



## Erasmus Policy Statement (EPS) 2021-2027

Edward Bernays University College is a unique higher education institution with the most innovative communications and tourism study programmes and lifelong learning programmes in terms of content and methodology in Croatia and this part of Europe. It is the only higher education institution in the world to be named after Edward Bernays, the founder of modern public relations, one of the most dynamic professions.

Bernays' communications and tourism study programmes bear the strong seal of dual education, allowing students to intensively prepare for the labour market from their first to their last year of study, providing them an optimal ratio of theoretical and practical specialist skills and knowledge, as well as direct contact with their future employers, who will open doors for them already during their studies and help them gain work experience. The lifelong learning programmes are conceived in cooperation with relevant partners on the market and enable learners to acquire specific specialised skills and knowledge recognised on the market that will further qualify them for working in a dynamic business environment.

The features of Bernays' communications and tourism programmes are innovation, cooperation with companies and a close relationship with lecturers from the real sector, work placements, as well as high employability rate upon completion. Bernays' communications programme is the only one in Croatia to offer students specialisation in four of the areas of public relations most in demand – corporate communication, public relations in politics and the non-profit sector, as well as management of public relations agency. On the other hand, Bernays' tourism programme has been proclaimed by many tourism experts as being the most innovative, enabling students to acquire specialised knowledge through the selection of four modules – branding, tourist destinations, hotel and hospitality management, destination policy and tourist guidance and interpretation in the destination.

Besides their emphasised cooperation with communications and tourism companies, as well as mentored approach and cooperation between students and lecturer practitioners, study programmes at Bernays nurture a special talent management process that implies a completely individualised approach to every student by working in small groups, monitoring their development, as well as providing professional guidance to students over the course of the entire duration of studies, in accordance with their abilities by area for which they show interest and in which they will achieve their professional maximum.

### ***Edward Bernays University College' Internationalisation and Modernisation Strategy***

Edward Bernays University College has a tradition in developing study programmes in close cooperation with employers (private companies and institutions, state and public administration, public organisations and municipalities) with a strong emphasis on the employability of graduates.

The main objectives of our internationalisation and modernisation strategy, as specified in our Action Plan for the 2020-25 period, include:

- expanding our international cooperation at the European level, deepening and increasing mobility and cooperation with strategic partners (higher education institutions, employers, businesses, state and public administration)
- organising our international cooperation in education and research primarily within the framework of the Programme
- continuing to organise mobilities under currently active agreements; within the new Programme period, focus on agreements that will have the most significant impact on Bernays' international cooperation



through a network of partner institutions, on student knowledge and skills (including civic engagement), and the professional development of staff

- increasing incoming and outgoing student and staff mobilities; for students who are enrolled on a part-time basis, make use of the opportunities provided by blended and virtual mobilities
- developing joint / double degree study programmes with compatible partners
- increasing the overall attraction of the HEI by providing more courses and content available in English and other foreign languages, as well as developing study programmes entirely in the English language
- participating in international projects and research with other HEIs and research institutes
- promoting the Croatian language, culture and traditions by means of courses, lectures, workshops
- promoting European internationalisation values and principles in higher education and research
- implementing European and international standards and procedures in higher education, including quality benchmarks, taking part in international higher education research and surveys.

### ***Internationalisation Strategy and the Erasmus Charter for Higher Education 2021-27***

Edward Bernays University College has been an ECHE holder since 2015, and undertakes to contribute to the European Union's modernisation and internationalisation agenda in higher education, supporting all corresponding EU and national initiatives on the topic.

Edward Bernays University College's internationalisation strategy further involves objectives related to the operationalisation of ECHE and Programme principles:

- further developing cooperation with international partners that are aligned with Bernays' Development Plan, reflected in the selection of academic and business partners, promoting and supporting student and staff mobility, especially from underprivileged backgrounds, implementing non-discrimination policies in all aspects of the internationalisation process, ensuring equal access and opportunities to current and prospective participants from all backgrounds, implementing all opportunities provided by blended and virtual mobilities, in particular given our high number of part-time students
- ensuring full recognition of credits obtained for learning outcomes by means of all types of mobilities
- ensuring no fees are charged to incoming students for any activity or procedure that is linked to their studies at Bernays
- ensuring quality standards of the mobility activities and projects by means of Bernays' Quality Assurance System and Programme requirements
- providing visibility to the results and efforts of staff and students engaged in mobilities or projects with strategic partners



- analysing European and international mobilities and cooperation activities to date in order to further improve results
- using the ECHE Self-Assessment Tool to monitor and improve that implementation of ECHE principles

Bernays' participation in the Programme is a vital part of its modernisation and internationalisation strategy, thereby acknowledging the significance of student and staff mobilities, as well as of participation in European and international cooperation projects to its study programmes and student experience.

In the coming period, Edward Bernays University College commits to maintaining all current internationalisation aspects, building an international dimension into all of its activities, further developing its network of closely cooperating international partner institutions from academia and the business world, while remaining open to international monitoring and assessment to ensure international recognition and employability of graduates.

In accordance with ECHE principles, Edward Bernays University College particularly emphasises that:

- mobilities are only carried out within the framework of prior interinstitutional agreements that establish the respective roles and responsibilities of the parties, as well as their shared commitment to quality criteria in the selection, preparation, reception, support and integration of mobile participants
- Bernays supports the strengthening of partnerships with existing and new partners, aiming to increase its openness and building the institution's international environment
- All credits (ECTS) obtained for learning outcomes obtained during a study/training period abroad are fully and automatically recognised and are traceable in the student's transcript of records and the Diploma Supplement
- Study mobilities help individuals increase their professional, social and intercultural skills and employability
- Selection procedures for mobilities are fair, transparent and documented
- Bernays regularly posts and updates information on the grading system used and grade distribution tables, ensuring that students receive clear and transparent information on recognition and grade conversion procedures
- Outgoing mobile participants receive preparation for their activities abroad, including activities to achieve the necessary linguistic proficiency and intercultural competences
- Student and staff mobility is based on a learning agreement signed in advance between the sending and receiving institutions or enterprises and the mobile participant
- Programme priorities are duly implemented
- Bernays provides active support to incoming mobile participants throughout the process of finding accommodation
- Bernays provides assistance related to obtaining a visa or health insurance, when required



- Students are notified about their rights and obligations as set out in the Erasmus Student Charter
- Bernays ensures equal academic treatment and quality of services for incoming students and promotes measures to ensure the safety of outgoing and incoming mobile participants
- Bernays integrates incoming mobile participants into the wider student community, providing appropriate mentoring and support arrangements for mobile participants, including those pursuing blended mobility, and providing appropriate language support for incoming mobile participants
- Bernays provides incoming students and their sending institutions with transcripts of records consisting of a full, accurate and timely record of their achievements at the end of the mobility period
- Bernays encourages and supports mobile participants to act as Programme ambassadors upon their return
- Bernays ensures that staff obtain recognition for their teaching and training activities undertaken during mobilities in accordance with Bernays' internal documents
- Bernays ensures that Bernays' Development Plan and relevance to the priorities and objectives of the Programme are described in this Erasmus Policy Statement and that the principles of ECHE are well communicated and applied by staff at all levels of the institution
- Bernays shall make use of ECHE Guidelines and ECHE Self-Assessment to ensure full implementation of ECHE principles, regularly promote activities supported by the programme and its results, and prominently display ECHE and the Erasmus Policy statement on its website and other relevant channels