

Erasmus Policy Statement (EPS)

The Neu-Ulm University of Applied Sciences (HNU) is an international business school for innovation, sustainable entrepreneurship and digital transformation. We educate internationally experienced, solution-oriented, responsibly acting future shapers. HNU stands for high quality in applied research, practice-relevant teaching and innovative transfer and sees itself as practice-oriented through cooperation with companies at national and international level. Based on this mission statement, it strives to further advance its internationalisation and modernisation through the increased mobility of students (for study and traineeship purposes, also in the form of blended mobility) and employees (teaching and training) as well as the expansion of existing cooperations into strategic partnerships (for example, within the framework of joint study programmes and other projects that go beyond student and staff mobility). The further expansion of existing course, study and service offers (with a focus on English-taught courses and study programme offers, international double degree programmes and joint seminars, as well as the goal of establishing a consistently bilingual university culture) and the even greater use of digitalisation to facilitate mobility and more intensive cooperation with partners are also central aspects of HNU's internationalisation and modernisation strategy.

More mobility of employees in teaching and training (incoming and outgoing) promises new impulses in relevant areas such as innovation, digitalisation, process optimisation and quality of teaching and a contribution to Internationalisation@home as well as the expansion of English-language courses and services. An increase in student mobility contributes to the education of students in the sense of the HNU mission statement and the idea of the European Education Area, for whom fully recognised mobility phases during their studies are the norm and who improve their language, subject and intercultural skills through stays abroad, thus preparing themselves optimally for entry into (international) professional life.

As the most important funding instrument for individual mobility and the basis for cooperation with around half of our partner universities, as well as an impetus for the implementation of Erasmus+ and non-Erasmus cooperation alike, the Erasmus+ programme has played and will continue to play a central role in achieving the above-mentioned educational, internationalisation and modernisation goals, because it makes an important contribution to increasing the mobility of students and employees (incoming and outgoing) and provides the framework conditions for the establishment of new partnerships and cooperation projects as well as the further development of existing ones.

The HNU plans to participate in Erasmus+ mobility with Programme Countries (KA131) and Erasmus+ mobility with Partner Countries (KA171). Within the framework of these funding lines, student mobility for study and traineeship purposes as well as staff mobility for teaching and training purposes (both incoming and outgoing) are to be implemented.

Projects in the two funding lines are coordinated by the International Office (IO) and implemented in cooperation with other service units such as the Examination Department, the Finance Department, the Language Centre, Marketing and Communication as well as the faculties. In this sense, the IO is responsible for the application process, reporting, information about the programme, support and assistance to participants (especially in housing, insurance and visa matters and in fulfilling Erasmus+ obligations) and quality assurance measures in programme implementation. The IO is also responsible for promoting sustainability in mobility implementation as part of the higher education strategy, the further digitalisation of mobility management at HNU and the coordination of measures that contribute

to the visibility of the programme, in coordination with the relevant stakeholders. In questions of recognition, there is a close exchange with the Examination Department and the faculties, which also provide a diverse range of English-taught courses and take into account the special subject-specific, linguistic and academic requirements of the students.

Participation in mobility with Programme and Partner Countries enables HNU to promote student and staff mobility as well as the professional and qualitative development of partnerships. At the level of the participants and the institution, the project results contribute to achieving the goals of our education, modernisation and internationalisation strategy by supporting the linguistic, professional and intercultural development of students and by contributing to the continuous improvement of course, study and service offers and the implementation of international cooperation through new impulses and knowledge.

With its participation in the Erasmus+ Programme, HNU aims to increase its outgoing student mobility by 20% and its incoming student mobility by 30%. Outgoing staff mobility is to be increased by 25%. In incoming staff mobility, longer stays are to be prioritised for quality enhancement purposes (e.g. by offering complete courses instead of individual events and making a greater contribution to the continuity of HNU's English-taught course offer). In view of the Corona pandemic, this increase in the number of participants is a long-term goal. In the short and medium term, it will be a matter of implementing mobility at all again to the previous extent and also using new (digital) formats for this purpose.

In addition, within the framework of participation in the Erasmus+ Programme, a total of about 10 strategic partners worldwide are to be identified and a focus placed on the expansion of cooperations. Overall, the targeted activities are to concentrate on countries in Europe (especially Finland, Belgium, Spain and the United Kingdom) as well as Asia (with a focus on China, Thailand and Israel), Africa (with a focus on Kenya and South Africa) and Latin America (especially Chile).

With a view to the quality of implementation, the existing information and support services for all target groups in all mobility phases and the established processes in programme implementation are to remain in place in the future and be further expanded, especially in questions of sustainability and the digitalisation of mobility management.

As indicators, the mobility figures as well as the satisfaction of the participants, which can be determined e.g. through the regular evaluation of EU surveys, experience reports, IO surveys and personal contact with the IO, will allow conclusions to be drawn about the achievement of the stated goals and the quality of implementation. The steady expansion of the study and further development of the service offer can also be measured, for example, by the increasing number of English-taught courses and credits as well as the degree programmes and double degrees offered, or the existence of consistently bilingual resources and bilingual communication at all levels. The number of agreed strategic partnership collaborations and their development over time is also an important indicator with regard to the achievement of objectives. A regular review of mobility flows and activities within existing partnerships is seen as a suitable instrument to assess the sustainability of the respective cooperation.

With a view to achieving the aforementioned goals in the new programme generation, the HNU continues to strive for steady improvement over the entire programme period until 2027, with a focus on quality over quantity.