

Erasmus Policy Statement

The strategy and policy of the University of Applied Management (UAM) is firmly rooted in an international orientation:

We maintain worldwide contacts with universities and corporate partners to facilitate international exchange of students and university staff. We actively seek international collaboration in teaching, research and continuing education. This mission defines the framework for the departments' internationalization strategies throughout the next generation Erasmus+ program and beyond and requires all members to align their actions accordingly. Participation in the Erasmus+ program and the associated promotion of international mobility of students and university staff to partner universities and companies is a crucial factor in the implementation of our internationalization and modernization strategy and supports us in doing our part to build a European Educational Area and to implement the goals of the European Renewal Agenda during the next program generation.

UAM strives to provide practical, internationally oriented, flexible and effective educational programs that meet the changing educational needs of society and facilitate lifelong learning through continuing education programs. Through a wide variety of industry-specific focal points within our degree programs, some of which are developed together in direct cooperation with companies from these industries and whose offerings are aligned with the current requirements of the national and international labor market and are constantly adapted and expanded, we aim to meet the demand for high-quality competencies in Europe and actively contribute to avoiding mismatches between the supply and demand of competencies. By adding bachelor's and master's degrees in science and engineering to our existing arts degrees, we are expanding the range of subjects in relevant areas and aim to use our graduates to play our part in reducing the shortage of skilled workers in Europe. This also requires expanding our Erasmus collaborations with institutions that offer courses in English in the new fields.

With Erasmus-funded stays abroad, we aim to further develop the professional, intercultural and linguistic skills of our students and prepare them for the challenges of a European labor market. In doing so, we ensure the complete and automatic recognition of achievements from internships as well as study stays to the full extent of ECTS. Practice-oriented credits are an integral part of the Bachelor's curriculum and are required for graduation.

In order to make stays abroad during studies as normal as possible, the International Office offers intensive support in planning a study or internship abroad in close cooperation with the Student, Examination and/or Internship Office and the representatives of the teaching staff. Due to the advantages of our semi-virtual study concept in terms of flexibility, stays abroad can be integrated well into the courses of study. The Erasmus program helps us to offer financial incentives. Two modules in Business English are already integrated into the Bachelor's program, which usually take place before the stay abroad and represent a good preparation. These are additionally extended by external language preparation courses and OLS language course licenses. Other languages can be offered as elective modules to enable the acquisition of a second foreign language in addition to German and English.

Another important concern with our participation in the Erasmus program is the strengthening of our European identity through mobility and the establishment of international long-term contacts.

UAM lives an open university culture and wants to provide access to practice-oriented, high-quality higher education to a broad mass. In doing so, we would like to spread the offer by cooperating with regional technical/ or vocational high schools, technical academies and grammar schools and offer needs-oriented advice for interested parties with a wide range of educational backgrounds.

The application process is designed to be simple and to reduce bureaucratic hurdles. In addition, as a private university with state recognition, we facilitate access by not setting NC's for our degree programs. We provide active assistance to socially and financially disadvantaged students in applying for external funding or support in applying for dual cooperative positions with our corporate partners, who usually cover the tuition fees. In addition, we suggest particularly needy or disadvantaged students for a specially designated municipal scholarship and provide support in the application process. Through a high level of service orientation in administration and teaching across the university and through an individual coaching program that is widely advertised, we accompany students throughout their studies and help to identify problems at an early stage and to ensure the successful progress of their studies as far as possible. We will therefore also use the Erasmus funds of KA1 to give underrepresented and disadvantaged groups of people access to international mobility and to give them equal opportunities for competence building.

We are aware that innovations are a crucial driver for the growth of the economy in Europe. To drive this forward, it is necessary that we encourage the development of ideas, create a space for creativity and provide food for thought. By participating in the program and providing funding, we aim to offer students and university staff financial incentives to undertake international mobility and encourage them to learn about, take part in and actively contribute to new cultures and different approaches to certain economic, social and environmental problems. Staff mobility will also be used to initiate and develop targeted advanced projects and joint international postgraduate courses with university partners in Europe. Joint international research projects with university partners and companies, in which not only members of the teaching staff but also students should be involved, are also desirable in order to strengthen our innovative capacity. Results of such projects should be made public and serve as an example of good practice.

Since its foundation in 2004, the University of Applied Management has been developing steadily. In addition to new courses of study, more and more institutes and departments are being added in order to adequately meet the growing number of students and the economic challenges. In this context, funding plays a decisive role in the ability to act. The formation of strategic partnerships and international partner networks opens up new opportunities for effective university management in terms of governance, funding mechanisms and general quality factors. Future partner programs (dual, multiple, or joint) offer more opportunities for alternative funding sources with contributions from individual institutions. The use of blended learning and new technologies for learning in international programs enables effective and innovative human resource management for the benefit of all partners.