



Erasmus Policy Statement (Overall Strategy) 2021-2027

Institution's international (EU and non-EU) strategy

The Strategy of the Katowice Business University (KBU) is described with reference to changes occurring in the European system of higher education, which result from the implementation of the Bologna Process i.e., so called, the strategy of building the integrated European Education Area. The main KBU objectives, connected with the international cooperation and determined in the accepted Strategy, are i.a.: "ensuring the high quality and diversity of the offered at KBU educational services", "increasing the scientific-research activity of the academic staff" and "intensification of cooperation with the internal and external scientific and economic environment of the School". Within these objectives, in the terms of internationalization strategy, KBU focuses on: study internationalization (at least in parts) by creating international study programmes and preparing academic staff to teach in English; enhancing support given to the academics for their efforts for the opportunity to present the results of their research study on the public forum (state, international); developing the scientific cooperation with academic and scientific centres in the Region, State and in the international dimension; broadening the current cooperation with operating in Poland and abroad companies and their associations, state administration unities, local and social authorities, as well as with vocational associations; increase in staff and students' mobility through cooperation mostly with international scientific and didactic environment; ensuring the employees convenient work conditions and opportunities for job promotion as well as ensuring specialist and reliable administrative service -which is determined undoubtedly by staff mobility and exchange of experience and good practises i.e. with partner foreign universities.

Following the above mentioned objectives, the direction of development of the international cooperation at KBU will include i.e. students and staff participation in the international programmes, academic exchange of students and staff with foreign academic centres, increase in recognition of universities' diplomas, increase in KBU didactic offer in foreign languages in order to enhance students and staff international development, improvement of education quality, development of scientific staff, exchange of experience with foreign institutions in order to facilitate scientific problems connected to economy.

The main principle will be cooperation of organisational units at KBU for the increase in number of: students and staff participating in the international programmes and projects and in the training programmes; international research; international contact with academic units and companies; international students at KBU; didactic offers in foreign languages; European and Non-EU projects; international conferences and seminars at KBU.

Mobility will be important element of the international cooperation policy. The students mobility for international work placement, which is an integral part of study programme, will



have a particular influence on building the quality of studies. KBU will support and recognize the mobility of students aiming at gaining international experience.

The partners will be chosen on the basis of analyses of foreign institution profile, with the intention to find common areas of mutual cooperation. The foreign partners will be verified depending on their types and if they possess required accreditations (higher education institutions) or other documents confirming the business activity status (e.g. companies). As far as possible, a good practice will be also preparatory visits, meetings, especially on the question of work placement organisation, in order to establish personal contacts. KBU is interested in establishing partnerships with institutions from different geographic areas, however its actions will be targeted at the countries of EU and associated, and especially at East Europe, Balkan countries and Asia.

The full-time employees will have preference in the recruitment for staff mobility. The offer of international internships will be particularly promoted to 1st cycle student, for which the vocational placements are obligatory part of the study programme. However, the basic principle will be an active mobility which shouldn't be stiffly limited by imposed preferences or any other discriminating restrictions. Every mobility has a positive influence on internationalization.

The next important objective of international strategy of KBU will be a development of double/multiple /joint degrees. So far KBU hasn't participated in such projects, the more KBU is interested in supporting and promotion of its creation.

[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.](#)

The main project under the framework of the Erasmus Programme at the Katowice Business University (KBU) is students and staff mobility. It is an action, which will be continued at KBU because it has successfully functioned since 2004. Within this action, KBU has already implemented the system of promotion, support and recognition as well as management at the central level. The programme is an appropriate tool to carry out the mobility, thus KBU still intends to expand the list of partners and prolong the bilateral inter-institutional agreements. Other strategic objectives of this mobility are as follows: increase in mobility number of both out-going and in-coming participants and its balancing (i.e. increasing in the number of in-coming academic staff); improvement of mobility service tools - i.e. on-line forms for international students, on-line platform for contacts with mobility participants, broadening the educational offer in English for foreign students and application of web technologies for distance learning, i.e. e-learning.

KBU will also participate in other actions of the programme such as e.g. joint degrees or intensive programmes - summer schools. The projects will be coordinated by the International Relations Office.

According to the accepted at KBU Strategy, within the priority of strengthening the School's autonomy in its main areas of activity, there is also an objective of diversification of KBU's sources of finance which should also include i.a. means acquired from the European Union (both at central and regional level) for the projects supporting modernization of the



School. Therefore, the decision on the programme's actions, in which KBU will participate as a partner or coordinator, will be taken with reference to the criteria of their impact on the School's development and on an increase of the competitiveness of the School at the educational market in Poland and abroad.

The expected impact of participation in the Programme on the modernisation of institution (for each of the 5 priorities of the Modernisation Agenda) in terms of the policy objectives intended to achieve.

Katowice Business University (KBU) discerns the positive impact of its participation in the Programme on its modernization for each of the 5 priorities of the Agenda, i.e.: increasing attainment levels to provide the graduates and researchers Europe needs; improving the quality and relevance of higher education; strengthening quality through mobility and cross-border cooperation; linking higher education, research and business for excellence and regional development; improving governance and funding. Participation in this Programme will help KBU to attain its objectives, described earlier in the School's international policy, which shall result in development modernization understood as:

- personnel, academic, infrastructural and financial autonomy of KBU,
- increasing the level of computerization of KBU,
- improvement of educational offer enabling KBU to attain the idea of lifelong learning by developing and running diversified education activity which is supported i.a. by studies in English,
- improvement of the principles of running the scientific-research activity at KBU and, based on the support and incentives system, mechanism of motivation the academic teachers to develop,
- creation of effective system of cooperation with internal and external (abroad) academic and economic environment; the system which would enable to broaden the scientific and didactic contacts and intensify linking with practice. This should lead to the increase in state and international mobility of the KBU academic staff and students, as well as ensure its effective cooperation with economic environment, particularly in the field of new study programmes creation,
- establishing students and staff-friendly academic environment at KBU.

Participation in the programme has many benefits. Offered activities as mobility, joint studies, strategic partnerships, thematic networks are some of the opportunities that the School may use in order to achieve the above-mentioned benefits. Not only is the financial support offered within the Programme, which is needful as every modernization involves financial outlays, but also the programme is the source of know-how and good practices - solutions applied at other universities, partner institutions. Participation in the programme obligates to comply the requirements set by the programme and other universities, with which it is planned to establish cooperation - therefore it obligates to adapt to European standards in terms of academic. Competition, particularly in the aspect of recruiting the international students, also mobilizes and participation in the programme opens the international market for us. It mobilizes



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to increase in the education quality and to set the consonance with market needs thanks to cooperation with i.a. business practitioners - business entities.

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