



### Case Example from HKBU

**Programme:** BSocSc (Hons) in European Studies (French Stream)

**Course title(s):** European Economic and Business Life

**Course code(s):** EURO4006

European Studies is, by nature, an internationalised programme, with a compulsory one-year academic exchange in Europe. The course coordinator has made three endeavours to further internationalise the already well-established curriculum, by developing “Internationalisation at Home”.

(1) To mobilise different resources, Year 4 European Studies (ES hereafter) majors were arranged to meet a dozen of top leaders of French businesses from diverse sectors in Hong Kong in one semester, either at their offices or in the classroom setting. By engaging these practitioners with the students, the business community has become better informed about the study programme as well as the quality of its graduating students. As a result, there were more job opportunities being offered within the semester to the graduating students.

(2) To diversify classroom, the course coordinator has made this course, which was previously exclusive to ES majors, available to all French-speaking students on campus, i.e. the exchange students. The class composition changed from 15 ES students to 35 students from diverse backgrounds. With students of diverse study status, academic and cultural backgrounds interacting in lectures, visits, and group assignments using their common language – French, the local ES majors were thrilled to see their study experience in France being recreated in the HKBU classroom.

(3) To capture ongoing development, the course coordinator archives the department’s internationalisation events on a webpage ([http://europe.hkbu.edu.hk/european\\_studies/internationalisation.html](http://europe.hkbu.edu.hk/european_studies/internationalisation.html)). The different facets and ongoing development of the Internationalisation at Home are therefore evidenced to students, both current and prospective, and community stakeholders.



Dr. Emilie Tran  
Department of Government and International Studies, Faculty of Social Science,  
HKBU  
[emilietran@hkbu.edu.hk](mailto:emilietran@hkbu.edu.hk)

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