



2000 - 2015

الجامعة الحديثة للإدارة والعلوم
Modern University for Business & Science

Internationalisation at MUBS

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ISB *International
School of Business*

 *School of
Health Sciences*

 *School of Computer
& Applied Sciences*

 *School of Education
& Social Work*

 *British Academy
in Lebanon*





www.mubs.edu.lb



MUBS Overview



-  Established in 2000, Modern University for Business and Science (M.U.B.S) is a dynamic Lebanese private higher education institution dedicated to academic excellence and focused on innovative teaching, student-focused learning, and higher education internationalization.
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Motivation to Internationalise

- **Enhancing institutional visibility nationally, regionally, and internationally.**
 - **Improve academic quality and student attractiveness.**
 - **Increase the mobility of students, faculty members, and staff to expand the institution education capacity and capabilities.**
 - **Build capacity for research.**
 - **Improve the access for students to international programs**
 - **Improve the institutional operations through sharing international best practices.**
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Office of International Affairs

- Established in 2006 the OIA is operated through an integrated and coordinated organizational structure. OIA's organization consists of central management headed by a VP for International Affairs and conducts activities/projects in cooperation with the different faculties at MUBS.






Current Status & Challenges

- 🚩 International Applications form approximately 6% of total number of applications
 - 🚩 International Partnerships form 80% of our total number of partnerships.
 - 🚩 Internationalisation budget in relation to the total university budget is 10%
 - 🚩 Outgoing exchange students form 3% of the total number of students
 - 🚩 40% of our academic staff participated in international projects
 - 🚩 12% of our research collaborations are international
 - 🚩 90% of our degree programmes are taught in a foreign language (6 languages)
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Challenges

- ✈ Increased competition resulting from the expansion of transnational programs in Lebanon.
 - ✈ Scarce funding relative to the quality and quantity of OIA activities.
 - ✈ The selection of international partners is sometimes driven more by the desire to gain prestige by association than by actual interest in cooperation.
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Strategy

- **Implement intensive orientation programs promoting awareness of international opportunities.**
 - **Use our international relation to increase the number of international research cooperation and enhance international researchers' mobility**
 - **Attract international professors and researchers (60% of faculty)**
 - **Enhance university image as universal quality higher education institution**
 - **Develop hybrid programmes and experiences by encouraging students to fulfill parts of their studies abroad**
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Strategy



- **Prioritise international partnership as a strategic direction for the university.**
 - **Target the gulf market by offering international 1 year masters programmes for non-Lebanese students with flexible attendance.**
 - **Additional certification embedded in masters programmes (PMP, PRINCE2, CIPD, ACCA)**
 - **Adopt the international partners' experiences and facilities to compensate for local deficiencies**
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Achievements

Diverse International Academic Partnerships.

Cardiff Met University (United Kingdom) (Dual Degree Programmes)

Université de Picardie Jules Verne UPJV (France) (Dual Degree Programmes)

International Project involvement

Students Employability and Satisfaction.

Delivering quality education to remote areas of Lebanon.



Thank You
Merci
Dziękuję
Dankeschön

شكراً

