

Globalisation Strategy

Background

Globalisation is so important to ITU that it is even mentioned in the vision of the university:

“The IT University of Copenhagen is an outstanding example of how a small university can achieve a ranking among the best in the world, both in terms of academic standards and in terms of creating value, by being innovative and globally interactive.”

ITU’s globalisation strategy expired at the end of 2012. ITU has a standing committee, the Globalisation Group, which is composed of faculty, staff and students. Management has asked the Globalisation Group to conduct a broad internal process which should collect experience with the past globalisation strategy and suggest focus areas for a revised globalisation strategy.

The plan has been for the Board to decide a new Globalisation Strategy during the first half of 2013.

The findings of the Globalisation Group

The Globalisation Group has now carried out this work and reported its findings to Management. The main findings are:

1. The majority of the goals listed in the globalisation strategy that ended in 2012 have been achieved. There is a lot more global interaction in teaching and research with India, China, Brazil and Kenya than when the strategy was formulated. In terms of goal fulfilment, the globalisation strategy was a clear success;
2. At the same time, the integration of the globalisation work into teaching and research has been complicated by the fact, that the globalisation work was often perceived as an “add-on” to teaching and research. In that respect, having a globalisation strategy which was separate from the strategies for teaching and research has not furthered the globalisation work;
3. The areas that the Globalisation Group finds most important to focus on in a new globalisation strategy are mainly to do with continuing and intensifying the kind of work that is already going well related to global interaction in teaching and research. As for teaching, the Globalisation Group emphasises the importance of making sure that ITU graduates are well prepared for working in globally interactive projects. As for research, the Globalisation Group emphasises the importance of building up networks with researchers in Emerging Economies Countries (which is broader than BRIC).

Recommendation

In the light of the findings of the Globalisation Group, Management believes that spending a lot more resources on the globalisation strategy work than has already been spent, would be a questionable use of resources. There does not seem to be a strong need for a separate globalisation strategy in order to continue to support the globalisation work. Instead, the support can be continued in the day-to-day operations and day-

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to-day prioritisation. Moreover, to avoid repeating the difficulties with having a separate globalisation strategy, it makes sense instead to add to the strategies for teaching and research sections that explain how global interaction is going to be strengthened in teaching and research, respectively, based on the ideas for a new globalisation strategy, that the Globalisation Group has suggested so far.

Management therefore recommends this course of action. If the Board approves this change of process, the adjustments to the strategies for teaching and research will be presented for the Board at the Board meeting in June 2013 for the Board's discussion and approval.