

17.1.2025

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**Title**

Transnational education "Made in Germany" : a policy perspective on challenges, best practices and success stories / Anne Clausen ; Beate Schindler-Kovats ; Nina Stalf

**Publication year**

2011

**Source/Footnote**

In: Journal of the European higher education area. - 1 (2011) 4, S. 1 - 20

**Inventory number**

31303

**Keywords**

Internationalität ; Globalisierung ; Austausch von Wissenschaftlern und Studenten ; Deutscher Akademischer Austauschdienst

**Abstract**

Globalisation and the internationalisation of research and teaching simultaneously push and pull universities to engage with and compete in the transnational education market. Over the past twenty years a unique German model of TNE 'made in Germany' has developed in the world of cross-border education. Applying a practical, policy-oriented perspective, this paper identifies typical features and motivations behind German-backed TNE projects and analyses their inherent challenges, good practices and success stories. Significant policy lessons learnt are summarised for stakeholders and a future outlook scenario on successful and sustainable TNE 'made in Germany' is provided. (HRK / Abstract übernommen)