



Internationalisation in Estonian HE

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Higher Education in Estonia

The higher education system is binary, consisting of two branches – academic branch and professional higher education.

Public Universities - 6

- University of Tartu
- Estonian University of Life Sciences
- Tallinn University
- Tallinn University of Technology
- Estonian Academy of Arts
- Estonian Academy of Music and Theatre

Bachelor

Master

Doctoral

Private Universities – 5

Professional Higher schools – 20

9 state + 11 private

University of Tartu history

- The University of Tartu was founded as *Academia Dorpatensis (Gustaviana)* in **1632** by King Gustavus II Adolphus of Sweden.
- In **1802** it was reopened as *Die Kaiserliche Universität zu Dorpat* by an ukase of the Russian Czar Alexander I.
- In **1919** university was reorganized and reopened
- as the *Tartu Ülikool*, it became the Estonian national university



Since then, the University of Tartu has been the alma mater for higher education and scientific research of Estonia.

University of Tartu today

- 11 faculties
- 6 research institutes
- 5 regional colleges
- 18,000 students
- 580 international students
- 1,300 teaching staff of
- University Library
- 4 museums
- Botanical Gardens
- Sports Centre
- University Clinics





Research:

University of Tartu Centres of Excellence for 2002-2007

- Molecular and Clinical Medicine (EC CoE)
- Gene and Environmental Technology
- Chemistry and Material Science
- Behavioural and Health Sciences
- Basic and Applied Ecology
- Institute of Physics (EC CoE)

INTERDISCIPLINARY STUDIES

	ROOM
CHEMISTRY FOR GEOLOGISTS	127
MATH FOR ARCHEOLOGISTS	214
PHYSICS FOR PSYCHOLOGISTS	206
BIOLOGY FOR MATHEMATICIANS	319
GEOLOGY FOR ENTOMOLOGISTS	114
BOTANY FOR ASTRONOMERS	
ANATOMY FOR PHYSICISTS	
PSYCHOLOGY FOR LABORATORIANS	
ANTHROPOLOGY FOR CHEMISTS	
TOPOLOGY FOR PALEONTOLOGISTS	
NUCLEAR PHYSICS III	



Study programs

- Bachelor's degree programs (in Estonian)
- Master's degree programs (in Estonian & English)
- PhD studies (in Estonian & English)
- Semester programs (in Estonian & English)
- Summer programs (in English)





Master programs taught in ENGLISH

- **Social Sciences** - Baltic Studies
 - **Natural Sciences** – Biomedicine
 - Financial & Actuarial Mathematics
 - **Engineering** – Applied Measurement Science
 - **Humanities – Languages & Literature:**
Estonian & Finno-gric, Russian, English, German, French, Spanish, Norwegian
- Erasmus Mundus Master NordSecMob - Security & Mobile Computing**

International Relations

- 40 bi-lateral partnership agreements in 17 countries
- Nearly 400 Erasmus exchange agreements

Member of:

- the Coimbra Group of Universities since 2003
- Utrecht Network since 2006

Also member of :

- European University Association (EUA)
- Baltic Sea Region University Network (BSRUN)
- Erasmus
- ISEP



Who is involved in internationalisation?

- International Relation Office
- Office of Academic Affairs
- Faculties
- International Student Service
- Department of Research and Development
- PR office
- Open University – Centre for continuing and distance learning

Strategic planning

1. Strategy for 2003-2008

where internationalisation is one of the key issues

2. New development plan for 2008-2013

- What are the benefits of having a central International Relations Office?
Or should we decentralise it?
- Development of curricula in foreign languages: how to motivate the academic units?
- International communications and marketing: centralise or decentralise?

Strategy for the internationalisation of Estonian higher education 2006–2015

Objectives:

- to improve the competitiveness of Estonian higher education,
- make Estonian higher education more visible
- create a legal and institutional environment that supports internationalisation in all of its aspects.

Creating a supportive legal environment

- Quality and quality assurance
- The simplification of recognition in the context of increased mobility
- The offering of joint curricula and the recognition of degrees
- The right to apply for study allowances and study loans while studying at a foreign university
- The provision of transnational higher education
- Immigration policy

Internationalisation of teaching

- Student mobility
- International know-how
- Internationalisation of study programmes

Development of support system for internationalisation

- **Institutional environment (ability to work in an international environment)**
- **Notification and exchange of information (i.e. information materials, agreement on good internationalisation practices)**

Do you know Estonia?



Why Estonia?

- High standards of living at affordable cost
- Tradition for quality education
- Small, dynamic and flexible educational system
- Skype-land, E-stonia
- Good value for money
- One of fastest growing economies in the world
- English and other languages spoken everywhere
- Low risk of natural disasters and terrorism

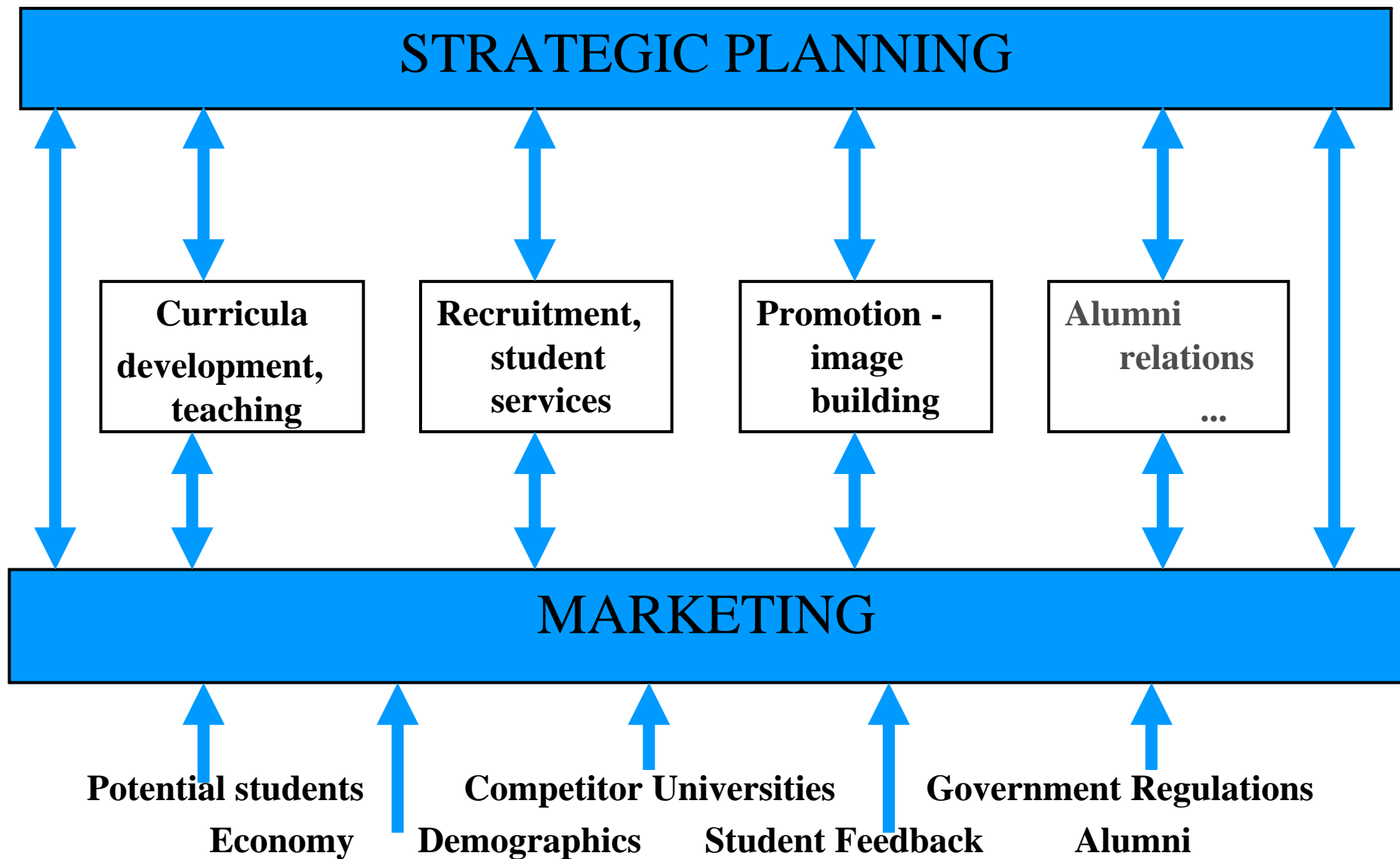


International promotion of Estonian higher education

Smartestonia.ee –
Archimedes foundation under MoE

Study in Estonia –
cooperation between public universities

Universities –
Individual plans and activities



UT marketing planning process

1. Current situation analysis
WHERE ARE WE?
2. Goal setting
WHERE DO WE WANT TO BE?
3. Choosing tactics 7Ps
HOW DO WE GET THERE?
4. Operational plan
WHAT? WHEN? WHO? \$?

1. Situation analysis: SWOT

STRENGTHS

- Tradition since 1632
- Research-intensive
- Diverse fields
- University town

OPPORTUNITIES

- Geographical location
- Growing mobility worldwide
- EU and other projects

WEAKNESSES

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THREATS

- Estonia's image: low recognition
- Increasing competition
- Immigration issues

2. Goal setting

Vision & mission + Situation analysis + SWOT



GOALS

Where do we want to be in 5 years

3. Choosing tactics: 7P

- **PRODUCT:**

Estonian-taught degree programs

English-taught degree programs

Cultural experience and short term courses

...

4. Operational plan – UT case

What	When	Who	\$
Publications			
Direct mail			
Fairs			
Internet advertising			
...			
...			

Finally

4. Current situation analysis

WHERE ARE WE? WHAT CHANGED?

3. Goal setting

ARE WE ON TRACK WITH 3-YEAR GOALS?

2. Choosing tactics 7Ps

WHAT NEEDS TO BE ADJUSTED?

1. Operational plan

WHAT? WHEN? WHO? \$?





Thank you!

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