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Erasmus Policy Statement (Overall Strategy)

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The Institution agrees to publish this overall strategy (all three parts) on its website within one month after the signature of the Erasmus Charter for Higher Education by the European Commission.

Please describe your institution's international (EU and non-EU) strategy. In your description please explain a) how you choose your partners, b) in which geographical area(s) and c) the most important objectives and target groups of your mobility activities (with regard to staff and students in first, second and third cycles, including study and training, and short cycles). If applicable, also explain how your institution participates in the development of double/multiple/joint degrees. (max. 5000 characters)

Original language [EN]

In the context of the new 2014-2020 EU programme for education, training, youth and sport as an essential part of the IBS's mission is the internalization of its activity. An issue of high priority is the establishment of new partnerships and strengthening the existing partnerships and academic cooperation with universities and academics from different parts of the world. International cooperation is a tradition, which IBS is proud of. We have won international recognition and prestige as a result of the fruitful cooperation and synergy with our international partners, of our active participation in international organizations and we strive for further development. In the framework of the clear strategy of internalization, IBS applies the international experience in the contemporary business communication. IBS was established in 1991 as the first private higher college with international affiliation in Bulgaria—the Bulgarian-Danish College of Business, Export and Marketing. IBS has already had 10 year- experience of working with international programmes, beginning with training in a joint bachelor's and master's programmes of the City University of Seattle, USA. The cooperation with NHTV Breda University of Applied Sciences, the Netherlands in the development and implementation of the bachelor's program management and consultancy in international tourism has over a 7-year history. IBS has a contractual cooperation with ARIEL University -Israel, University of Nis, Serbia and others. The most challenging format for us is the development of joint double programmes for the acquisition of academic degrees with carefully selected partners abroad. IBS chooses carefully its partners in order to achieve sustainable results and actively honored agreements. The academic interest of IBS must be satisfied to ensure a compatibility of the academic profiles of the institutions. IBS takes also into account the geographical factor as IBS strives for a balanced network of partnership in order to provide opportunities for staff and students to gain a truly international education and experience. IBS develops cooperation with strategic partners from neighboring countries such as Serbia, Turkey, Greece, as well as EU countries such as the Netherlands, Denmark, Italy, Cyprus and non-EU countries such as Israel and USA. IBS will continue to improve existing international cooperation and establish new partnerships with institutions in the EU and non-EU countries to enhance the international dimension of education. As IBS is committed to maintaining the highest possible standards in its teaching and research, the strategy for success is based on international cooperation and special emphasis is put on both student and staff mobility. The most important objectives are:

- To improve existing international cooperation and establish new strategic partnerships with institutions in the EU and worldwide and development of new forms of cross-border cooperation.
- Further development of IBS as a recognized educational and research Centre at national and international level via the implementation of innovative leading practices in Higher Education.
- To increase learning mobility opportunities and to promote mobility on a wider scale for staff and students
- The target groups are students in first cycle, second cycle and third cycle and academic and non-academic staff at IBS
- To integrate international staff mobility as a part of the human resource development scheme
- To promote equal opportunities for men and women at IBS for European activities via better infrastructure for knowledge transfer and more interactive educational environment.
- To enable the participation of disadvantaged people (e.g. in terms of disability)
- To enhance better use of recognition and transparency tools, dissemination of good practices
- To foster quality improvement through cooperation between higher education and enterprises and to involve more actively employers and other institutions in the design and realization of the Programmes
- To link higher education, research and business
- To explore opportunities for implementation of short cycle

Part of the international cooperation of IBS is the Bulgarian-Austrian Logistics Centre and Bulgarian-Israeli Centre for Training in Security. IBS's membership in national and international business organizations: CEIBG - Confederation of Employers and Industrialists in Bulgaria; NIBS-Network of International Business Schools; ELA-European Association for Education Law and Policy; GUIDE-Association-Global Universities in Distance Education; EDEN-European Distance and E-learning Network, Association of Bulgarian Tour Operators and Travel Agents. Since 2004, IBS has been using an internal quality assurance system which satisfies modern requirements of EN ISO 9001:2008 standard. IBS applies ECTS, thus contributing to the objectives of the EHEA—high quality and transparency of the educational process and more opportunities for student and staff mobility.

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)

Original language [EN]

IBS implements internationally-oriented research activity, joint projects and programmes that carry out research and training work in cooperation with leading international companies and organizations from Europe and worldwide. IBS has implemented Erasmus under the Lifelong Learning Programme, has supported staff and students under Youth in Action Programme. IBS has also established bilateral partnership with US –joint bachelor and master programmes in partnership with Jones International University, USA - a world leader in offering distance learning in English. The cooperation with NHTV Breda University of Applied Sciences, the Netherlands in the development and implementation of a double academic degree bachelor's program has over a 7-year history. There is a Joint Master Programme implemented together with Ariel University – Israel and research projects together with University of Nis. IBS is a partner in a project under ICT Policy Support Programme .The Distance learning Centre at the IBS in collaboration with Gatlin International LLC offers the widest global range of online courses. The center for Continuing Education develops programmes and projects in the area of continuing education in the context of lifelong learning to enhance students' professional training and retraining in order to improve their competitiveness on the labour market through organizing company training at the request of companies, business organizations and institutions. Consulting activities aim at thematic meetings, seminars, conferences with direct and indirect beneficiaries. The centre also offers individual services depending on particular needs. As we strongly believe in continuing and lifelong learning, IBS intends to further develop international cooperation projects under the new Programme Erasmus for all, which will replace the existing programmes, in the upcoming period. IBS aims to continue to work in various international cooperation projects that have sustainable results.

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)

Original language [EN]

1) In the context of the new Programme via the implementation of innovative leading practices in Higher Education IBS will be further developed as a recognized educational and research Centre at national and international level. IBS's strategy is to attract a broader cross-section of society into higher education and promote equal opportunities/disadvantaged and underrepresented groups, undergraduates, adults and researchers through the further development of IBS Continuing Education Centre. More transparent information on educational opportunities and outcomes will be available plus consulting activities at thematic meetings, conferences with direct and indirect beneficiaries, explaining the opportunities for acquiring additional skills through study or training abroad. IBS strives to enhance research activities attracting young people by providing favorable conditions of employment.

2) IBS aims at improving the quality and relevance of higher education through the encouragement of a greater variety of study modes activities, exploring opportunities for implementation of short cycle and better infrastructure for knowledge transfer and more interactive educational environment. Via a constantly improving modern Integrated Management System, supporting completely the learning process IBS creates perfect possibilities for communication among all the participants in the distance learning process. IBS Alumni network will be expanded. IBS Career Centre is part of modern European education and will be open for new partners and networks following the new Programme period priorities.

3) IBS will strengthen quality through mobility and cross-border cooperation. IBS's strategy is to build learning mobility more systematically into curricula and to eliminate unnecessary barriers to exchanges. IBS will enhance the efficient recognition of ECTS system, Diploma Supplement and transparency tools thus improving access opportunities to students/in all cycles/, researchers and teachers for other countries. Through the participation in the Programme IBS will be able to expand the opportunities offered.

4) IBS strives to link higher education, research and business for excellence and regional development. IBS aims at building innovative and entrepreneurial spirit in close cooperation and active involvement of the world of business. There are contracts with banks, hotels, retail chains, manufacturers and IBS conducts survey researches of satisfaction among employers from graduates. Some of the employers have expressed willingness to participate in designing curricula. IBS has won a project in partnership with the Tourist Association for updating curricula under the EU structural funds and participation in the upcoming Programme will foster these processes.

5) IBS aims at improving governance and funding through funding mechanisms linked to the needs of IBS. IBS intends to use alternative funding under the EU funding Programmes.

Thus IBS will contribute to the Modernisation Agenda.

* COM (2011) 567 (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0567:FIN:EN:PDF>)

E

Endorsement of the application

I, the undersigned, legal representative of the applicant institution,

certify that the information contained in this application is complete and correct to the best of my knowledge. All Programme activities will be implemented on the basis of written agreements with the relevant authorities of the partner institutions;

agree to the content of the Erasmus Charter for Higher Education (ECHE) application outlined above and commit my institution to respect and observe these obligations;

agree to the publication of the Erasmus Policy Statement by the European Commission

Place: Botevgrad

Name: Lena Gaydarska

Date (dd/mm/yyyy): 14/05/2013

I have read and accept the Privacy statement

Original signature of the legal representative of the institution (as identified in section A.2 above)



Original stamp or seal of the institution

