

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]

HAAGA-HELIA's international strategy is a way to work successfully in cooperation with global partners. One aim of the strategy is to give all graduates strong international skills. Mobility opportunities and developing international dimension on campuses significantly contribute to achieving this goal. The strategy also emphasises developing strategic global partnerships that contribute to the high quality of education, research, development and innovation activities. HAAGA-HELIA cooperates with institutions of higher education in Europe and Africa, Asia, South and North America. HAAGA-HELIA has partners in all European countries and aims at continuing strong European cooperation. In Asia, cooperation focuses on China, Korea, India, Malaysia, Thailand and Japan. In America partnerships are established with the institutions in the United States, Canada, Mexico, Peru, Brazil and Chile. Attention is paid to the quality rather than quantity of partnerships and cooperation needs to be beneficial for all parties.

HAAGA-HELIA has a set of criteria for global partnerships to which whole institution is committed to. The criteria gives the basis for choosing partners and developing new partnerships.

HAAGA-HELIA emphasises high quality education where theory and practice are combined, close and continuous collaboration with industry in all educational, research and development activities for the benefit of business and society. HAAGA-HELIA aims at creating a learning community that is based on equal treatment and opportunities for the students and staff independent of their background. Cooperation is conducted with institutions that share similar goal setting and basic values and approach in education.

HAAGA-HELIA strives for diverse forms of cooperation with European and international partners. The cooperation includes long- and short term mobility of students and staff, curriculum development and project cooperation, research, development and innovation, joint and double degree cooperation and business development.

HAAGA-HELIA is very active in mobility and aims at further development of active and continuous mobility of students and staff. The European and international mobility gives students an opportunity for professional and personal development and networking. All students in Bachelor and Master level full-time and part-time programmes are offered the opportunity to participate in mobility, at least 30 per cent of students in Bachelor programmes should spent minimum of one semester abroad during their studies. Students are encouraged to complete both study and training periods abroad as part of their studies. Short-term mobility opportunities are considered important and especially available for the students who are not able to stay abroad for a longer period time. Incoming students contribute to the international learning environment at HAAGA-HELIA and HAAGA-HELIA aims at rising the number of incoming students from Europe and outside Europe. 15 degree programmes are offered completely in English, and English modules are also offered in programmes offered in national languages.

Teacher and training mobility is included in HAAGA-HELIA's staff competencies strategy and is considered important and valuable for professional and personal development. Teacher and staff mobility also enhances curriculum cooperation and professional networking which can result in new cooperation initiatives in education, research and development. HAAGA-HELIA aims at increasing staff mobility into and from enterprises to foster links between education and business sector. Incoming lecturers' teaching is integrated into curriculum and incoming teachers and staff are offered various opportunities to learn the activities and practices undertaken at HAAGA-HELIA. The basis for successful mobility is sharing, doing and learning for the benefit of all participants.

HAAGA-HELIA aims at developing double and joint degree programmes with partners in the EU and non-EU countries and fostering educational networks that allow students and staff for wide mobility opportunities and increase cooperation within Europe and between Europe and non-European area.

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]

On the basis of its international strategy, HAAGA-HELIA aims at fostering long-term and strategic cooperation that is linked with institution's overall strategy with European and international partners that include education and research institutions and enterprises. Cooperation with other educational sectors than higher education is considered important. HAAGA-HELIA focuses on services and sales, entrepreneurship and new learning solutions. Cooperation with institutions and organisations with expertise and interest in these topics will be initiated with the goal to form strategic partnerships. HAAGA-HELIA has established contacts with third countries, and is planning to initiate capacity building projects.

HAAGA-HELIA's International Services Office and Research and Development Services Team encourage participation in cooperation projects under the Programme. They inform HAAGA-HELIA staff and partners about project opportunities and offer support in project planning, management and dissemination and exploitation of the results.

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]

By participating in the Programme HAAGA-HELIA can offer students and staff with various background and needs excellent and diverse opportunities to participate in European and global mobility and increase the number of mobile persons and access to education. HAAGA-HELIA commits itself to efficient recognition of studies abroad. HAAGA-HELIA aims at offering all graduates strong international skills and participating in the Programme supports achieving this goal. The mobility is way to personal and professional development of both students and staff, and increases the quality of human capital. This is important in terms of improving citizens employability and wellbeing of society. Traineeships contribute to better opportunities for employment of graduates and strengthen the links between institutions of higher education and enterprises. Staff mobility into and from enterprises creates valuable platforms for a dialogue where the needs of the industry and educational planning can meet. This increases the involvement of industry into design of curriculum. HAAGA-HELIA focuses on combining theory and practice and strong cooperation with business in all activities, and continuously aims at increasing links between education, research and business. Establishing Strategic partnerships offers opportunities for this and creates a forum for long-term and intense cooperation. The close interaction not only with national partners but with European and global partners is necessary for advancing and ensuring high quality of education and fostering innovation that is essential for the the development and welfare.

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