



II Diálogo Sectorial México–UE

24 y 25 de septiembre, 2015

La calidad en la internacionalización

Nadine Burquel

Directora de EFMD, Business School Services and EU Policy
Studies in Higher Education



EQUIS International Accreditation

- ➔ Business schools are international by nature
- Quality enhancement
- Agenda setting
- EQUIS recognition and label



The EQUIS Framework





EQUIS Internationalisation criteria and standards

- Mission statement
- Governance
- Strategy and operations
- Processes to manage the internationalisation strategy
- Resources devoted to internationalisation
- Market positioning
- Approaches to internationalise the classroom
- Participation in international networks





International Benchmarking of institutions

- Comparing performance → Measuring the quality of internationalisation
- Collecting and sharing qualitative/quantitative information
 - Decision-making
 - Setting targets for improvement
 - Steering the internationalisation agenda in new directions

Examples of Thematic Areas

International strategy and goals

Internationalisation of research

Strategic partnerships

Organisational framework and support structures

Internationalisation of the curriculum

“Internationalisation at home”



Examples of indicators for benchmarking

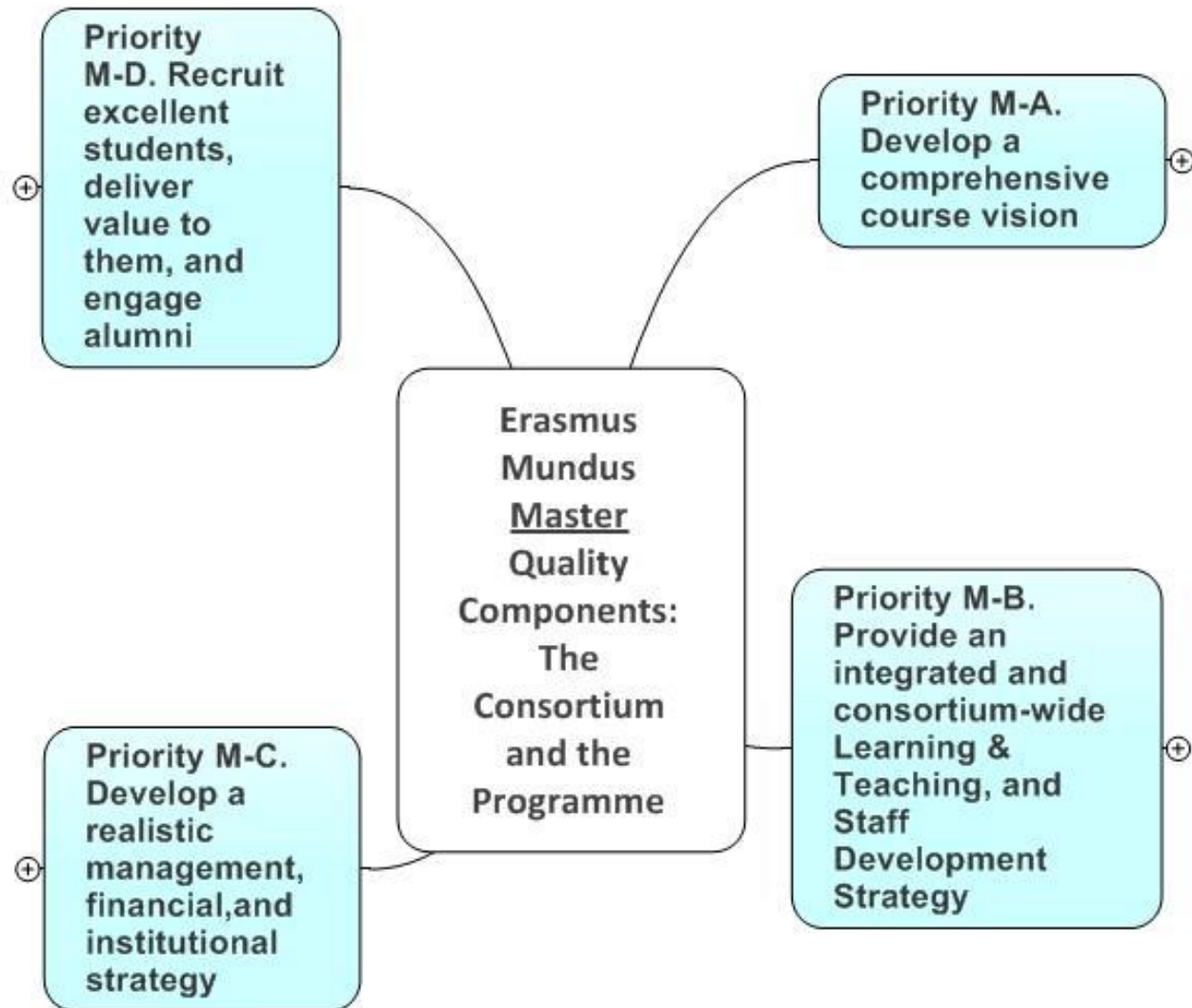
Quantitative indicators

- ✓ Number of cooperation agreements (input)
- ✓ Number (or %) of international incoming & outgoing students (process)
- ✓ Number of students achieving foreign language competencies (output)
- ✓ % of graduates in international organisations (outcome)

Qualitative indicators

- ✓ Strategies and policies for internationalisation (input)
- ✓ Design of curricula with learning outcomes - international knowledge and competence (process)
- ✓ Study progress of mobile students (process)
- ✓ Contribution of international staff/student to local community (output)
- ✓ Increased international prestige of the university (outcome)

Quality Assurance of International Joint Study Programmes





References

- EFMD website: www.efmd.org
- EQUIS standards:
https://www.efmd.org/images/stories/efmd/EQUIS/2015/EQUIS_Standards_and_Criteria.pdf
- Burquel, Nadine: Benchmarking – A practical tool to measure the quality of internationalisation. Raabe: 2012
- EMQA – Erasmus Mundus Quality Assessment 2012. Handbook of Excellence – Master Programmes. 2012
- Burquel, Nadine, Shenderova, Svetlana and Tvogorova, Svetlana: Innovation and Transformation in Transnational Education: Joint Education Programmes between European and Russian Higher Education Institutions. European Union: 2014

Next EFMD events:

- 2015 EFMD Conference on Master Programmes: 9-11 December 2015
- EQUIS and EPAS accreditation seminars: 15-16 October 2015

Nadine Burquel



nadine.burquel@efmd.org