

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]

AUEB internationalization strategy focuses on continuous progress and further development of European and international cooperation. The university's strategic objectives centre on a) the constant improvement of quality of services offered to incoming and outgoing students and teaching and administrative staff, b) the increase of courses taught in English in order to facilitate inbound student and staff mobility, c) the encouragement of incomers to take Modern Greek language courses offered free of charge, d) the enhancement of teaching staff mobility in numbers and levels of satisfaction and performance, e) the increase of outgoing student participation in Erasmus placements, f) the establishment of more collaboration with institutions from third countries, g) the establishment of joint degree programmes, h) the strengthening of links and collaboration with the enterprise world at international level, i) the further development of the Career Office (est. in 1994 – first in Greece), j) the strong support of the AUEB Erasmus Student Association (est. in 1992 – first in Greece), k) the continuation of proper implementation of Lifelong Learning Programme initiatives, l) the further development of the AUEB Vocational and Educational Centre, m) the effective support of Adult Learning, n) the continuation of implementation of Quality assurance systems including internal and external evaluation, o) the continuation of its extensive research activities and contribution in science. AUEB implements in Erasmus mobility the Bologna tools, ECTS for academic recognition, credit transfer and accumulation as well as Diploma Supplement which is awarded to its graduates upon graduation. It has participated from 2000 till 2009 in the TUNING Educational Structures in Europe project in the field of Business. The university participates either as coordinator or as partner in educational and research scientific projects at national and international level. It is represented in international organizations, associations, academic networks, knowledge alliances, partnerships and students' educational exhibitions and forum. AUEB choice of partners is mainly based on the quality of their study programmes, academic calendars, linguistic requirements, research activities, academics' background, facilities offered to students and staff, cost of living. AUEB partners represent all EU Member-States while its broad geographical coverage is enriched with non-EU countries, such as China, India, Singapore, Thailand, Colombia, Brazil, Ukraine. The most important objectives centre on first, second and third cycle student mobility for studies and placement as well as on teaching staff mobility for short period teaching assignments and administrative staff mobility for participation in Erasmus Staff Training Weeks. AUEB includes in its direct strategic plans the establishment of more joint degree programmes and plans are already scheduled. It already runs three programmes and, recognizing their value, the university is in the process of creating new double degree programmes. It is noticed that the necessary related national legislation is very recent and for this reason the university has not an extensive number of joint programmes so far. Plans are already discussed with partners from the HERMES Network in which AUEB is an active member.

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]

One of AUEB strategic goals is the active involvement in the organisation and implementation of EU and non-EU cooperation projects in teaching and training. A qualified administrative staff is properly supporting all organisation activities while academic committees are responsible for the implementation of international projects following related scientific rules and codes. So far, results and outcomes of international cooperation projects, after having been assessed, received positive comments while AUEB has been awarded distinctions such as EFQM – Committed to Excellence. The University is the only higher education institution in Greece in which the Business Confucius Institute is established with the collaboration of the University of International Business and Economics, China.

AUEB (est. in 1920) is a leading European University offering first, second and third cycle degree programmes in Economics, Business Administration, Informatics, Management Science and Technology, Accounting and Finance, Marketing and Communication, International and European Economic Studies, and Statistics. The University has a long tradition of developing the managers and corporate leaders of Greece but also internationally, and has played a prominent role in the economic, social and political life of the country. AUEB has a strong international orientation as exhibited by a number of programs and activities. The University is highly recognized by the employers not only in Greece but also internationally. AUEB research is truly international as its faculty members collaborate with many international research partners and its research contributions are highly recognised. The University participates actively and with successful results in teaching and training in projects implemented by the Programme.

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]

The expected impact of AUEB's participation in the Programme on its modernisation addresses all five main areas for reform identified in the new agenda. The policy objectives AUEB intends to achieve are:

- to increase the number of its graduates with excellent quality in degrees awarded;
- to improve the quality and relevance of teaching and research training, to equip graduates with the knowledge and core transferable competences they need to succeed in high-skill jobs;
- to provide more opportunities for students to gain additional skills through study or training abroad, and to encourage cross-border co-operation to boost higher education performance;
- to strengthen the "knowledge triangle", linking education, research and innovation and
- to create effective governance and funding mechanisms in support of excellence.

The above reforms are to take place with proper measures. The intended increase of graduates' numbers will be based on increased quality of study programmes with implementation of updated Information and Communication Technology and new methodology. The improvement of quality and relevance in teaching and research training will have a positive impact on possibilities for proper recruitment of graduates and for strong links with the labour market, aiming at a considerable decrease of unemployment. The AUEB Career Office with its extensive network of enterprises and organizations is strongly supporting students and graduates in finding appropriate jobs not only in Greece but also at international level. The offer of more opportunities to students to gain proper skills and competences will help them to a better orientation regarding their academic and professional plans. The implementation of the Knowledge Triangle will strengthen further the links among education, research and innovation for the benefit of the overall university community. The AUEB unit of Innovation is strongly contributing to this aim. AUEB unit of Entrepreneurship, with its modern methodology and activities, offers specific knowledge and transfers expertise to students and graduates interested in establishing small businesses or SMEs. The continuation of effective governance at AUEB and the funding mechanisms will centre mainly in support of quality assurance and excellence.

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