

European Policy Statement of the University of Business in Prague for the period of 2014 - 2020

The University of Business in Prague, not-for-profit organization was established in 2000, when it gained the state approval to act as a private higher educational institution. The accreditation in accordance with the higher education law was granted to the University in International Territorial Studies. The first academic year was opened in 2001/2002. The University provides Bachelor and Master programs and prepares highly qualified specialists in the following areas: tourism, informatics in tourism, tourism guide, aviation transport services in tourism, flight operations, aviation business management, and tourism management.

Internationalization is a strategic priority of the University of Business in Prague and is accorded a particularly high status in terms of the university's academic planning and development. The international strategy of the University of Business in Prague is based on:

- A pluralist, multicultural, community nurtured through the provision of a supportive environment and a research led education experience that prepares graduates for the multiplicity of global, socio-economic, political environments and cultures in which they must operate;
- A series of international partnerships in targeted global areas which supports and builds the university's global capacity and capability in research, teaching and learning, external engagements and in technology transfer;
- The bi-directional mobility of students, staff and administration to undertake collaborative projects, research and education within other international institutions and strategic partners;
- An international, intercultural educational ethos based on international student recruitment, internationally compatible curricula contributing to a positive internationalized student experience.

The University of Business in Prague is a committed participant in the Erasmus program since 2003 and currently has institutional agreements with 22 partner universities. Partner universities are selected on the basis of a number of criteria including complementarities of academic interests and disciplines, reputation, quality, personal contacts, excellence of students' support services and transparency of recognition procedures.

The provision of student mobility opportunities across the EU will remain a core activity of the Erasmus program at the University of Business in Prague. As a mandatory study or work placement is incorporated into Bachelor programs it can be anticipated that the demand for mobility opportunities will continue to grow and the University of Business in Prague will encourage and support more students as they take up the challenge of adding an international dimension to their studies. The structure of Master programs at the University of Business in Prague allows the students to participate in mobilities too.

The University of Business in Prague will continue to welcome students at all levels from participating countries and will proactively seek out new partners in third countries which will permit the establishment of exchanges on a reciprocal basis.

The University of Business in Prague has placed a strong emphasis on the strategic development of staff exchanges as a means of accessing specialized expertise found in partner institutions. This approach will continue. The teaching staff element of the Erasmus program has provided opportunities for the University of Business in Prague teaching staff to engage with academic counterparts and students across a range of disciplines in partner institutions. In addition, since 2007 administrative staff have benefited from professional development opportunities through the staff training part of the program. The University of Business in Prague will continue to engage in bi-directional staff mobility and welcomes the extension of staff training opportunities to third countries and to enterprises.

The University of Business in Prague has a track record of collaboration and partnership to meet local/regional/national/ international needs. Within the new Program opportunities to allow for the strengthening of cooperation with stakeholders such as enterprises, local and regional authorities, education and research institutions, and other relevant actors will be exploited.

The original Erasmus program acted as a catalyst for the development of an international agenda at the University of Business in Prague. During the 14 years the University of Business in Prague has undergone a

fundamental transformation as it has evolved from an institution operating primarily at local/regional/national levels to one which now has a clearly defined international strategy. The University of Business in Prague has:

- developed cooperation with partners in other EU and non-EU countries;
- promoted student and staff mobility;
- strengthened the quality of its programs by focusing on excellence in teaching and learning under the framework of the Bologna Process;
- built strategic partnerships nationally and internationally.

The University of Business in Prague is committed to the EU's modernization and internationalization agenda in higher education in the context of the priorities of this agenda. The institution, through the provision of accredited undergraduate and postgraduate programs, will respond to labor market needs at regional/national/EU levels. It will continue to interrogate its program provision in the context of the need to increase attainment levels in order to provide graduates that Europe requires to service the knowledge economy. Mobility, which enhances the employability of graduates by providing them with the skills required for the globalised economy in which they will operate, will continue to be an institutional priority. The University of Business in Prague is committed to the preparation of joint Masters on a transnational basis and will take advantage of the opportunities available under the new program to attract high caliber students from third countries.

The quality agenda has been a major priority for the University of Business in Prague and the commitment to quality assurance and excellence in teaching, learning and service provision will continue under the new Program. The development of quality indicators will be supported at institutional level and the University of Business in Prague will implement policies under the Program aimed at improving governance in the higher education sector. In addition, the commitment to capacity building and cooperation with third country institutions will continue.

The University of Business in Prague recognizes its role and responsibility as a focus for regional, economic development and has a track record in collaborating with business/industry to drive such development. The new Program is expected to be one of the key driving forces in relation to the continued internationalization and modernization of the University of Business in Prague.

Students and staff are being regularly informed on possibilities to participate in the Erasmus+ Program. The University of Business in Prague also ensures the Erasmus University Charter and European Policy Statement is displayed in a visible place and on the internet. There is information about Erasmus program provided during the Open Days, Erasmus Info Days, informative meetings and student seminars. Erasmus Week including an international workshop is organized regularly.

The European Policy Statement of the University of Business has been based on the University's policy in the main areas such as study, research, development, and international relations. This document was discussed at the rector's office level. The European Policy Statement will be used on daily basis at the University in the process of new projects development and evaluation.

The University of Business in Prague enables education to students without any gender, racial, national or religion discrimination. Education of students to racial and religious tolerance is an inevitable part of study programs of the University and the professional profile of its graduates.

Handicapped students are also fully integrated into the day-to-day activities and they have all rights as other students.

The University of Business is open to all students and teaching staff who wish to join from abroad and try to ensure that no one will meet with xenophobia, racism and discrimination. There are 7.34 percent of international students (including Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, China, Croatia, Italy, Moldova, Mongolia, Nicaragua, Kazakhstan, Kyrgyzstan, Uzbekistan, Russia, Slovakia, Germany, Turkey, Turkmenistan, Ukraine, and Vietnam) studying at the University in current academic year.

The University of Business will ensure high quality for student and staff mobility by system of education, ECTS, individual study programs for outgoing and incoming students and teachers.

The Erasmus coordinator is reporting to the Vice-Rector for international affairs and external relations. They together with managements of the University of Business ensure the quality of exchange and academic recognition of studies and teaching abroad.

The practical side of incoming students, such as housing arrangement, language preparation courses, introduction programs, mentor system promotion is organized by Erasmus coordinator. The co-operation of the team enables that outgoing and incoming students are informed about application rules and forms by means of ECTS information packages, information days, etc. The selection criteria are based on academic merit, foreign language knowledge, motivation, and communication skills. The Erasmus coordinator helps outgoing and incoming students to obtain relevant information about partner institutions. One of the important tasks is to get feedback after the mobility is over.

ECTS – European Credit Transfer System has been implemented in 2010/2011 academic year. The University provides information for incoming students and staff on university web sites in English.

The University of Business ensures high quality of education for students. It collaborates with institutions, companies and organizations in the field of employing its graduates. Training in real working environment is incorporated into all programs offered by the University.

The teachers and coordinators of particular programs monitor the placements of students during their work there. Trainings are evaluated and acknowledged in curriculum. Students submit reports and a part of their thesis based their trainings.