



Алфа БК Универзитет

АЛФА БК УНИВЕРЗИТЕТ

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ALFA BK UNIVERSITY

ERASMUS PLUS POLICY STATEMENT

Alfa BK University (hereinafter: the University), with its active participation in the Erasmus Plus Program, aims to improve and provide direct support to the European plan for modernization and internationalization in the field of higher education. By applying for the Erasmus Plus Charter for Higher Education (ECHE), Alfa BK University unequivocally confirms its commitment to this idea, as well as the fact that its participation in the Erasmus Plus Program represents a part of its Internationalization Strategy, the adopted policy of international cooperation and modernization of the University's work. The Alfa BK University Internationalization Strategy emphasizes the importance of the mobility of students, teaching and non-teaching staff, as well as higher education in international cooperation projects, which are carried out with the aim of improving the quality of higher education, knowledge, good practices and experiences of students.

The University is situated in a vibrant and economically dynamic environment, in the centre of economic, social and cultural activities of Serbia, but also of the countries of the Western Balkan region, which defines its strong innovative, entrepreneurial and international dimension. Bearing in mind that Belgrade is the centre of the Western Balkans countries and is located at the crossroads of the West and the East, the work of the University is based on the following important principles: Social engagement, Internationalization, World citizenship, Connectivity, Entrepreneurship and Open-mindedness. Therefore, Alfa BK University itself is deeply committed to ensuring inclusive internationalization through the quality of its educational processes and research, attracting and retaining international talents, encouraging external cooperation, improving mobility and stimulating professional support.

Participation in Erasmus Plus Mobility Programs, international mobility of students and academic and non-academic staff and international cooperation represent a priority and long-term goal of modernization and presence of Alfa BK University in the international and European High Education Area.

Alfa BK University submitted a request to the European Commission for obtaining the Erasmus Plus Charter for Higher Education in its desire to contribute actively to the development and quality of the European education system. Obtaining the Erasmus Plus Charter for Higher

Education for the program period from 2021 to 2027 enables our higher educational institution (HEI) to participate in Erasmus Plus Mobility Programs with pride and great satisfaction, thus contributing to the quality of the European educational space itself. Aware of the numerous advantages of its internationalization process, the University foresees the implementation of new Erasmus Plus Program principles, regulations and guidelines that will be consistently applied in the program period from 2021 to 2027.

In this sense, the following strategic goals stand out as the most important long-term aims of Alfa BK University's participation in Erasmus Plus Mobility Programs:

- a) promotion of mobility of individuals and learning groups, as well as cooperation, improvement of the quality of education, social inclusion and the principle of equality;
- b) promotion of excellence, creativity and innovation at the level of organizations and policies in the field of education and training; and
- c) promotion of mobility in formal and informal learning processes and active participation of young people, as well as encouraging cooperation, quality, inclusion, creativity and innovation at the level of organizations and policies in the field of youth.

The most important priorities of Alfa BK University include: management of digital mobility in accordance with the technical standards of European environmentally friendly practices, implementation of the "no paper for waste" principle, development of green business practices and activities aimed at promoting civil engagement and active citizenship among Program participants. Other valid and relevant goals of Alfa BK University include: providing high-quality educational services in accordance with European teaching requirements, increasing the mobility of students, academic teachers and non-teaching staff, increasing the scope and quality of bilateral and multilateral cooperation, improving the qualifications of program participants, increasing the visibility of the University in other higher education institutions, the introduction of innovative elements in study programs, cooperation with domestic and foreign companies with the aim of ensuring quality student internships, the development of educational internationalization, the exchange of experience in many aspects of lifelong education and the development of tolerance and multicultural communication in order to facilitate the process for students and staff adaptation to the unique European environment.

In its broadest sense, Alfa BK University particularly insists on strengthening social inclusion and diversity, digital transformation, providing support for green business practices, environmental protection and the fight against climate change, reducing waste, as well as fostering civic engagement and the engagement of Program participants in democratization of society. The priority of the University is cooperation and networking of higher education organizations and support for projects that can contribute to the mitigation of social and economic inequalities. Alfa BK University is also interested in entering into strategic

partnerships, knowledge alliances and encouraging innovative international cooperation, which involve the exchange of good practice and unique experiences.

Alfa BK University especially values the role of English language knowledge, as the main channel of communication in the multicultural, polyglot and globalized contemporary world. The academic and administrative staff of the University, through many additional forms of education and training, raises the level of their qualifications during the work process and through the organization of special language courses. In addition to focusing on the quality of language education, Alfa BK University actively encourages the development of leadership skills, a culture of tolerance, strengthening the potential of young people for active participation in civil society and fostering empathy and a spirit of solidarity.

The organization of student practice is an integral part of the development of study programs at Alfa BK University. The University, in cooperation with its partner institutions, will send students for internships, it will perform their evaluation and monitor the achieved progress. The process of sending students for internships abroad is based on the following criteria: language competence of students, success achieved in schooling, interests shown during schooling period, involvement of candidates in relevant student associations and in the community academic life.

The staff of the Alfa BK University International Relations Office will assist students in choosing a suitable host organization and in determining the duration of their stay, in accordance with their academic obligations. The Program coordinators will ensure the complementarity and adequacy of the selected study programs and internships for each individual student. The activities of the attended training abroad will be presented in the Addendum to the Diploma, which will benefit students in their job search process from the aspect of gained international experience.

Alfa BK University has so far established bilateral cooperation agreements with many foreign partner institutions. International cooperation represents a very important segment of Alfa BK University's business strategy, with a special emphasis on quality and a high level of mobility of students, teaching and non-teaching staff. In this sense, financial support from European Union (EU) funds will be of great importance to the University in organizing the planned mobility programs. In accordance with the basic values of the Erasmus Plus Program, the University especially values the equalities and non-discrimination rules. In this sense, any signs of racism, xenophobia and intolerance, gender prejudices, as well as prejudices related to nationality, disabilities and religious affiliation would be treated as a violation of basic human rights. Alfa BK University will undertake all possible measures to develop active cooperation with industry, companies, the labour market, the local community and local and regional authorities in order to achieve the economic and social cohesion of the EU.

The most important target group of Alfa BK University are students (mobility of students with the aim of continuing their studies and realizing student internships). The European Credit

Transfer System (ECTS) is applied in all fields and levels of study process as the main means of enabling international student exchange. The University's website contains updated course catalogues, together with the described and expected learning outcomes. The University provides full recognition of mobility for its Erasmus Plus outgoing mobility, i.e. for the exchange of outgoing students. At the same time, the University provides full recognition of acquired credits (ECTS) for all positively evaluated courses that the students attended and passed during their stay in the foreign partner organization. Information about the student's participation in the specific mobility program will be contained in the Supplement to the Diploma. Alfa BK University provides active support to Program participants in the process of preparing and organizing the mobility of each student, as well as each member of its teaching and non-teaching staff, ensuring equal treatment for all participants of the mobility programs. Integration is also an important element of the foreseen Erasmus Plus mobility programs.

Alfa BK University also offers and constantly expands cooperation opportunities for its incoming students, lecturers and administrative officers of partner higher educational institutions. The University will not charge tuition fees from incoming Erasmus Plus Program participants, including the costs of registration, taking exams, using computer laboratories, the Library, the Reading room and other facilities.

In order to ensure adequate visibility of its Erasmus Plus Charter for Higher Education, the policy of participation in the Erasmus Plus Program and its incoming and outgoing mobility programs, the University will advertise and disseminate information intended for the academic and local community, industry representatives, companies and other institutions through its website. Alfa BK University ensures the promotion of its mobility programs on social networks, as well as through the participation of local ambassadors, i.e. students and employees who have already completed their mobility by organizing meetings with potential candidates for mobility programs, as well as by including incoming students and staff from partner institutions in activities that promote the Program itself.

Taking into account its unique geographical position, the University is primarily focused on establishing closer cooperation with neighbouring European countries, full participants and non-participants in the Program. The mission of the University is focused on the implementation of cooperation projects to encourage innovation and the exchange of good practices, which represent an integral part of the University's Internationalization Strategy and modernization efforts. Alfa BK University is particularly concentrated on encouraging entrepreneurial spirit, staff mobility and creating knowledge alliances among higher education institutions and business representatives.

As part of its active participation in Erasmus Plus mobility projects, Alfa BK University will especially strengthen the connection among education, research and development (R&D), innovation development and business, which is very important for conceiving new areas of study, creating new study programs and developing local and international higher education

institutions. By realizing this mission, the University will contribute to the growth of the educated population with obtained graduate diplomas. The University will especially insist on improving the quality of education by adapting the teaching curriculum to new requirements and the reality of the ever-changing economy, business and labour market. Strengthening the quality of education through encouraging mobility and international cooperation will enable students and staff to improve their professional knowledge and skills, gain new experiences and expertise, acquire broad social skills, and to be able to function in multicultural societies.

Every society has a clear need for the development of its educational system, exchange of experiences and cooperation, so that it can develop itself. The highest quality of education and the continuous development of the academic community represent an adequate response to the needs of the contemporary economy and society, especially considering the needs of the entire region of the Western Balkans.

In this sense, Alfa BK University will especially popularize the European Card of Higher Education, its Erasmus Plus Policy Statement and Erasmus Plus Program activities, by carefully organizing Open doors days, special Erasmus Plus program days, International staff weeks, periodic information meetings aimed at popularizing the Program and other projects funded by the EU. Publication of Program guides and special Erasmus Plus information packages will enable wider visibility of planned activities. The basic idea of popularizing the Erasmus Plus Program lies in highlighting its advantages, as well as organizing guest lectures by former mobility users with the aim of connecting them with interested students and answering to their doubts. Alfa BK University will also actively introduce students to the benefits of the Erasmus Plus Program on social media such as X and Instagram, as well as through its website <https://alfa.edu.rs/index-dokumenta-2/>.

Bearing in mind all of the above, it is obvious that the participation of the University in the next Erasmus Plus Program period is of vital importance for the achievement of the aforementioned strategic goals. The award of the Erasmus Charter for Higher Education enables the University to become a more active participant in the European Education Area, significantly contributing to initiatives such as inclusiveness, fostering diversity, lifelong learning, digitization and sustainable mobility. Extensive knowledge and expertise in coordination, as well as management, expansion and sustainability of the Erasmus Plus Program will help the University to achieve its far-reaching ambitions in the upcoming program period.



ALFA BK UNIVERSITY

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