDGs

Objective: Enhance international collaboration on research and educational initiatives focused on SDGs.

Actions:

- Develop partnerships with international universities to share knowledge and best practices on SDG implementation.

- Participate in international SDG networks to enhance global impact.
- Promote faculty and student exchanges with a focus on sustainability studies and projects.
- Strengthen existing international partnerships and form new alliances focused on SDGs.
- Participate in international networks and consortia dedicated to sustainability.

A10.5. Monitoring, Reporting, and Accountability

Objective: Establish robust mechanisms for monitoring and reporting on the university’s progress toward achieving SDGs.

Actions:

- Implement an SDG tracking and reporting system to monitor progress across different departments and initiatives.
- Regularly review and update sustainability policies and practices to reflect current research and technological advancements.
- Hold annual reviews and audits to assess the environmental impact of the university’s operations and make necessary adjustments.

IMPLEMENTATION PLAN

Year 1: Establish baseline data on current SDG-related activities, launch awareness campaigns, begin curriculum integration and establish foundational policies, begin curriculum integration, initiate key research projects.

Year 2: Expand research funding for SDGs, enhance community engagement programs, begin international collaborations.

Year 3 and Beyond: Strengthen sustainability practices on campus, enhance global partnerships, and refine monitoring systems. Continuously evaluate and adapt strategies, seek new opportunities for growth in SDG areas, solidify the university’s reputation as a leader in sustainability

Area 11. Strategic Plan for Alumni Collaboration

Strategic Goals for Alumni Collaboration

A11.1. Strengthen Alumni Engagement and Communication

Objective: Develop robust channels and programs that enhance communication with alumni and keep them connected to the university.

Actions:

- Implement a state-of-the-art alumni relations management system to streamline communications and data management.
- Regularly update alumni through newsletters, social media, and a dedicated alumni portal about university news, events, and opportunities.

A11.2. Enhance Alumni Involvement in University Life

Objective: Encourage active alumni participation in various aspects of university life, including mentoring, guest lectures, and advisory roles.

Actions:

- Establish an alumni mentoring program linking alumni with current students and recent graduates.
- Invite alumni to participate as guest lecturers, event speakers, or adjunct professors, especially those with distinguished professional achievements.

A11.3. Support Career Development and Networking

Objective: Leverage the alumni network to facilitate career development opportunities for students and fellow alumni.

Actions:

- Organize career networking events and job fairs involving alumni from various industries.
- Develop a digital networking platform where alumni and students can connect, share job opportunities, and collaborate professionally.

A11.4. Foster a Culture of Philanthropy

Objective: Encourage alumni to contribute to the university's growth through donations, volunteering, and other forms of support.

Actions:

- Launch targeted fundraising campaigns for scholarships, research initiatives, and infrastructure projects.
- Recognize and honor alumni contributions through awards and public acknowledgment in university publications and events.

A11.5. Promote Lifelong Learning and Professional Development

Objective: Offer ongoing educational and professional development opportunities to alumni.

Actions:

- Provide alumni with access to continuing education courses, online seminars, and workshops at a discounted rate.
- Organize annual conferences and symposiums on key industry trends and academic topics.

IMPLEMENTATION PLAN

Year 1: Establish communication channels and begin engaging alumni through initial events and mentoring opportunities.

Year 2: Evaluate the effectiveness of engagement strategies and expand career support services.

Year 3 and Beyond: Strengthen philanthropic activities, enhance lifelong learning opportunities, and solidify the alumni network's role in university advancement.

7. CONCLUSION

By strategically offering outsourced services, our university will not only create new revenue streams but also enhance our engagement with industry, drive innovation, and reaffirm our commitment to applying academic excellence to address societal and business challenges. This strategic framework sets the foundation for sustainable, mutually beneficial collaborations that align with our academic mission and values.

This strategic plan lays the groundwork for a synergistic partnership between UBT and public sector institutions in Kosovo. By aligning academic research, expertise, and resources with the needs of the public sector, we aim to contribute significantly to societal development, public policy innovation, and the overall betterment of Kosovo.

Through this strategic plan, UBT aims to become a pivotal force in advancing scientific research and innovation in Kosovo, working closely with state and local public institutions to create a significant impact on the regional development and beyond. This collaboration will not only advance scientific knowledge but also stimulate economic growth and address societal needs.

By aligning efforts in scientific research and innovation, this cooperation is envisioned to drive significant advancements in science, contributing to both national growth and global scientific efforts.

By implementing this strategic plan, UBT aims to significantly enhance its appeal to international students and establish itself as a leading global educational institution in Kosovo. This strategy will contribute to the university's diversity, academic excellence, and global engagement.

This strategic plan is designed to position UBT as a top choice for international students by offering a superior educational experience, robust support systems, and a vibrant campus life. Through these strategic efforts, the university aims to enhance its global standing and contribute significantly to the internationalization of higher education in Kosovo.

Through this strategic plan, UBT aims to leverage its capabilities to foster a culture of innovation, integrity, and collaboration that extends beyond borders. By embracing a global approach to research and education, the university will contribute significantly to the advancement of knowledge and the development of solutions to global challenges. This strategic plan aims to harness the power of multilateral international cooperation to advance scientific research and promote a culture of excellence and ethical practice at UBT. By engaging with global partners and fostering an environment of open knowledge exchange, the university will contribute significantly to scientific innovation and global development.

By adopting this strategic plan, UBT aims to significantly enhance its international cooperation, creating a vibrant community of global citizens and making substantial contributions to global education and research networks. This initiative will not only advance the university's international reputation but also enrich the educational experience of its community through diverse and inclusive global engagement. By enhancing mobility opportunities and strengthening our global network, we aim to provide our students and staff with unparalleled international exposure and opportunities for personal and professional growth.

This strategic approach leverages the existing frameworks and best practices highlighted in the provided documents, tailoring them to the specific context and objectives of UBT to ensure a comprehensive and impactful internationalization strategy. It's designed to be dynamic and adaptable to the changing landscapes of international education and collaboration, ensuring the university remains at the forefront of global academic and professional exchanges.

This strategic plan is designed to ensure that UBT not only contributes to the global agenda of sustainable development through education and research but also embodies these principles in its daily operations and community interactions, thereby making a significant impact on both local and global scales and enhances its own educational quality, research impact, and community relations.

This plan outlines UBT's commitment to the SDGs and sets a path for significant societal impact through education, research, and community engagement.

By implementing this strategic plan, UBT aims to create a powerful and mutually beneficial relationship with its alumni, harnessing their expertise, loyalty, and support to enhance the university's reputation and provide tangible benefits to its current and future students.

This plan aims that through relationship between UBT and its alumni, to enhance the university's academic, social, and cultural environment, and enabling alumni to continue their engagement and growth with their alma mater.