

ERASMUS POLICY STATEMENT

Erasmus Policy Statement sets out the modernization and internationalization strategy of University of Business in Wrocław.

The international strategy of the University of Business is focused on 4 main areas:

- Cooperation of international business
- Development of the educational process at our university
- Expanding students mobility
- Development of scientific staff and improving the research quality

The most important objectives of our international strategy are:

- to expand staff and students mobility, especially under Erasmus Plus Programme
- to improve the quality of the mobility
- to increase the number of partner institutions, especially with similar profiles and ideas (“education for business”)
- to promote partnership with international universities
- to develop international projects and research with partner universities
- to implicate a double diploma with a partner university: Groupe ESC Troyes, as well as more good universities from Europe
- to open new specializations in English for Polish and foreign students (till now we offered three specializations in English: International Business and Trade, Mega Event Organizer and International Tourism)
- to create new fields of study in English for Polish and foreign students from EU and non-EU countries
- to increase non-EU cooperation
- to organize and co-organize international conferences in various fields of studies
- to host European and non-European students, teachers and researchers
- to increase professional competencies in the framework of the lifelong education and Erasmus+ programme
- to continue MBA program carried out by foreign practitioners and academic staff in English language

Erasmus+ is the one of the most important activities our university is engaged in, we also organize international scientific conferences. We implement international research and educational projects, such as:

- „Education for Business”, carried out since October 2009 and co-funded by the European Union. One of the aims of the program was working and educating in the multinational environment.
- “Responding to challenges on new markets – innovative management education”, carried out and co-funded by the European Union since 2010.
- “Educating for Work” project under the Washington Professional Development Program
- a choice of optional courses taught in English
- foreign language courses for administrative and teaching staff
- participation in fair trades, such as: ITB Berlin 2012, EIBTM Barcelona 2012, ITB BERLIN 2013.
- organization of international conferences such as:



- “Conditions of Foreign Tourism Development in Central and Eastern Europe” (2008, 2010), in the cooperation with University of Wrocław
- “The Role of Tourism in Regional Development” (2009, 2011, 2013)
- “Cooperation of women and men in management – advantages, problems and necessary changes”
- “The Role of Tourism in the Regional Economy”, “Health, Wellness & Spa tourism as the Regional Tourism Product – theory and practice” (2014)

- organization of international events and International Days for students and international partners.

A) We look for potential partners among the universities with a similar profile to our university profile, companies and business institutions;

- we use our partners to help us create new contacts
- we encourage our university staff to develop international cooperation
- we are open for suggestions and international contacts of our students
- we are open and willing to welcome new opportunities of cooperation

B) Our partners mostly come from Europe, mainly EU (we focus on the countries which have the reputation of providing the highest quality of education, e.g. Finland, Holland, France). Moreover, we concentrate on the countries of Central Europe with similar historical experience and cultural background. Besides, we have established a cooperation with The American University in Washington D.C., where our teachers had the opportunity to participate in international training and which has become one of our strategic partners.

C) The main target groups of our mobility activities are outgoing and incoming students, teachers and administration staff.

Our university organizes Staff and students exchange under Erasmus+ programme. Teachers give lectures at partner universities, participate in international conferences and research projects, administration staff take part in international trainings. The most important objectives of that mobility are: the exchange of experiences and raising teaching, administrative competences of the staff, as well as implementing innovative methods of educating, including ICT. Students of Bachelor and Master degree have an opportunity to participate in studies exchange at partner universities and traineeships at partner institutions. Students and staff through their participation in Erasmus+ mobility improve professional competences in the multinational environment and their language skills.

Our university offered double degrees in the cooperation with Berufsakademie Riesa in Germany. The program lasted 16 months and included studies and trainings in private German enterprises. This program guaranteed: double recognition of learning results and receiving 2 diplomas of the Bachelor degree (University of Business in Wrocław and Berufsakademie Riesa). In 2014 we started the similar cooperation with the French international university ESC Groupe Troyes. Our students are able to receive 2 diplomas of the Master’s degree in Tourism & Leisure major.

Erasmus+ Programme has a huge impact on the modernization of our institution. Primarily, students and staff through their participation in Erasmus+ mobility improve their professional competences and language skills, which is necessary in all career paths.

One of the main goals of the students and staff mobility is to improve the quality of education and increase their competences in such a way as to enable them to work more effectively on local and international labour markets. During the participation in the mobility students have

an access to a variety of academic courses taught in different cultural and scientific environments, which results in widening the students' intellectual and cross-cultural awareness.

The aspiration to improving quality and increasing employability in the international dimension results from the mission of the university "we are educating for the international business" and manifests itself with taking the following actions:

- developing international and cross-cultural competences by the participation of Polish and foreign students in various programs carried out in foreign languages, in classes run by foreign teachers and during exchange studies at partner universities and traineeships in partner institutions
- the exchange of experience and increasing competences of the teaching and administrative staff by the participation in joint educational and research international projects
- implementing innovative educational methods with the use of ICT tools for the development of virtual mobility, in order to enable non mobile students to obtain international and cross-cultural competences.

Increasing a cooperation with foreign business partners aims at making the educational process more practical, emphasizing the role of the traineeships and gaining the qualifications which are desirable both internationally and locally. Moreover, there are initiatives carried out to develop a closer cooperation within various training projects directed at adults in the framework of the lifelong education and Erasmus Plus Programme.

Polish and foreign students are also given an opportunity to enroll in MBA studies in English, which are offered by our university together with HHL Leipzig Graduate School of Management in Germany.

Thanks to a number of international initiatives carried out by our institution, we are more widely recognized in the local and international environment.

5 priorities:

- 1 - Increasing attainment levels to provide the graduates and researchers Europe needs**
- 2 - Improving the quality and relevance of higher education**
- 3 - Strengthening quality through mobility and cross-border cooperation**
- 4 - Linking higher education, research and business for excellence and regional development**
- 5 - Improving governance and funding**