

Erasmus policy statement of Wroclaw Business University of Applied Sciences

The mission of Wroclaw Business University of Applied Sciences is: „We educate for work, close to practice, internationally, at a high level."

The main goal of the Wroclaw Business University of Applied Sciences is to provide high quality business education services to the international student community and within the international environment; internationalization has always been the University's trademark. We teach close to practice, according to new trends.

The Wroclaw Business University of Applied Sciences (WAB) was established by a decision of the Ministry of National Education of 15 January 1997. The vision of creating a private university of business profile on the Wroclaw educational market was born in 1995 as a response to the labour market demand for highly qualified managerial staff. Thanks to the cooperation with prestigious foreign universities, as well as representatives of the world of business and science, an ambitious, constantly updated curriculum was created, which includes the implementation of five strategic objectives: education of managers for national and international business, education in accordance with European standards, education close to practice and education of high quality and education based on international cooperation.

There is one department in the University structure, the Faculty of Economics and Management, with four established academic departments : the Department of Computer Science, the Department of Tourism and Recreation and the Department of Management, Finance and Accounting, Logistics. Currently the educational process is being carried out on four separate faculties: first cycle (bachelor degree studies) studies with a practical profile: IT, Finance and Accounting, Tourism and Recreation, Management, Logistics. Second degree (master's degree, including MBA) with a practical profile: Tourism and Recreation, Management; post-graduate studies - 20 specialties. Currently, there are over 2600 students studying at the University, while the number of WAB graduates reaches nearly 10,000 graduates.

Our participation in the Erasmus+ Programme fits to our main pillars of Wroclaw Business University of Applied Sciences (hereinafter referred to as Wroclawska Akademia Biznesu w Naukach Stosowanych; WAB) strategy implemented for years 2021 – 2030.

The strategy of the Wroclaw Business University of Applied Sciences is focused on 4 main areas:

1) High quality of education and modernization

- full-time study programs comparable to the best in Europe;
- diploma of graduation as a prestigious document confirming high quality of education;
- participation in the international conferences, trainings, international weeks for students and staff;
- WAB enjoys a good reputation among business environment such as companies, public institutions, NGOs etc.;
- graduates of the Wroclaw Business University of Applied Sciences easily find satisfactory jobs in Poland or abroad;
- following the rules of Erasmus+ Programme and quality of service in the Erasmus office leads to higher number of students and staff using Erasmus+ Programme;
- blended learning (up to 30% of lectures are delivered online);
- digitalization as a part of education and everyday life.

2) Practical dimension

- emphasis on the internships and practical experience of students awarded on the local and international market;
- strong link between educational content and business practice;
- study programs tailored to business preferences.

3) Sustainable development

- focus on Equity and Inclusion;
- University for all;
- CSR and Sustainable Development in all Program Curriculums;
- open MOOCs concern Sustainable Development;

- engaging with local communities;
- create awareness of Sustainability;
- WAB and its social responsibility in 4 dimensions:
 - Employees- emphasis on: integration, equality, ethics, family support, trust , lifelong learning, international mobility;
 - Students- emphasis on: education, good practice, ethics, no barriers, equality, diversity, lifelong learning, international mobility;
 - Local community- emphasis on: support, using local potential and partnership, social and community commitment, innovations, trust in business, social activities;
 - Natural environment- emphasis on: environmental standards, waste management, energy and water efficiency.

4) Internationalization

- guest lectures provided by the international experts;
- joint research in cooperation with foreign universities, associations and business
- constantly growing percentage of foreign lecturers in the University of Business in Wroclaw
- to develop best Programme Curriculum cooperation with foreign educational partners (Double Diploma, MBA Cooperation)
- a significant percentage of foreign students in WAB
- full study programmes conducted in English
- courses conducted in English in mother language Programme Curriculum
- mobility of students and staff in Erasmus+ Programme
- Internships and apprenticeships in foreign companies and institutions

Internationalization is more important than ever, because of: demographic changes, labor market requirements – globalization, political challenges, financial motivations, international research funding, global competition for talent. The international dimension of education is connected with the possibility of carrying out part of studies and student internships abroad, conducting studies in English, creating conditions for learning foreign languages and organizing classes with foreign lecturers. Heading towards greater internationalization

Wroclaw Business University of Applied Sciences constantly develops its offer of foreign language courses in order to create an integrated curriculum of courses for the international students environment.

Erasmus+ Programme is the one of the most important activities our University is engaged in. The main target groups of our mobility activities are outgoing and incoming students, teachers and administration staff.

Wroclaw Business University of Applied Sciences strongly refers to assumptions of European Education Area. One of the vision contained within this policy is that knowing two languages in addition to one's mother tongue should be standard. Due to this the Wroclaw Business University of Applied Sciences provides 25% of the lectures in English. Moreover, every incoming student has an obligatory Polish language course. Primarily, students and staff through their participation in Erasmus+ Programme (KA1) improve their professional competences and language skills, which are essential in all career paths.

We believe that spending time abroad in order to study and to expand the scope of competences and experience should become the norm and everyone ought to be able to access high-quality education, irrespective of their socio-economic background. That is why Wroclaw Business University of Applied Sciences to achieve aforementioned goals, supports students and offers them 4 types of internal bursaries : scholar, social scholar, scholarships for students with disabilities and one- off benefits for students regarding temporary difficult life situations (like in the last weeks COVID-19 relief).

One of the main WAB's objective is to promote equality and culture of tolerance. We promote cultural heritage of Europe and it's diversity by organizing International Days such as: Turkish Day, Polish Cuisine Day, Indian Day, but apart from that, WAB promotes local culture and economy by organizing study tour in Wroclaw, in Lower Silesia or "in-company study" to promote local business market.

Practical dimension of studies at our university helps students to find a job on local and international labour markets. During the participation in the mobility-related activities, students have an access to a variety of academic courses taught in different cultural and scientific environments, which results in widening the students' intellectual and cross-cultural awareness.

The Wroclaw Business University of Applied Sciences make an effort to promote and indicate lifelong learning programmes for employees (conferences, trainings, language courses, motivation meetings, work in the international environment, cross-cultural communication, etc.) and variety of mobility programmes such as Erasmus +, we offer support for disabled employees. Friendly and trustworthy environment is essential for us (in our University we have a bunch of employees who work here from the beginning of the university exitance and majority of us is with the WAB seniority of 10 years and more). The Wroclaw Business University of Applied Sciences has established the politic of employee promotion.