

## **ERASMUS POLICY STATEMENT (OVERALL STRATEGY)**

The Ljubljana School of Business is an independent higher education establishment, accredited in 2010. In the same year the study program of Information Management for Business was also accredited, followed by the undergraduate program of Marketing Communication and PR and the postgraduate program of Management and Informatics which were both accredited in 2013. The latter two programs are to be realised in the academic year of 2014/15, nevertheless, our aim is to keep on accrediting new study programs.

The founder of the Ljubljana School of Business is the B2 d.o.o., a company with long-running experience in the field of higher education, providing publicly valid educational programs, i.e. short cycle higher education programs, since 1996.

The Ljubljana School of Business participates internationally in interdisciplinary fields, including information-communication technology, e-commerce and e-learning. The founder of the school is also involved in research projects that include domestic and foreign partners from economy and research organisations in the Leonardo da Vinci, EU FP7 and Eureka research programs.

We are aware the internationalisation of the Slovenian higher education is the key to its development which ensures quality. Cooperating in the Erasmus program is part of our institutional strategy for achieving internationalization, i.e. in strengthening both the international cooperation activities and the international dimension of studying in Slovenia.

In the up-coming years the Ljubljana School of Business plans to develop its participation in international networks and strives for an increased cooperation with strategic partners. At our school, having qualitative cooperation with a limited amount of strategic partners is found to be more important than having a large amount of agreements.

The area of EU and the Western Balkans is the most important geographic area for the Ljubljana School of Business, where students are primarily 1<sup>st</sup> cycle students. Hence, students coming from this area are our main mobility target. We also cooperate with the Computing and Business Communication School eMPIRICA in Bosnia and Herzegovina in its transnational education, i.e. graduates of eMpirica in the end of their study acquire two diplomas: the Slovenian and the Bosnian one respectively. The objective of our school is to increase the attractiveness of the Slovenian higher education area for higher education institutions of the Western Balkans (CEEPUS), setting an example of good practice in the field of regional mobility.

The mobility will be also available inside the EU. We are targeting business schools in countries that are important to national economy and trade (e.g. Germany, Austria, Italy).

The Ljubljana School of Business assures academic atmosphere that welcomes students, teachers and staff, irrelevant of their national origin, gender, religion, ethnic background, sexual orientation or

physical disability, fostering non-discriminatory policy in all of its activities, including its cooperation in European and international projects. Participating in the European and international projects is considered the main tool for achieving overall strategic objectives, which are determined as follows: assurance of high-quality research and teaching, internationalization and promotion of student and staff mobility, promotion of international ties with partner institutions, involvement in European trends, and contribution to social, cultural and economic life of the region.

Higher education and its links with research and innovation are of the uttermost importance in providing highly skilled and competitive human capital which Europe needs to create jobs in order to improve its economic growth and prosperity. In such a new environment new study programs become a necessity. With this in mind, the Ljubljana School of Business works actively on its programs, thus making it possible to build strategic partnerships and knowledge alliances with both EU and non-EU higher education institutions in order to create international cooperation and capacity building projects. In practice, the School has set up a number of objectives to achieve this.

All students who are interested in student mobility and placements and meet the Program criteria have the opportunity to participate in our Program activities. Students receive full recognition for completed activities as specified in the Learning and Placement Agreement respectively.

Teaching staff, wishing to participate in mobility activities is to be encouraged and given financial support, and research staff encouraged to participate in international research activities.

Students who for different reasons cannot participate in the Erasmus mobility activities shall instead be provided with the opportunity to participate in international activities of the school.

The Ljubljana School of Business actively and continuously works on joining numerous cooperative educational activities which use the Program models in establishing collaboration between HEIs in different countries. Having more international students coming to study at the Ljubljana School of Business increases opportunities to meet students coming from different cultures and nationalities.

Along with researches, students have the opportunity to participate in high-quality higher education and research which in turn increases their chances of becoming successful after finishing the school, working in international and multi-cultural environments.

By using all available human and material resources, the Ljubljana School of Business is dedicated to maintaining its competitiveness by presenting itself as a modern and innovative institution of high-quality higher education and research.

#### 1. Attainment

In order to increase the number of higher education graduates EU-wide, the participation of the Ljubljana School of Business in the Program activities promotes student recruitment. We welcome to our programs and courses not only domestic but also students from entire Europe.

#### 2. Quality

The impact of Erasmus is particularly important when it comes to quality assurance. By participating in the Program the Ljubljana School of Business aims at and strengthens the quality of its services by means of providing student and teacher mobility. Teaching exchanges shall give opportunity to

compare teaching methods, discuss learning outcomes and improve the quality of curricula. A developed networking between researchers also contributes to students learning outcomes since it enables teachers to present the latest findings in their subject areas.

### 3. Mobility and cross-border cooperation

The Program serves as crucial support in providing continuous improvement of student and staff mobility. Mobility and project activities contribute to strategic focus areas of the school, since they concern students and staff as regards their acquisition of language skills, professional knowledge and intercultural competences. Mobility for placement is specifically attractive since it provides new practical knowledge and skills which increase firstly the potential for innovation in professional practice after returning to home country, and secondly the potential for innovation in teaching and learning activities.

### 4. Linking HEI, research and business

In order to strengthen the knowledge triangle, linking education, research and business is one of the main objectives of the Ljubljana School of Business, striving to establish a close connection of both industry and business with education and research.

### 5. Funding and governance

In order to create effective governance, in its funding mechanisms that promote excellence the Ljubljana School of Business supports its researchers in applying for both private and public funding. By participating in the Program, internships and staff exchange, the possibilities of funding available throughout the EU increase.