

Erasmus Policy Statement

Overall strategy

The NLBA internationalization strategy is a differentiated strategy which is generally aimed at expanding internationalization by forming long-lasting sustainable partnerships which will increase the possibilities for students and staff to gain valuable practical international experience which in time will help achieve the high-level goal of developing a broad sense of European citizenship mainly through knowledge sharing and curriculum development. On a more practical level NLBA is continuously looking to bring in the practitioners point of view into the classroom complementing the theoretical body of the programs. This approach enables NLBA to include the business sector into their programs and to invite teachers from all over the world to share their thoughts and knowledge.

Partnerships can take place in many different forms and shapes; from informal cooperation or the exchange of knowledge and participation in joint projects to the instalment of new business formats and legal bodies. The focus of NLBA is to develop new programs and build new curricula across country borders, looking for mutually strengthening partnerships where either party is benefiting from the collaboration. Regarding partner selection NLBA is mainly looking to build new curricula through new partnerships and therefore initially only those partners who have similar strategies as the NLBA in terms of curriculum development are selected. When this is the case, potential partners are chosen based on certain characteristics such as their existing knowledge base, internationalization intentions and experience, professional focus, and the level of compatibility with NLBA. Potential inter-institutional agreements have to be signed and confirmed by the academic director who values the agreements on before mentioned characteristics which have to meet certain specific criteria which are determined beforehand by the institution's administration.

Up until now the geographical area's in which NLBA is active through long-lasting partnerships are mainly the former Dutch colonies (Surinam, Curacao), Russia and Ukraine. In the latter mentioned countries, partnerships involve creating double degree programs on bachelor and master degree level, combined with internships and training in the Netherlands. These programs are mostly MBA or BBA programs with specializations such as leadership and entrepreneurship. Also, since many years there has been contact with local universities in India and South-East Asia. Up until now no partnering has evolved in this area however this is a main non-EU geographical target for developing future partnerships. We are looking into the possibilities of co-creating MBA/BBA programs based around topics such as leadership and cultural change of which NLBA has extensive knowledge and experience. It is our goal to incorporate a substantive component of e-learning into these programs which will add to the body of knowledge of new technologies of the local institute as NLBA already has extensive experience working with e-learning and blended forms of offering on- and offline education services.

Within the boundaries of the EU, NLBA is looking to expand upon its current basis of partners and is working on a rather large cooperation between several institutions across EU member states, building a program aimed at developing an MBA curriculum tailored to the needs of the culture and heritage sector. Institutions from countries such as Spain, Italy, Hungary, UK are included. We are looking to develop this project under the Erasmus+ program, starting in 2017. Our most important target groups for this project are teachers and tutors who have reached a significant position in the public debate in their country and their particular specialism. Apart from having contributed to the discussion under peers, they should be active as commentator or speaker in the wider European public space. These personalities will bring the notion of European citizenship into the classroom. By doing this we hope and aim to prepare our staff and students for the future of Europe and the world. By promoting this approach, vision and strategy we aim to target those students that are looking for high-level teaching practices as well as intercultural methods and opinions.

Strategy for the organisation and implementation of international cooperation projects

Regarding future projects we are looking to take active part in such projects as the one described above, where we either engage in co-developing academic programs or are building and improving upon existing curricula.

Through projects such as these NLBA is looking to extent upon its existing knowledge base, be able to offer its students and staff valuable international experience and as an organization to develop internationally in an organic and sustainable way. NLBA is looking to become more visible internationally, in such a way that interesting partnerships requests or project ideas will find us in a positive way. We understand that to reach this point we will have to take steps initially. We do feel that we are on the way to achieving this.

Impact of Erasmus+ on the modernization of our institution: NLBA ventures into Europe!

NLBA's participation in the Erasmus+ programme will enable us to spread our innovative education projects to a wider group of educational institutes, the business sector, interested students and governmental and non-governmental partners. In our opinion new alliances between all those sectors, leading to new curricula for MBA teachers and students, don't get off the ground if they are limited to the member state where the organization is based. So for our institution it is necessary, and vital, to enter the phase of renewal and innovation of our programs alongside the widening of our scope to the whole of Europe. Here the two go together: spreading innovation and finding partners elsewhere in Europe to implement the innovations into our current programs.

Through this process our institution will be:

- Increasing attainment levels:

By offering our programs in full and part-time it is possible for professionals to update their knowledge and boost their careers by being able to acquire academic titles next to their fulltime profession.

- Improving the quality and relevance of higher education:

By developing new, and improving upon existing, curricula aimed at health, culture, leadership and change we would contribute in numerous ways on the impact of higher education. Through commissioning research in close contact with relevant partners for researchers training, not to forget the input of relevant businesses leading to skills and analysis that prepare students for new needs on the labour market. New technologies will be explored and exploited for more effective research methods and more flexible and personalized teaching (i.e. e-learning). The working conditions and the use of continuing education are part of the overall curricula, especially by including on a continuous basis external experts from outside to up-date and up-grade the knowledge so far collected and taught.

- Promoting (mobility and) cross-border cooperation:

Our aim is to install a semi-permanent practice of ongoing learning, i.e. by e-learning, accompanied by an increasing practice of exchange of teachers and students, to make it possible to realize programs that allow students to collect their credit points by taking part in parts of the program taught at the institutions of the various partners. Through this we do hope that problems of recognition of diplomas and credits or portability of grants, at least between the partners, can be eliminated.

- Linking higher education, research and business:

Partnerships between higher education institutions and the business sector are the main objectives of our institution. Therefore we aim for our cooperation practices to consists of public universities, private institutions and non-governmental organizations. The teaching staff must have experience in these fields. The site activities are co-produced with important players in the public or corporate domain. This all to be more aware of the necessity to use the results of research and innovation in our educational offer and promote entrepreneurial, creative and innovative skills. Next to that we focus also upon upcoming countries and link them to western-European best practices and knowledge. At the same time we intend to benefit from knowledge from our partners. A future project of building an MBA program on health management would bring all these parties together.

- Improving governance and funding:

Through partnering with institutions abroad in such projects as already described by making use of EU funding, is the best way for NLBA to keep up to date and modernize its knowledge base and best practices and give back to the local economy by providing this new acquired knowledge to its students in the Netherlands.