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**Abstract**

The number of international branch campuses has increased considerably in the 2000s and now number nearly 200 campuses, with many European nations being importers and exporters of such institutions. The establishment of an international branch campus can expand a college or university's global reach and help to internationalize its student body, faculty composition, curriculum, and research. However, the development of international branch campuses (IBCs) presents an array of operational challenges emanating from their status as start-up organizations, including narrow academic offerings, small staff size, and the need to develop operating policies and build a student base in the campus's host country. Furthermore, the global reputation of the IBC's parent institution does not carry over fully into the host country environment, creating the need for IBCs to build their legitimacy in the host country. (HRK / Abstract übernommen)