



## **Erasmus Policy statement of International Business School**

International business school (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 more than 28-years of experience working with international programs, beginning with training in a joint bachelor's and master's programs. IBS implements internationally-oriented research activities, joint projects and programs, memberships that carry out research and training work in cooperation with leading international companies and organizations from Europe and worldwide.

Mobility and scientific cooperation are central elements of our institutional policy supported by the fact that IBS had implemented Erasmus under the Erasmus+ (KA1 and KA2) and Lifelong Learning Programmes, as well as supported staff and students under Youth in Action Programme. There is a Joint Master Programme implemented together with Ariel University – Israel and research projects together with University of Nis. IBS has as well collaboration with Azerbaijan University of Tourism and Management (ATMU), Hubei University - China and International Institute for Migration and Security Studies. IBS intends to further develop international cooperation projects with partners in other countries in the framework of a clear strategy for internationalization, under the new Erasmus 2021-2027 programme. It will be primary done by achieving the following goals:

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 to disadvantaged and underrepresented groups, undergraduates, adults and researchers, by further development of IBS's Continuing Education Centre and Distance learning center. This as well will be done through joint double programs for the acquisition of academic degrees as well as by continuing the current practice of sharing knowledge, new teaching techniques (by the use of various digital tools and games), more innovative and competitive educational programs (see here: <https://ibsedu.bg/bg/page/11-bachelor's-programs>). For the purposes of a clear policy towards the development of integrated, transnational teaching activities, 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 lecturers from other countries. Through the participation and following





the Programme period priorities, IBS will be able to expand the opportunities offered, to attract new partners and scientific networks for the purposes of joint courses, modules and curricula; double, multiple and joint degrees.

2) As achievement, IBS aims to provide better visibility to the results, gained by our staff members engaged in individual mobility or in cooperation projects with strategic and active partners. Currently, IBS has done many activities to promote Erasmus+ program such as thematic meetings, conferences with direct and indirect beneficiaries, Erasmus+ teaching and training weeks, Erasmus+ information days for explaining the opportunities for acquiring additional skills through study or training abroad (see here: <https://ibsedu.bg/bg/article/433-mvbu-posocheno-kato-dobar-primer-po-programa-erazam>; <https://ibsedu.bg/bg/page/165-International-Week>; [https://ibsedu.bg/bg/page/185-Erasmus\\_Conference](https://ibsedu.bg/bg/page/185-Erasmus_Conference); <https://ibsedu.bg/bg/article/432-provedeni-erazam-informatsionni-dni-v-mvbu>). In this respect, IBS will continue to engage academic society, strategic partners and European citizens by annually organizing such events. Additionally IBS will continue to use its online networks and digital tools to promote the Programme, update information regarding it, share essential data and opinions of past participants by the use of modern short films, fliers, presentations and so on.

3) By taking into account the geographical and cultural factors IBS aims to improve the quality and relevance of higher education through equal opportunities for staff and students, to gain an international education and experience, via better infrastructure for knowledge transfer and more interactive, environmentally friendly educational background. In this respect, IBS has won first prize for the most innovative education building in 2017. The infrastructure supports students with disability or educational difficulties and ensure that their support needs can be met and their privacy respected. IBS aims to further develop the flexibility of and better access to the Programme by 1) the encouragement of a greater variety of teaching modes for individuals with special needs; 2) strengthen quality through mobility and cross-border cooperation; 3) to build learning mobility more systematically into curricula and to eliminate unnecessary barriers to exchanges for all; 4) to enhance better use of the IBS's digital platform and tools by ensuring flexibility of and better access to the Programme as well to improve the digital mobility management in line with the technical standards of the European Student Card Initiative.

4) As international organization IBS will allow no discrimination based on sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation. In this respect, all mobility grants (staff and students) are awarded in a fair, transparent, coherent and documented way. IBS charges no fees, in the case of credit mobility, to incoming mobile students for tuition,





Erasmus Mundus Joint Master Degrees) or in the case of students registered at more than one university in the context of a joint master's degree.

5) IBS strives to link higher education, research and business for excellence and regional development. Main goal is to build 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. In this respect, IBS aims to foster quality improvement through cooperation between higher education and enterprises and to involve more actively employers, citizens and other institutions in the design and realization of the Programme.

6) As essential part of IBS's strategy is to assure environmental friendly, modern, high quality and flexible study and work environment. In this respect the development and implementation of blended mobility as a key concept in ensuring the flexibility of and better access to the Programme, is one of the main focuses of IBS.

7) As we strongly believe in continuing and lifelong learning, IBS intends to further develop international cooperation projects under the new Erasmus+ Programme, which will replace the existing programmes, in the upcoming period. IBS aims at being involved in various international cooperation projects with active partners that will have sustainable results (i.e., results continue to be used by the partnership after the project ends, the results are reusable or the partnership engages in other future activities) and balanced (i.e., that the results benefit all partners). And should, therefore, lead to further development of the European Higher Education Area, in general, and the IBS's international involvement, in particular. In addition, the project results will be disseminated and benefited from both within the participating institution(s) and further afield.

Mrs. Lena Gaydarska

President of IBS