

The International DAAD-Academy



DA Internationale
DAAD
Akademie

About us

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.

What we do

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.

Our team



Lena von Eichborn, eichborn@daad.de

Ursula Bazoune, bazoune@daad.de

Jana Dalinger, dalinger@daad.de

Birgid Fehrenbach, fehrenbach@daad.de

Natalia Jaufmann, jaufmann@daad.de

Katharina Kohm, kohm@daad.de

Dorothee Lamielle, lamielle@daad.de

Gladys Omete, omete@daad.de

Sarah Perzborn, perzborn@daad.de

Liliane Pires-Pedro, pires@daad.de

Frauke Zurmühl, zurmuehl@daad.de

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>

G/ATE // Germany
Internationales
Hochschulmarketing

Publications

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

www.daad-akademie.de



Contact: DAAD

German Academic Exchange Service
International DAAD Academy
Kennedyallee 50 · 53175 Bonn (Germany)

Head of section: Lena von Eichborn
E-Mail: info@daad-akademie.de

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