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## **Erasmus Erklärung zur Hochschulpolitik (Allgemeine Strategie)**

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Die Einrichtung verpflichtet sich, die allgemeine Strategie (alle drei Teile) auf ihrer Webseite innerhalb eines Monats nach Unterzeichnung der Erasmus Charta für die Hochschulbildung mit der Europäischen Kommission zu veröffentlichen.

Bitte beschreiben Sie die internationale (EU und Nicht-EU) Strategie Ihrer Einrichtung. In Ihrer Beschreibung erklären Sie bitte, a) wie Sie Ihre Partner auswählen, b) in welchem geographischen Gebiet(en) und c) die wichtigsten Ziele und Zielgruppen Ihrer Mobilitätsaktivitäten (bezüglich Hochschulpersonal und Studierende im ersten, zweiten und dritten Studienzyklus, einschließlich Studium oder Praktika, inklusive Kurzstudiengänge). Falls zutreffend, erklären Sie, wie Ihre Einrichtung in die Entwicklung von doppelten / mehrfachen / gemeinsamen Abschlüssen involviert ist. (max. 5 000 Zeichen)

Originalsprache [EN]

The Cologne Business School (CBS) is a state-recognized private university of applied sciences with a strong international focus. The school has been offering English-taught study programmes in the field of International Business on a Bachelor level since 1993. M.A. programmes were introduced in 2010.

The focus areas of our study programmes are International Business and International Culture and Management, which are both offered in combination with different specializations such as European Management, International Trade, Latin America Management, or East Asia Management. Further study programmes are International Tourism Management, International Media Management, and the German-taught programme General Management with its specializations. All programmes are offered on B.A. and M.A. levels.

The curricula of the English-taught B.A. programmes include a mandatory study abroad semester. A "mobility window" allows students to take elective courses within Management and Business programmes at selected partner universities, and thus give them the chance get an insight into new areas of studies and research, or to concentrate on their specializations.

Students from the German-taught B.A. programme are highly encouraged to study abroad for one semester. Compatible study programmes abroad are closely discussed with programme coordinators in order to ensure the recognition of the study abroad.

a) The CBS is constantly expanding its international network of partner universities within the EU as well as in non-EU countries. Potential partner universities have to meet high quality standards regarding their state-recognition and accreditation. Study programmes need to match with the programmes offered at the CBS.

The CBS regularly reviews its partner universities regarding the academic quality of the programs that are offered as well as student services. Incoming students from partner universities must meet the academic standards and English language requirements at the CBS. Further criteria for the reviews are exchange balances between partners as well as reports of CBS students who have studied abroad at the partner universities.

b) Geographically, the selection of new partners has no limits, apart from safety reasons that would make it impossible to send students to certain regions. Currently, we have close to 80 partner universities worldwide. Due to the international focus of the CBS study programmes with their different regional specializations, partners are located in the EU, North and Latin America as well as Asia and Australia/ Oceania.

c) Study abroad semesters:

It is one of the main goals of the CBS to educate its students in an international environment in order to prepare them for job positions in the international business world. This goal is achieved through mandatory study abroad semesters, an English-taught Business education, and the integration of a second foreign language into the curriculum of all study programmes. M.A. students are encouraged to research for their Master theses when studying a semester abroad, or write the thesis in cooperation with a company abroad.

Internships abroad:

Another important aspect of the CBS study programmes is a practice-oriented education. Students are taking obligatory internships of 2-3 months or longer. They are recommended to apply for internships in internationally operating companies in Germany or abroad.

Faculty and staff exchange:

A large part of the faculty at CBS have an international citizenship or have spent parts of their careers at universities or in companies abroad. Faculty exchange with partner universities in the EU or overseas is encouraged in order to teach and work on common research projects.

CBS regularly welcomes international faculty for guest lectures or for the conduction of blocked study modules.

Currently, a system that is going to support staff exchanges for administrative staff outside of the International Office is developed. Staff exchanges are to become an integral part of the internationalization at CBS within the coming years.

Short-term study programmes:

Especially for students studying in second cycle programmes, it is oftentimes difficult to study abroad for a full semester. CBS has therefore started to integrate short-term stays abroad as part of specific modules. This way, students are still given an international academic experience that counts to their study programmes. The CBS offers tailor-made short-term

programmes for MBA students of its international partners who would like to study 1-2 weeks in Germany as part of their study programmes.

A different approach to short-term studies are Summer Programmes. In summer 2013, the CBS is going to offer a programme in Poland in cooperation with two partner universities, which is supported through the Erasmus IP Programmes. More Summer Programmes with a similar set-up are planned for 2014 with partners from Denmark, the Netherlands and other EU partners.

Falls zutreffend, beschreiben Sie bitte die Strategie Ihrer Einrichtung für die Organisation und Durchführung von internationalen (EU und nicht-EU) Kooperationsprojekten in der Lehre und Ausbildung mit Bezug auf Projekte, die durch das Programm durchgeführt werden. (max. 2 000 Zeichen)

Originalsprache [EN]

With the study abroad being an integral part of most CBS programmes, the classic Erasmus student mobility for study purposes is going to remain the main pillar of the EU related projects. The study abroad experience is combined with a second pillar, which is the practice orientation of the school. Internships abroad of up to 5 months are strongly supported and credit-bearing parts of the education at the CBS.

A large amount of partner institutions worldwide gives the students variety of choices for the study abroad. However, CBS concentrates on a handful of strategic partnerships for the design of double degrees, short-term programmes and common research. So far, those partners are mostly in the Netherlands, France, the USA and Indonesia.

Two years ago, the CBS successfully introduced its first international double degree programme on a B.A. level. Further programmes are currently planned with different partners within Europe and overseas.

The cooperation with regional enterprises is an important part of the education at the CBS. Multiple degree projects will embrace degree studies at two universities with an integrated internship at a third destination, and thus add a practical training to the international experience. Consortiums between universities and regional enterprises at different EU destinations will have students gain international study as well as practical experience by rotating between the different destinations.

With the M.A. programmes at the CBS still being young, we have only started to develop a strategy to make those programmes more international regarding student mobility. The student body of these programmes is already very international with 30% of the students coming from abroad.

The M.A. programme curricula during the final year offer a flexible structure with the last semester not including any course work. This allows the design of double degree programmes for the second year of studies with selected international partners.

Bitte beschreiben Sie die erwarteten Auswirkungen auf die Modernisierung Ihrer Einrichtung bezüglich der politischen Ziele (für jede der fünf Prioritäten der Modernisierungsagenda), die Sie durch Ihre Teilnahme am Programm zu erreichen suchen. (max. 3 000 Zeichen)

Originalsprache [EN]

The modernisation and internationalisation of the CBS concentrates on four of the priorities in the agenda:

1. Increasing attainment levels to provide the graduates and researchers Europe needs

From the early stages of their studies, CBS students follow a fixed structured curriculum, which incorporates a broad business studies education with a focus on a specialization. Practice-oriented education, expecting students to work in multinational project groups and give presentations, is combined with foreign language education and soft skills. Study abroad semesters and internships for all students are credits bearing parts of the programmes. Learning and training agreements ensure the recognition of the study abroad and internships.

2. Improving the quality and relevance of higher education

The CBS faculty almost exclusively originate from various positions in management areas of regional and international companies and impart their experience to the students. A network of partnering companies allow for a diverse programme of guest lectures and a variety of events that allow students and faculty to network with representatives from the business world.

3. Strengthening quality through mobility and cross-border co-operation

The CBS has traditionally strongly supported international student mobility and introduced a mandatory study abroad for its English-taught Bachelor programmes in 2010.

The CBS has implemented different actions to increase its attractiveness for international students. English-taught study programmes are complemented by German language courses, and a range of special tailor-made study programmes with partner universities on undergraduate and postgraduate levels have been established. International students are closely supported through the International Office from the start of their studies.

During the study abroad, students take elective courses and are encouraged to take courses with relevance to their host country. International students at the CBS are involved into the cross-cultural learning process with project groups being a mix of international and German students and a well-established student buddy network which gives students from both sides the chance to gain cross-cultural experience.

4. Making the knowledge triangle work: Linking higher education, research and business for excellence and regional development

The "knowledge triangle" is in the focus of the modernisation process of the CBS for the coming years. As a Business School, our education and work in research clusters have traditionally been closely linked to the practical relevance for regional and international businesses. Innovative business ideas by students are closely supported, and many establish first start-ups during their studies. Master students are expected to research for their final thesis either at research universities abroad, or at companies where they can base their research on projects that may have direct impact.

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