

Erasmus Policy statement (EPS): your strategy

Your Erasmus Policy Statement should reflect how you intended to implement Erasmus after the award of the ECHE. Should you wish to add additional activities in the future, you will need to amend your Erasmus Policy Statement and inform your Erasmus National Agency.

What would you like to achieve by participating in the Erasmus Programme? How does your participation in the Erasmus Programme fit into your institutional internationalisation and modernisation strategy?

(Please reflect on the objectives of your participation. Please explain how you expect the participation in Erasmus to contribute towards modernising your institution, as well as on the goal of building a European Education Area¹ and explain the policy objectives you intend to pursue).

Original language (and translation into EN, FR or DE if the EPS is not in one of these languages)

Corvinus University of Budapest (CUB) is undergoing a major transformation, which is the first step of the Hungarian government's higher education reform agenda. In 2019 CUB became a public interest, not-for-profit private higher education institute, maintained by a new, state established foundation. CUB has made a commitment to the future in a new dimension, with its new vision and mission. The New Vision: CUB will be the best University of Business, Economics and Social Sciences in Central Europe. The New Mission: CUB will educate the responsible economic and social elite of Hungary and Central Europe in the twenty-first century. The university aims to be an institution that nurtures and educates an elite that serves the community; future leaders, who are both socially and environmentally responsible, and are also able to act for the public good.

CUB's goal is to increase its international competitiveness, visibility and recognition and to become a bilingual University attracting the best students from around the world. It is aiming at the Triple Crown accreditation (EQUIS, AMBA, AACSB). Besides, while maintaining its membership in prestigious networks (CEMS, PIM) it intends to form Central-European Network of Universities, CENU.

To reach its targets, CUB has to focus on some focal points of strategic action, and some are very closely linked to participating in the Erasmus Programme.

In order to increase its international competitiveness, visibility and recognition, CUB is aiming at producing internationally recognized research, and thus, high level cooperation with outstanding international universities and research centres is essential. Erasmus program offers the opportunity to get acquainted with and select those partner institutes with high reputation and serious professional ratings.

CUB will offer regionally outstanding study programmes, incorporating both theory and practice, focusing not only on the knowledge demands of the future but also on developing skills like critical thinking, communication and collaboration. To reach this, CUB should benefit from the opportunity of study programmes and practical internships abroad as much as possible. The more international opportunities are offered connected to study programmes, the more professional and outstanding the study programmes will be, and the more they will be able to attract the best students from both Hungary and abroad.

In order to become a bilingual university, CUB has to increase the number of English speaking staff and boost the number of international students at the institute, let them be regular, Study Abroad, double degree or exchange students, and the Erasmus programme is a perfect tool for this. Besides, faculty should also be internationalized, by foreign visiting professors and scholars, and international faculty. Another goal connected to development is that faculty members frequently teach or do research in

¹ For more information on the priorities of the European Education Area, such as recognition, digital skills, common values and inclusive education, please consult the following website:
https://ec.europa.eu/education/education-in-the-eu/european-education-area_en

international environment. For this, the outgoing mobility of academic staff is of crucial importance. Taking part in the Erasmus programme is expected to help set the right international mind frame, and acquire skills and language competence of both academic and administrative staff of the university.

Striving for excellence, CUB is aiming at having enthusiastic, talented and committed students and alumni. As for talent, the university takes consistent measures to seek it out and support it regardless of social background. In order to have committed students, the institute has decided to offer world-class student experience, i.e. professionally outstanding, reliable and predictable service, and digitalization is a key factor in this. CUB's goal is to have completely paperless internal operations, and besides, entirely digital study administration. CUB also builds consciously the community and identity of students. The Erasmus programme offers equal opportunities to everyone and participation -either as outgoing mobility or as a mentor for incoming students, or as a member of ESN - will escalate students' enthusiasm and commitment towards the university and strengthen their identity.

By working hard on achieving its goals with the support of the Erasmus Programme, CUB contributes significantly to building a European Education Area, as well. At the university, having at least one foreign semester in students' study programmes is already an example to be followed. Every student speaks one foreign language very well, and many students use their mobility to master their second foreign language. CUB recognises courses taken during international mobility fully and automatically. The University is building students' identity continuously, so that they feel they belong to a Central European leading university. The aim is that later, Corvinus alumni stay in the region and make use of their professional knowledge and talent within Europe. CUB takes serious measures to discover talented but disadvantaged students and to integrate them in its academic community. Besides, it strives to provide students with disabilities with an ideal learning environment and the same opportunities as others. CUB is in the process of complete digital renewal, and by doing that, it sets an example. The university promotes and supports key competences such as active citizenship, social inclusion and employability, and also the necessary skills for a fulfilling life. By being more and more international, it also highlights common values and identity in the frame of cultural diversity.