

ERASMUS POLICY STATEMENT 2013

Copenhagen Business Academy was officially established 1 August 2012 but was initially founded in 2009. With this background the various departments at Copenhagen Business Academy have for many years participated in the Erasmus programme within student mobility, teacher and staff mobility as well as student internships. Furthermore, the institution has participated in the development of intensive programmes and to some extent the development of joint curricula. Future international activities must cover the different needs of the many departments of the Academy and the strategy is to gradually develop international activities for all departments.

As described in the Development contract signed by Cphbusiness and the Danish Ministry of Science, Innovation and Higher Education on 17 December 2012, internationalization of the institution has been chosen as an area on which Cphbusiness will dedicate specific focus and target towards the following objectives:

- Increased number of Cphbusiness students on outgoing mobility (studying abroad or doing an internship abroad).
- Increased number of internationally mobile staff members (teacher and staff training, teaching abroad, participation in international projects and conferences).
- Increased number of students in international programmes.

a) Due to the recent merger of Cphbusiness, the official list of current international partners was created with different strategic intentions and ambitions - and often as a result of meetings with partners at international conferences like EAIE, Nafsa, Businet etc. The focus is now on enlargement, improvement and quality assurance of existing university networks limiting partners to those that are sincerely of interest to Cphbusiness. It is the strategy of Cphbusiness to add new international partners on this basis to create even better study abroad possibilities for outgoing students and only sign new bilateral agreements with institutions that clearly have an appropriate match with regards to relevant courses offered (primarily in English), have an interest in establishing strategic projects or the like.

b) The geographical focus areas:

- European countries where students can have access to exciting nearby learning experiences either to study or do an internship abroad. The Erasmus programme was the first international network at Cphbusiness and remains attractive for current students.
- Selected Asian countries (China and Korea in particular) where student have difficulties in establishing contacts themselves and only have few options for assistance from student agencies. Asia is particularly of interest to business students at Cphbusiness who wish to follow the Asian economy and the emerging countries in the region.
- Africa and South America are new strategic areas for Cphbusiness with emerging countries that offer exciting opportunities and challenges. It is the next international step to engage in closer cooperation with partners in selected African and Asian countries within exchange programmes and cooperation projects.

c) The Erasmus activities form a major part of the international strategy of the academy which puts the internationalization of students, teachers and other employees in focus. Another aspect of the overall strategy is to internationalize the various curricula in accordance with the official Danish globalization strategy, participate in short intensive programmes and the development of joint modules, joint/double degrees.

All students at Cphbusiness are encouraged to participate in mobile activities abroad - and internships abroad in particular. It is the ambition to structure the amount of international partners at Cphbusiness, create transparency and make it easier for students to plan a semester abroad. Likewise, the structure of the current international Company contact database and information on internships abroad will continually improve in order to assist students in planning an internship in or outside of Europe.

The implementation of an individual internationalization plan for all employees is a strategic objective and staff mobility is an important part of the international options for teachers and other staff members. Staff is in general encouraged/expected to enhance international skills by participating in staff exchange, conferences, projects or teaching abroad. Staff mobility is registered after personal interviews and mandatory evaluation reports and count towards the documentation of staff members' professional competency skills. Cphbusiness aims at enhancing the internationalization on campus through staff members' increased international skills and experiences - including the improvement of language proficiency skills.

If applicable, please describe your institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training in relation to projects implemented under the Programme. (max. 2000 characters)

International cooperation projects are generally initiated/supervised by the International Office at Cphbusiness but are typically run and implemented by teaching staff at the various departments - closely linked to a specific degree programme. The dedicated teacher/project manager receives some support from the International Office and time and resources allocated to the specific project. Similar projects are run under the Norplus programme between the Nordic countries which will continue to be of strategic importance to Cphbusiness.

Due to the recent merger of Cphbusiness, international projects have received little strategic attention during the first year of existence. However, it is the ambition to increasingly engage staff members in far more activities related to international cooperation projects and it is hoped that future strategic cooperation projects will take place within the Erasmus programme, the Nordplus programme as well as with new partners outside the EU. International cooperation projects often derive from longstanding partnerships or meetings with partners at conferences etc. and are of vital importance to the general internationalization and modernization of Cphbusiness. As such it is seen as increasingly important to engage staff members/teachers in international experiences - often including students in international gatherings.

Please explain the expected impact of your participation in the Programme on the modernisation of your institution (for each of the 5 priorities of the Modernisation Agenda*) in terms of the policy objectives you intend to achieve. (max. 3000 characters)

1. The mission of Copenhagen Business Academy is to offer practice-oriented, short and medium cycle study programmes of high quality within technology and business. The AP Degrees (short cycle) and the Top-Up Bachelor's Degrees (first cycle) offered at Cphbusiness provide qualifications that give students the option of entering work-life immediately. It is a priority area to educate students with vocational as well as high school backgrounds and prepare them to enter the Danish labour market or alternatively pursue an international career. This is made possible through close co-operation with Danish industry and the mandatory internship for all students on the programmes. The international possibilities for students are immensely improved from the participation in the Erasmus programme and other international programmes and it is expected that an increasing amount of students will pursue their internship in or outside of Europe.

2+3. It is the aim for Cphbusiness to constantly increase international activities by enhancing new transnational projects, student and staff mobility as well as engage in transnational knowledge sharing at all levels. Through the sharing of knowledge and best practice with Danish and international partners, Cphbusiness will continually strive to improve the study programmes offered as part of the quality assurance and modernization of the institution. The inspiration that is often achieved through international cooperation is extremely valuable in this context.

4. With close links to many small and medium-sized Companies, Cphbusiness has an excellent starting point for establishing even closer cooperation between education, research and business development. Since all students must do a mandatory internship at least once during their study programme at Cphbusiness - and ultimately end up writing a problem solving examination project for the Company - the basis is there for many exciting cooperation projects. One of the strategic objectives is to gather information on and make use of the projects written for Danish or international Companies and transform them into development projects.

5. Internationalization has been chosen as a special priority area for Cphbusiness in the recent Development contract with the Danish Ministry of Science, Innovation and Higher Education. This means that funding is made available for international activities and that staff working with international aspects receive support and acknowledgement. As part of the modernization of Cphbusiness, the organisation of the international office staff is currently in the process of restructuring and will no doubt continue to play a vital role in the institution.