

D. Erasmus Policy Statement (Overall Strategy)

The Institution agrees to publish this overall strategy (all three parts) on its website within one month after the signature of the Erasmus Charter for Higher Education by the European Commission.

Please describe your institution's international (EU and non-EU) strategy. In your description please explain a) how you choose your partners, b) in which geographical area(s) and c) the most important objectives and target groups of your mobility activities (with regard to staff and students in first, second and third cycles, including study and training, and short cycles). If applicable, also explain how your institution participates in the development of double/multiple/joint degrees. (max. 5000 characters)

Original language [EN]

Universitat Abat Oliba CEU is a small university with a single faculty of Social Sciences and 1500 students in total. From its creation as a Private University, ten years ago, UAO has undergone a significant development. Whereas in its beginnings it offered only courses of Business and Law, these last years it has increased its academic offer in a number of scientific areas, such as Journalism, Advertising & PR, Political Science, and the most recent ones, Marketing and Teacher Training. There is no need to say that these changes have had a relevant impact in the internationalization of the UAO, which is a priority interest. One of the most remarkable aspects is the increase in the number of cooperation agreement and, as a consequence, an important rise of mobility figures (either of students, professors or staff) incoming and outgoing. The links between UAO and several international networks of universities have been consolidated all through these years, creating a strong base for the promotion of any kind of collaboration (students and staff exchange, joint research, bilateral academic programs...). Another notable consequence of this evolution in internationalization is the much more considerable presence of the English language in the academic programs. Some of the academic areas have increased its offer with bilingual degrees (English-Spanish/Catalan) which entails a more noticeable presence of foreign staff and literature. In addition there is the prerequisite for all UAO students, to reach the B2 (CEFR) in English language to pass the second year of any degree.

This evident evolution in the field of internationalization is not possible without the involvement of the UAO academic authorities. For each one of the academic areas it has been traced an international strategy, stating clear objectives in terms of learning outcomes for students, career development for professors and specific aspects of internationalization for the UAO community. As a result, the criteria for international partner seeking have been set differently for each academic area, in order to achieve the suggested objectives. For example, in bilingual degrees, where English language is an important asset, the language of tuition and the geographical area are very important aspects taken into account when looking for new international partners. Other heeded dimensions are the coherence with the academic programs and the institutional similarities. Moreover, Universitat Abat Oliba CEU is part of the CEU educational group, which holds other two universities in Madrid and Valencia. As part of the international strategy of the CEU group, the three universities enhance international activities involving, as much as it is possible, the collaboration among the three institutions (or two of them at least) and other international partners.

Training is another key field that is experiencing an important development. Placements have always been a compulsory subject of UAO's academic programs. In order to offer students an adequate training in accordance with today's needs, an international experience in this field is considered of high importance. For this reason, the International Relations Office and the Career Office of Universitat Abat Oliba CEU work in collaboration to watch over for the quality of international placements. Both offices have developed a joint program to help students take the maximum profit of the experience and to train them identifying those competences that can be developed and promoted in such an experience. With this aim, all UAO students have a training seminar before and after the placement take place, and are asked to fill a quality questionnaire before, during and after the placements.

Collaboration with other Higher Education Institutions, other than CEU universities, has proved to be a key element in this internationalization process. Fruit of this close collaboration, the Hochschule Augsburg and Universitat Abat Oliba CEU have signed its first double degree agreement. This kind of agreement represent a step forward in a long path of fruitful collaboration in several ways, not only as the exchange of students, professors and staff, but also other activities in the field of research and governance. Other collaborations within an out of the Erasmus framework are being studied in order to develop new joint degrees, always with the scope of a major quality of higher education.

If applicable, please describe your institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training in relation to projects implemented under the Programme. (max. 2000 characters)

Original language [EN]

Universitat Abat Oliba, through its Research Office and its International Relations Office encourages the international mobility and participation of its professors and students in several international networks. At the same time, UAO promotes the presence of international professors and students in its courses and research projects as a means of knowledge exchange, internationalisation and modernisation of the university. In coherence with this strategy, activities such as international weeks, participation in international congresses, promotion of double and joint degrees, students and professors exchanges, within the Erasmus or other programs, are considered of first importance for the internationalisation of UAO.

Please explain the expected impact of your participation in the Programme on the modernisation of your institution (for each of the 5 priorities of the Modernisation Agenda*) in terms of the policy objectives you intend to achieve. (max. 3000 characters)

Original language [EN]

Internationalisation has a direct impact on the quality of higher education and its modernization. The continuous presence of students, professors and staff from other partner universities from all around the world brings along a broadening of scopes and a constant questioning of old models. In addition, the increasing international collaboration contributes to enlarge the academic offer and makes it more varied and interesting. Not to mention the great extension of possibilities in regards to the research areas.

Another key contributor of today's modernization of Higher Education is the Industry. For a young and small university such as Universitat Abat Oliba CEU this collaboration is of maximum importance. Not only in the field of students' placements but also, and most important, in its involvement with the university's procedures of modernization and quality assurance. Partner companies have strongly collaborated in the design of many academic programs and in several research studies about the quality of training. Keeping a constant flow of information between university and industry is one of UAO's aims since its creation.

* COM (2011) 567 (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0567:FIN:EN:PDF>)