

Erasmus Policy Statement 2020 – Copenhagen Business Academy

With a well established and documented history of international activities, Copenhagen Business Academy (Cphbusiness) wishes to maintain the high standards of internationalization implemented in its core values since the official founding of Cphbusiness in 2012. An establishment and merger of several schools that each brought international partnerships, experience with the Erasmus programme and objectives for internationalization. The Erasmus programme helped achieve common goals and in many ways strengthened the shared partner portfolio through staff and student mobility. As such the Erasmus framework is crucial to the continued efforts to improve the modernization and quality of our institution. It is through the means of e.g. knowledge sharing and benchmarking with partners abroad, that we improve and build a strong foundation of knowledge for students.

The current and intended international strategy forms an integral part of Cphbusiness international activities and reflects the ambitions of the Danish Ministry of Higher Education and Science. Internationalization remains an important strategic priority area with subsequent funding being available and allocated annually for international activities, securing that staff working with international aspects receive support and acknowledgement. As part of the modernization of Cphbusiness, the current structure of the international office will be evaluated, strengthened and continue to play a vital role in the institution in line with ongoing digitalization efforts. The network of Academic international coordinators will likewise undergo evaluation in an attempt to further strengthen the anchoring of international aspects in all study programmes, whether they offer English or Danish taught programmes.

Cphbusiness is Denmark's largest business academy and consists of five campuses in Greater Copenhagen and Northern Zealand offering professional higher education programmes while combining theory and practical skills. The academic focus is applied theory in an innovative and modern learning environment. Internships are mandatory in all study programmes at Cphbusiness and to a great extent lead graduates to employment in existing companies or own start-ups. The close ties to in particular small and medium sized companies provide meaningful contexts to real-life projects and case-based learning and is an excellent starting point for establishing even closer cooperation between education, research and business development. The applied approach is embedded in the curricula, learning environment and within national and international activities.

Cphbusiness educational programmes are practice oriented and created for an increasingly global labour market. As such Cphbusiness graduates must be equipped with strong international competences and the possibility of creating an international profile through mobility or international activities at home. It is vital that all students, Danish and international students alike, experience an international mind set whether they are enrolled in Danish or English taught programmes and meeting staff that is well equipped with updated knowledge and international perspectives. Shared learning pathways between Danish and international classes are developed and implemented to improve social and academic integration for international students and enhance international competences for Danish students. Having Erasmus students in class heightens the quality of the learning outcome for all and adds an extra international dimension.

Cphbusiness currently holds a strong international partner portfolio, has clear goals and aims to be the most internationalized Business Academy in Denmark. It is the aim to increase international activities by enhancing 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 in accordance with the quality assurance and modernization of our institution in general. The inspiration that is often achieved through international cooperation is extremely valuable in this context.

With the objectives of the international strategy and the participation in the Erasmus programme in mind:

1. We will focus on the improvement and quality assurance of existing partner networks limiting partners to those that are sincerely of interest to Cphbusiness. New partners are carefully matched and added in order to create better study abroad possibilities for outgoing students or the increase inspiration level and knowledge sharing for faculty.
2. In a geographical context we will continue to build upon relations with partners in the European partner portfolio which provides multiple opportunities for study abroad and internship opportunities. The Erasmus programme remains popular with students due to its accessibility, nearby learning experiences, the quality of the framework and generous funding opportunities. Likewise, we will maintain and strengthen the partnerships with non-European countries that are at times entered into through the assistance and quality assurance of our European network. Focus areas will continue to be South Korea, Colombia and North America with added opportunities in China and Canada. Cphbusiness will consistently look into activities in countries where Denmark has official education and innovation attachés stationed at Innovation Centers and with countries with growth potential and export opportunities.
3. All students are encouraged to participate in mobility abroad. The new Erasmus Charter provides an opportunity to commit to new and existing principles and evaluate and develop even better opportunities for students from all backgrounds. Students will receive guidance before, during and after a study abroad period in accordance with the already implemented quality measures. Internship abroad remains a focus area with the intention of increasing the numbers of student doing their internship abroad by promoting and directing assistance to a wider group of students from all study programmes at Cphbusiness. The promotion of the fundamental principles of the Erasmus programme will aim towards strengthening a European awareness with initiatives like the European student card, enabling graduates to pursue further education and job opportunities with Europe.
4. Staff is likewise encouraged to engage in staff mobility abroad. It will continue to play an important part as a means of developing competence skills and count toward the documentation of staff members' internationalization. Cphbusiness aims to enhance internationalization on campus through staff members' increased international skills and experiences. We want Cphbusiness staff to hold a global vision, updated international knowledge and intercultural competences.
5. We wish to provide our student body of Danish students with an attractive study environment with international content, opportunities and perspectives by attracting qualified and motivated international students to our international programmes – giving both international and Danish students the benefit of internationalization at home. Cphbusiness has a vibrant international study environment with students from more than 50 different countries in three out of five campuses and we will continue to provide students with the best opportunities to engage in academic and social activities across Danish and International classes.
6. Guest lecturers are regarded as an invaluable contribution to our international learning environment and incoming staff mobility is considered an extremely beneficial component in achieving our internationalization goals. Appointed lecturers and administrative staff at Cphbusiness take an active part in making these international experiences relevant and enriching for all.
7. Through the framework of the Erasmus programme we will seek to develop projects with selected partners on a short and long term basis within areas such as innovation, pedagogical approaches, virtual and blended mobility.
8. Digitalization should contribute to internationalization in all programmes and provide opportunities to implement new learning outcomes across Danish and international classes. Working with international partners on blended learning projects adds an important dimension. On a more practical note the digitalization efforts will help improve the

administrative processes of a mobility period, providing students and staff with easier access while modernizing our institution.

It is essential that Cphbusiness international strategy is translated into operational goals and that actions are anchored in all Cphbusiness educational programmes. It should relate to the principles of the Erasmus programme as well as the overall institutional strategy and the overall national guidelines stipulated by the Danish Ministry of Higher Education.

The international initiatives must make sense to students and staff and create value for all and reflect an institutional position to purpose, objectives and means of resources. In order to realize the principles to operational actions, each educational programme develops annual plans for internationalization. These are prepared by the Dean, the appropriate Academic international coordinator and international office staff.

To support the implementation of the international institutional objectives – including the targeted achievements within the Erasmus programme – a shared set of principles are defined and evaluated annually.

- The allocation of resources to international activities is earmarked within the annual budgets for each study programme.
- Annual internationalization plans are prepared locally in each study programme to manage the local implementation of the international strategy. They must be respected and supported by all.
- All staff must possess an international mind set and the required linguistic and intercultural competences. It is the responsibility of the Dean and the Programme director to support the development of international competences for faculty. And it is the responsibility of Administrative directors to support the development of international competences for all other staff.
- When entering into new development projects, it should be natural to look into whether an international dimension will strengthen the project and whether international partner institutions can be included to lift quality and relevance.

Based on these institutional intentions the implementation of the Erasmus programme will no doubt continue to successfully determine an important international agenda at Cphbusiness. Holding the Erasmus Charter is simply key to our international objectives.