



KJU Erasmus+ Policy Statement (Overall Strategy)

The mission of KJU is to contribute to the efforts to strengthen the European competitive higher education system and the international integration of Hungarian higher education. As a leader among non-profit higher education institutions, the goal of KJU is to become a center of excellence in education, innovation and research.

In an international perspective KJU strives for cooperation and networking with European and international organizations and HE institutions in order to connect with current international developments and ongoing projects within a multicultural context. Geographically, besides the EU, priority is given to seeking for strategic alliances in the Post-Soviet Countries as well as in countries of the Far East. The policy aims at acquiring, transferring and valorizing new knowledge and competencies, reflected in student and faculty mobility, transparent use of ECTS, the support of international projects through internationalizing curricula, academic programs, services and the study environment.

KJU's International Strategy interfaces with the Institutional Development Strategy that defines the following strategic goals:

Strategic Goal 1: Individual Excellence:

1.1. Excellence in Student Mobility

International mobility contributes proactively to the development of engaging, relevant and personalized learning and working experiences that mirror the students' daily lives and the reality of

their future careers by improving their preparedness for the globalized labor market, talent nurturing and provision of equal chances with special respect to the special needs of underrepresented groups.

1.2. Excellence in Staff Mobility

Engagement of the faculty/staff in international mobility is integrated in KJU's strategic management of Professional Lifecycle Model. In this respect mobility contributes to the development of an internationalized environment that allows academic staff to improve their performance throughout their career.

Strategic Goal 2: Excellence in Education and Research

2.1. Internationalization of the Study Programs

Internationalization will continuously play a key role in the development of curricula, course units and portfolio of semester modules using innovative blended learning models to provide students an opportunity to learn about global diversity and interrelationships of local, regional and international issues affecting our world. The curricula must be inclusive and accessible for all students. Assessment, learning and teaching methods must encourage international approaches and incorporate international perspectives of employment and entrepreneurship.

2.2. Development of Double and Joint Degrees

On the basis of the gained experience in the field of developing and managing international joint degrees, KJU aims at enhancing student mobility by strategic partnerships and joining consortia with the aim of launching double and joint degree programs at Master's level in order to firmly embed international experience, to establish more reliable mobility framework and to reduce the mobility risks.

2.3. Development of the Knowledge Triangle: Linking Education, Research and Business

From KJU's perspective, knowledge transfer to industry and awareness in the society are a key factor in increasing the competitiveness in recruiting both best students and researchers. To date, all necessary institutional prerequisites have been formed for implementing the strategy that aims at developing a system and culture of knowledge transfer, introduction of effective mechanisms for the management of interaction between KJU and international partners and customers.

Strategic Goal 3: Excellence in Organizational Development

3.1. Excellence in Academic Services

The integration of the international dimension in all academic services provided to both students and staff with special respect to the further development of the mentor system and counselling, improvement of ICT based communication, and innovative schemes of professional development.

3.2. Excellence in Quality Management

KJU operates according to the basic principles of quality assurance of the Hungarian Accreditation Committee that monitors the quality of education in Hungarian higher education institutions. Our quality assurance system is based on the EFQM Excellence Model: the standard of management, teaching and academic services is checked yearly through strict monitoring.

3.3. Maintenance of KJU Identity & International Visibility

The exploitation of the existing alliances as well as the development of further partnerships and networks in harmony with the institutional strategic goals enhance the quality of KJU's brand reputation and contribute to its visibility and overall international profile.

Strategy for the organization and implementation of international cooperation projects in teaching and training

Based on KJU's institutional capacities and resources, the main focus in international cooperation is on the enhancement of the quality and quantity of student and staff mobility programs by an effective management of the existing network of EU and international HEI partners, public organizations and companies providing traineeship. A new element is the integration of the existing mobility agreements with non-EU partners into the Erasmus Program. International cooperation is targeted in curriculum development with special emphasis on joint course modules, international semesters and short duration project based intensive programs. It will valorize the experience gained in prior projects by participation in consortia organized with the aim of developing innovative learning methodologies.

With the aim of a more reliable mobility framework, KJU intends to initiate cooperation in strategic alliance to develop double and joint degree Master programs mainly in the field of Tourism, Enterprise Development and International Relations.

As a key element in its international strategy it will focus on introducing the international dimension into the research projects with special respect to the areas of applied sciences where it has gained experience. It will also increase the number of international conferences organized in joint collaboration with international partners. KJU intends to continue its efforts to build a network of strategic partner HEIs in order to interconnect with their domestic stakeholders that can provide traineeship for international students from underrepresented groups within the network.

Expected Impacts

KJU's participation in the Program is vital for achieving sustainability which is not only considered an outcome but also as a catalyst for educational change and institutional modernization. Reaching the strategic goals of internationalization is expected to result in increasing the number of applicants and consecutively the number of graduates as well as in reducing the number of drop-outs by offering clear progression roots, personalized learning and working opportunities by providing mobility schemes for all to develop competences and skills that make them competitive on the national and international labor market. The internationalization of the study programs as well as ICT based blended learning methodologies, virtual mobility, the integration of incoming students and staff into the academic life - in other words internationalization at home - will increase the international experience of the

disadvantaged and underrepresented groups. A wider variety of study programs integrating international modules and applied research and a larger offer of joint or double degrees that operate on a transparent use of credit accumulation and transfer based on client-centered academic services as well as the introduction of the Professional Lifecycle Model integrating mobility and international research, will all contribute to the enhancement of the quality of KJU's academic programs. The knowledge triangle at work will result in increased number of contracts concluded with external customers, increased number of partnerships for knowledge transfer with enterprises, organizations, and government agencies, increased income from commercialization of R&D results, increased income from educational programs in knowledge transfer. The international partnerships and other strategic alliances signed and managed under the Program will provide opportunities for exchange of experience, benchmarking as well as will contribute to the increase of KJU's visibility on the stage of international education.