



ERASMUS POLICY STATEMENT (OVERALL STRATEGY)

The Ljubljana School of Business is an independent higher education establishment, accredited in 2010. 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.

Until 2020 The Ljubljana School of Business will become important part of the international higher education area and will constantly improve its quality in cooperation with comparable partner foreign institutions and will include an international component in the study process. This will make it recognizable in the international arena and an attractive destination for higher education, as well as for the pedagogical, scientific and research work of foreign students and experts.

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 number of strategic partners is found to be more important than having a large amount of agreements (quality over quantity). Our international partners are chosen according to a number of criteria, including fit with the Ljubljana School of Business in terms of mission, size and shape and congruence with our values. Among these, most important is the quality of the student and staff experience. International partners are sought and selected to support the development of a diverse staff and student body and to help meet our objectives around impact and engagement. The Ljubljana School of Business is actively seeking to engage with partners where there are common objectives and complimentary activities on a range of levels. We would like to establish some more substantial partnerships with specific institutions through multiple projects including traditional mobility, short programmes, joint programmes, research and engagement with third party external organisations. We aim to work with partners with whom we can have open and honest dialogue to enable realistic joint objectives to be achieved

We are aware the internationalization 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 dimension of studying in Slovenia.

To promote internationalization at home by attracting students and staff from partner institutions in Europe (Eastern and Central), Western Balkan and Asia through the organization of conferences, summer schools and similar events and thus attract quality speakers, partners and students. We see it as a very good and cost-effective way to expose the school to international and multicultural atmosphere and to encourage foreign language speaking at home. We believe that it helps to develop the international dimension of the school. The growing number of international students who choose to have an international experience with us would contribute enormously to this goal. This also means that many of our students who are unable to spend time away from Slovenia because they work during the day and study in the evening can be exposed to some level of internationalization by studying and

socializing with foreign peers. In line with our mission to support life-long learning, we also invest in staff training (i.e. English language skills in-house and participation in Erasmus visits).

The most important objectives of our mobility activities include:

- To contribute to the training and individual development of our students
- To contribute to the training and individual development of our staff
- To promote academic excellence through academic and research collaboration
- To encourage our staff's learning and exchanging of best practices through a mobility experience so that they can cascade their new learning to peers, and contribute to the improvement of practices at home
- To raise the profile of our university internationally and as a means to learn new ways to improve.

The internationalisation strategy of the B2 Ljubljana School of Business is based on the school's vision and is in line with the internationalisation strategy of the Slovenian higher education set for the 2016 - 2020 period.

One of the main objectives of the B2 School of Business is to become part of the international higher education area by continuously improving its quality in cooperation with comparable partner institutions abroad.

By following such practice, the B2 School of Business shall gain recognition across borders and become an attractive destination to students and experts for not only higher education studies but also teaching activities, scientific research and professional work.

As priority areas for international cooperation the B2 School is focused on the Western Balkans, Eastern Europe and Asia, while within its internationalisation strategy for achieving its set vision the B2 School is directed towards the following five areas of cooperation:

- Student mobility for study purposes and teacher mobility for teaching and training purposes,
- Integrating the intercultural dimension into the study process,
- Cooperation in implementing transnational education,
- Cooperation in high quality international scientific research, promote quality enhancement, excellence in innovation and the internationalization of education institutions
- Promotion of the development of student and staff intercultural competences.

We will expand on this strategy by investing in the organization of international traineeships for students and graduates. We will invite our former Erasmus students to be involved in the activity of the international office to benefit from their experience and promote best practices to support our international students.

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.

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. The University is committed to valuing the rights, responsibilities and dignity of individuals through commitment to equality and diversity. Participation in staff mobility will continue to be promoted to all and allocated fairly.

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 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 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 Western Balkans, Eastern Europe and Asia.

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. We believe that only teachers with international competences can contribute fruitfully to the implementation of the intercultural component in the study process and understand the real significance of internationalized learning outcomes. A developed networking between researchers on an international level 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) enhancing 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. We are aware, that in today's time of globalization, the intercultural dimension is indispensable for the economic success of the individual and society as a whole. Integration of the intercultural component will be achieved through the active collaboration with international partners through the mobility of staff and students and in-depth research work with foreign partners.

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 on an international level.

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.

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