

International Strategy for the Hungarian University of Fine Arts, Budapest, Hungary

Introduction

The Hungarian University of Fine Arts, aims to enhance its international presence and reputation through a comprehensive international strategy. This strategy outlines our commitment to fostering global connections, enhancing the quality of education and research, and preparing students to thrive in a globalized art world.

Vision

To be a leading international centre of excellence in fine arts education, recognized for our innovative programs, diverse community, and impactful global partnerships.

Mission

Our mission is to provide students with a world-class education in the fine arts, promote cultural exchange, and contribute to the global art community through collaborative research and creative projects.

Strategic Goals

- 1. Enhance Educational Excellence**
 - Maintain and develop high-quality teaching standards.
 - Expand the range of courses offered in English.
 - Introduce full English-language programs in Visual Arts BA, Fine Arts MA, Painting MA, Sculpture MA, and Graphic Art MA by the 2025/2026 academic year.
- 2. Increase International Student Enrollment**
 - Increase the proportion of international students to at least 10% by 2028.
 - Ensure that 20% of international students are self-financing by 2028.
 - Launch a one-year Foundation Course for self-financing students from the 2025/2026 academic year.
- 3. Expand Global Partnerships**
 - Strengthen existing partnerships within the Erasmus+ program.
 - Develop new partnerships with universities in Asia, the Balkans, Africa, and South America.
 - Collaborate with renowned institutions like the Ludwig Foundation and the Fulbright Committee.
- 4. Promote International Mobility**
 - Encourage outgoing mobility for students, faculty, and staff.
 - Increase the number of incoming international lecturers and researchers.
 - Promote joint projects and collaborative research with international partners.

5. **Achieve Global Recognition**

- Aim to be ranked among the top 50 European universities of the arts in the QS ranking by 2030.
- Enhance visibility and reputation through participation in international conferences, exhibitions, and recruitment fairs.

6. **Support Diversity and Inclusion**

- Attract talent from diverse academic, social, and ethnic backgrounds.
- Foster an inclusive campus environment that supports international students and staff.
- Implement support services tailored to the needs of international students.

Action Plan

1. **Curriculum Development**

- Review and update the curriculum to ensure it meets international standards.
- Incorporate global perspectives and contemporary issues in art education.

2. **Faculty and Staff Development**

- Provide professional development opportunities focused on internationalization.
- Recruit international faculty to bring diverse perspectives and expertise.

3. **Student Support Services**

- Establish a dedicated International Student Office to assist with admissions, visas, and orientation.
- Offer language support and cultural integration programs.

4. **Marketing and Outreach**

- Develop targeted marketing campaigns to attract international students.
- Enhance the university's online presence through a multilingual website and active social media engagement.

5. **Research and Collaboration**

- Promote interdisciplinary and international research projects.
- Facilitate faculty exchanges and joint publications with global partners.

6. **Monitoring and Evaluation**

- Establish metrics to assess the progress of the international strategy.
- Conduct regular reviews and adjust the strategy based on feedback and changing global trends.

Key Performance Indicators

- Increase in the number of international students and faculty.
- Higher placement in international university rankings.
- Number and quality of global partnerships.
- Success and impact of international research collaborations.
- Student and faculty participation in international mobility programs.

Conclusion

The University of Fine Arts, Budapest, is committed to becoming a globally recognized institution by fostering international collaborations, enhancing educational quality, and creating a vibrant, diverse community. Through this international strategy, we aim to prepare our students for successful careers in the global art world and contribute to the advancement of fine arts on an international scale.