The International DAAD-Academy

Publications

All publications and further important information can be found on our website at:

www.daad-akademie.de
The International DAAD Academy (iDA) is a work unit of the German Academic Exchange Service (DAAD). We deliver seminars, trainings and workshops on internationalisation and provide free, downloadable publications and materials to accompany our course programme. The iDA also introduces new topics into the internationalisation discourse. Through a series of activities, we support universities in implementing their internationalisation concepts.

Founded in 2006, the iDA has trained approx. 13,000 members of higher education institutions ranging from teaching, research and administration staff to academic management. With more than 100 courses per year, we offer the most extensive range of training on internationalisation issues in Europe.

The iDA does not limit itself to its role as a knowledge transfer institution, but also provides an important forum for exchange and networking between course participants. As a result, each individual seminar brings together the perspectives and expertise of sponsors and of internationalisation experts from academia and administration.
Internationalisation is a core component of the overall strategy of many higher education institutions. The iDA helps universities with their internationalisation processes by enhancing the universities’ capacity for internationalisation.

**Needs-based course programme**
The iDA responds to topical issues in the internationalisation discourse and to specific needs communicated to us by the universities themselves. Therefore, the main focus areas of our work and our training options are flexible. The programme is designed both for specific target groups and to address specific topics.

**Target group-specific courses**
The iDA provides target group-specific further education for International Office employees, internationalisation officers, university administration, teaching staff, academic managers and marketing officers.

A core objective of our seminars is the provision of knowledge that is relevant to the workplace. The participants benefit from expertise and knowledge shared by experts from the field of higher education and other institutions.

**Thematic series**
The iDA’s thematic series teaches background and contextual knowledge, which is used both for international cooperations and for strategic decisions.

iDA events range from lecture-based seminars to workshops focusing on the individual development of topics through to interactive language and cross-cultural training. Teaching methods and styles vary to suit the respective type of event.
The iDA does not limit itself to its role as a knowledge nationalisation issues in Europe. It teaches, research and administration staff to academia and administration.

Founded in 2006, the iDA has trained approx. 13,000 members of higher education institutions ranging from programmes. The iDA also introduces new topics into publications and materials to accompany our course strategy of many higher education institutions. The iDA responds to topical issues in the internationalisation discourse and to specific needs communicated to stakeholders in its internationalisation process. They are particularly high here, which is why we have systematically expanded our range for this target group.

A core objective of our seminars is the provision of subject-specific English courses and cross-cultural training. We deliver seminars, trainings and workshops on reflective knowledge, which is used both for internationalisation concepts.

The International DAAD Academy (iDA) is a work unit that brings together the perspectives and expertise of sponsors and of internationalisation experts from departments, new work units have been established in departments such as Finance, HR and the Examination Office. The demand for subject-specific English courses and other language courses and cross-cultural training. The thesis of our work and our training options are focused on the individual development of topics and other institutions.

The iDA provides target group-specific further education and other institutions. Therefore, the main focus areas of our work and our training options are shared by experts from the field of higher education and other institutions.

Our team

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Our target group

**Internationalisation staff**
Ever since the iDA was established, colleagues working in International Offices have been one of its main target groups. Training, seminars and courses for this target group are an ongoing part of our key activities.

**Academic staff**
The academics at each respective institution are key stakeholders in its internationalisation process. They design cooperation projects in teaching and research, and teach and supervise international students, university lecturers and colleagues. They develop international curricula and other measures for the internationalisation of teaching. For this group, the iDA provides specific seminars with practice-related content, in addition to language courses and cross-cultural training.

**Administrative support staff**
Internationalisation also presents new challenges for colleagues in traditional university administration departments such as Finance, HR and the Examination Office. The demand for subject-specific English courses is particularly high here, which is why we have systematically expanded our range for this target group.

**Academic management**
In addition to the traditional university administration departments, new work units have been established in recent years to deal with strategic issues relating to internationalisation. Supplying background knowledge, reflecting on strategies, objectives and processes from other countries as well as providing information on internationalisation all play an important role in this area.
Other activities

Special programme to support refugee students
The special programme with courses on advising and supporting students with a refugee background also accounts for a large share of our work and is an example of how new topics and work areas are constantly incorporated into our remit.

Further information:
https://www.daad-akademie.de/seminare-und-workshops/sonderprogramm/

In-house courses
Selected courses, particularly language courses relating to specific terminologies, can also be delivered in-house at your institution by the iDA. This enables the topic of internationalisation to be incorporated into personnel development and into the university’s own training and development programme.

Further information:
https://www.daad-akademie.de/inhouse-angebote/de/

GATE Germany
On behalf of the GATE Germany consortium, the iDA delivers courses focusing on enhancing marketing skills. These seminars are aimed at marketing officers and at university departments that deal with communications and public relations work.

Further information:
http://www.gate-germany.de

GATE Germany
Internationales Hochschulmarketing
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