

Erasmus Policy Statement – ZIBAT/EASJ - 2013

1: Overall Strategy

Introduction

Zealand Institute of Business and Technology (ZIBAT) is a merger by law regional institution founded in 2008 by nine Danish business colleges/institutions. Four colleges former held an Extended Erasmus Charter and two held a standard charter from 2007/8. Several of these colleges have a long tradition for international networking in EU and non-EU countries since 1997, and also in the Nordic-Baltic network since 1992. ZIBAT was last time awarded extended Erasmus Charter 2011-13 in 2011.

Vision

The international vision of ZIBAT is to be an active institution and educationalist in a globalized world making the full use of challenges and opportunities of a global learning space and learning environment. The mobility programs are essential for achieving this vision.

Strategy

An extended and explicit international strategy for the period 2014-2020 has been adapted. It focuses on further cooperation and interaction with higher education institutions and enterprises both in EU- and non EU-countries and includes internships, creation of study-modules to be implemented and internationalisation of study programs. Furthermore staff from enterprises can also be supported to deliver training courses or workshops.

The intensions are to strengthen the mobility and thus develop skills of students, lecturers and staff to manage and compete successfully in the rapidly changing global labour market. Therefore ZIBAT has added "Internalisation" as an additional goal in the development agreement signed between ZIBAT and the Danish Ministry of Science Innovation and Higher Education.

Objectives

ZIBAT lectures, staff and students must be confident in working, acting and communicating in a global world. Multi-lingual and multi cultural competences are core concepts of this objective. ZIBAT will thus actively support staff, teacher and student mobility.

The EU-students and non-EU contingency enrolled in ZIBAT should be about 20% of the total number of students, given a sufficient impact on inter cultural understanding and student volume.

Cooperation projects

ZIBAT has in the last 21 years developed, and will develop, double degree and joint venture programs leading to a transparency between higher education institutions.

Geographical focus

The international strategy is in general characterised by a wide global out-reach. A focus area in EU will be to speed up the process of integrating the newer members

in EU from the Central and Eastern European countries in particular The Baltic States, Poland, Hungary, Czech Republic, Slovakia, Slovenia as well as Turkey. The focus area outside EU will be North America, Canada, Australia and the emerging countries in particular China, Brazil, Mexico and East Africa. Finally the students' focus area on English speaking countries is also prioritized.

Partnerships

When identifying new partnerships it is important for us to stay true to our mission and nature of our institution which is applied learning and professional competences. Partner institutions are chosen for several various reasons. Of special interest are educational institutions:

- providing study programmes compatible with the applied learning and professional competences of the programmes offered by ZIBAT.
- with interest in closer cooperation in development projects and
- located in the geographical focus areas and enterprises
- supporting staff mobility to deliver training courses or workshops

Mobility activities

ZIBAT supports and recognize the notion of the Sorbonne and Bologna Declarations and will consequently strive to facilitate international mobility for our teachers, students on both short and 1st cycle studies and staff. Highest priority is also given to the placement, job exchange, development programs, double degree and joint venture programs.

The objectives are that:

- 15% of students of a year have taken part in an internship or study abroad activity
- 10% of lecturers and staff have each year been involved in teacher mobility, teacher exchange, enterprise internship or training activity abroad.
- 10% of international full time students at ZIBAT have internship in a company in the Zealand region

Other actions

ZIBAT will invest in internationalizing. Furthermore external funding will be identified -if available- to co-finance both the strategy as well as concrete programs/initiatives.

2: Strategy for the organisation and implementation of International cooperation projects

Introduction

EU and Non-EU projects are evaluated and selected based upon their relevance and learning outcome for ZIBAT as an institution, the students, the staff and in accordance with the overall international strategy.

Prioritized cooperation projects

ZIBAT will take actively part in projects achieving the objectives of the EU Modernisation Agenda for Higher Education, especially projects supporting:

- knowledge alliances between higher education institutions and enterprises promoting innovation, entrepreneurship and e-learning

- long term cooperation between higher education institutions, enterprises and local authorities
- cooperation and capacity building for modernisation of educations offered in partner institutions located in the geographical areas prioritized by ZIBAT

Organisation

When ZIBAT joins a project an internal project organisation is constituted with staff members with the relevant qualifications and headed by a project manager, who refers directly to ZIBAT's Head of Development and the Rectors Management group.

Implementation

A Terms of Reference for the different tasks and responsibilities are set up in the beginning describing the project, background, objectives, project plan, work tasks, meetings, communication lines, project staff and expected outcome. Terms of References is used continuously as a management tool adjusting the project if necessary. The status of the project is given in the regular interim reports.

Evaluation

The project objectives are evaluated in an official written report and an internal report to be published at the participating institutions. Thus future projects and managers will be able to benefit by the gained experiences.

3: The expected impact of participation in the Programme on the modernisation of EASJ in terms of the policy objectives intended to be achieved:

Introduction

For explaining the expected impact one must keep in mind the demographic reality that ZIBAT is faced with in some parts of the Zealand region. Compared to the EU 2020 objectives there is a lower percentage of the population pursuing higher education and a lower percentage of the students participate in international mobility activities.

Further more the programmes offered by ZIBAT are characterized by being professional higher education programmes using an applied learning approach.

Impact

According to the prioritization of objectives set up by ZIBAT, the participation in the Erasmus programme and related projects are expected to have impacts as follows:

- No 1: Increasing attainment levels and to provide the graduates and researchers Europe needs by**
- A wider and higher participation of students with a lower socio-economic or migrant background
 - A higher completion rates of students by using a focused support and guidance for students
 - Motivating students from shorter and 1st cycle education to pursue additional higher education

- No 2: Improving the quality and relevance of higher education by**
- Adjustment of the study curricula to the demands of the labour market demands by promoting input from business enterprises into the curricula
 - Strengthening of the cooperation with enterprises and regional authorities by development of courses aiming at upgrading knowledge and skills of employees
 - Higher efficiency in the administration and teaching by use of ICT
 - Development of and recognition of double, joint or multiple degrees at bachelor level

- No. 3: Strengthening quality through mobility and cross-border cooperation by**
- Promotion and use of ECTS-system, Europass including the Diploma Supplement
 - Strengthening virtual mobility by using virtual learning facilities
 - Sharing open educational resources with partner institutions
 - Providing the student with a different learning experience from the host country
 - Learning from best practices in higher education institution

- Priority 4: Linking higher education, research and business for excellence and regional development by**
- Building up knowledge alliances with regional and foreign enterprises
 - Organization of educational activities within the companies,
 - Placements or internships of students in companies
 - Participation of students and lecturers in real business problems
 - Staff and teachers placement in enterprises

- No 5: Improving governance and funding by**
- Development of strategic capacities at ZIBAT and its leaders due project participation
 - Quality assurance of study programmes by implementation and recognition of joint, double and multiple degrees
 - Increased capacity to utilise external funding