European Higher Education in the World.

Erasmus+ International Dimension.

Erasmus+ @ VUM: a Case Study of Learning and Growing Together with VUM Partners and Friends

2nd FRIENDS Meeting
12th – 13th June 2019, Istanbul

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Presentation Outline

- European Higher Education in the World
- VUM internationalisation: fast facts and key benefits
- Building capacities with VUM
- Erasmus+ International Credit Mobility (ICM) as a tool for internationalisation at VUM
- Erasmus+ mobility projects: key objectives and impact
- ICM projects: fast facts, funding and award criteria
- ICM bid development lab
- Bid development: EACEA recommendations and VUM lessons learned
European Higher Education in the World

Key priorities for HEIs and Member States towards comprehensive internationalization strategies (2013):
- Promoting the international mobility of students and staff
- Promoting internationalisation at home and digital learning
- Strengthening strategic cooperation, partnerships and capacity building

The EU contribution focuses on two policy objectives, namely:
- increasing the attractiveness of European HE by improving quality and transparency
- increasing worldwide cooperation for innovation and development through partnerships, dialogue and capacity building.
1. Priority: International mobility of students and staff

- Degree mobility
- Credit mobility
- Transparency and recognition of learning acquired elsewhere: ECTS and Diploma Supplement
- The Bologna Process promoting HE internationalisation in Europe through more mobility, easier recognition of qualifications and streamlined quality assurance mechanisms
- European Education Area: “recognition for all”, “mobility for all”.
2. Priority: Internationalisation at Home and Digital Learning

- Internationalisation at Home: “The purposeful integration of international and intercultural dimensions into the formal and informal curriculum for all students within domestic learning environments” (Beelen & Jones, 2015, p. 12)
- Increased openness and access through technology to improve competition and transparency of HEIs
- Digital learning, Open Educational Resources and MOOCs to change HEIs’ social role as providers of knowledge and innovation.
3. Priority: Strategic Cooperation, Partnerships and Capacity Building

- **Joint and double degrees** as tools for promotion of quality assurance and mutual recognition of qualifications, attraction of talent, and development of meaningful in-depth academic partnerships (EMJMD)
- **Strategic partnerships with a balanced involvement of business and HEIs** as a tool for cross-border innovation to address global challenges
- **Capacity building** in emerging and developing countries: European HEIs to play key role in supporting HE modernization efforts of emerging and developing parts of the world and in promoting democracy and European values worldwide (CBHE).
VUM Internationalisation: Fast Facts

- Private university of applied sciences type of HEI with strong focus on internationalization
- All study programmes delivered exclusively in English
- Over 30% international students’ rate; more than 40 countries represented across campus.
- Coordinator of La MANCHE Tempus IV project
- Coordinator of BEEHIVE Erasmus+ CBHE project
- Coordinator of FRIENDS Erasmus+ CBHE project
- Partner in SMART Erasmus+ CBHE project, CULINART Erasmus+ KA3 project, NGT - The Next Tourism Generation Alliance Erasmus+ Sector Skills Alliances project.
- One of the biggest Erasmus+ International Credit Mobility (ICM) programme’s beneficiary in Bulgaria.
VUM internationalisation: Key Benefits

- Increased international awareness of/deeper engagement with global issues by students
- Improved quality of teaching and learning
- Enhanced international cooperation and capacity-building
- Strengthened institutional research and knowledge production capacity
- Enhanced internationalisation of the curriculum
- Enhanced prestige/profile for the institution
- Increased international networking by faculty and researchers
- Increased/diversified revenue generation
- Opportunity to benchmark/compare institutional performance within the context of international good practice.
Project title: Leading and Managing Change in Higher Education
Tempus IV Programme
Project coordinator: Varna University of Management
Duration: 36 months
Project eligibility period: 15.10.2012 – 14.10.2015
Approved grant: 930 724,52 EUR
Consortium: 4 HEIs from Europe, 4 HEIs from Armenia, 4 HEIs from Belarus, 4 HEIs from Georgia, 4 HEIs from Moldova, 7 HEIs from Ukraine.
URL: www.lamanche-tempus.eu
Tell us the+ of your Erasmus+

Christina Armutlieva,
Angela Niculitsa
& Yurii Vovychenko
La MANCHE project

Cooperation between universities from 10 countries, 2012-15

Christina, Angela and Yuriy are three of the many people who were involved in La MANCHE, a project promoting the modernisation of higher education in Armenia, Belarus, Georgia, Moldova and Ukraine. In addition to these countries, the consortium includes five EU countries. It’s a perfect example of collaboration and strategic partnership made possible by Erasmus+, leading to sustainable change.

Discover inspiring Erasmus+ stories or share yours on ec.europa.eu/erasmus30

#ERASMUSPLUS

Erasmus+
ENRICHING LIVES, OPENING MINDS. FOR 30 YEARS
Project title: Building Entrepreneurial Ecosystems to Enhance Higher Education Value-Added for Better Graduate Employability

Erasmus+ Programme for Capacity Building in Higher Education

Project coordinator: Varna University of Management

Duration: 36 months

Project eligibility period: 15.10.2016 – 14.10.2019

Approved grant: 792 510,00 EUR

Consortium: 3 HEIs from Europe, 2 HEIs from Indonesia, 3 HEIs from the Philippines, 1 business incubator from Ireland and 1 business start-up supporting foundation from the Philippines

URL: www.beehive-erasmusplus.eu
Project title: Fostering University-Enterprise Cooperation and Entrepreneurship of Students via SMART Caffes (SMART) Erasmus+ Programme for Capacity Building in Higher Education
Project coordinator: ATEI Thessaloniki, Greece
Duration: 36 months
Project eligibility period: 15.10.2017 – 14.10.2020
Approved grant: 1 000 000,00 EUR
Consortium: VUM + 3 other EU HEIs, 2 HEIs and 1 NGO from Armenia, 2 HEIs and 1 NGO from Belarus, 3 HEIs and 1 NGO from Moldova
URL: https://www.smartcaffe.eu/
Erasmus+ Mobility Projects at VUM

http://erasmusplus.vum.bg/

<table>
<thead>
<tr>
<th>Academic year</th>
<th>Mobility projects with Programme Countries</th>
<th>Mobility project with Partners Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td>2015-BG01-KA103-013720</td>
<td>2015-1-BG01-KA107-014165 2015-2-BG01-KA107-022602</td>
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<tr>
<td>2016-2017</td>
<td>2016-1-BG01-KA103-023111</td>
<td>2016-1-BG01-KA107-023128 2016-2-BG01-KA107-035184</td>
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<td>2017-2018</td>
<td>2017-1-BG01-KA103-035805</td>
<td>2017-1-BG01-KA107-035894</td>
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<tr>
<td>2018-2019</td>
<td>2018-1-BG01-KA103-047079</td>
<td>2018-1-BG01-KA107-047041</td>
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<tr>
<td>2019-2020</td>
<td>2019-1-BG01-KA103-061956</td>
<td>2019-1-BG01-KA107-062087</td>
</tr>
<tr>
<td>Total approved funding:</td>
<td>1 141 060,00 EUR</td>
<td>1 082 670,00 EUR</td>
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## Erasmus+ Mobilities at VUM

<table>
<thead>
<tr>
<th>Academic year</th>
<th>Outgoing student mobilities</th>
<th>Incoming student mobilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td>44</td>
<td>71</td>
</tr>
<tr>
<td>2016-2017</td>
<td>72</td>
<td>105</td>
</tr>
<tr>
<td>2017-2018</td>
<td>80</td>
<td>140</td>
</tr>
<tr>
<td>2018-2019</td>
<td>95</td>
<td>111</td>
</tr>
<tr>
<td>2019-2020</td>
<td>110*</td>
<td>160*</td>
</tr>
</tbody>
</table>

* Number of planned upcoming mobilities.
## Erasmus+ Mobilities at VUM

<table>
<thead>
<tr>
<th>Academic year</th>
<th>Receiving HEIs’ Countries</th>
<th>Sending HEIs’ Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td>EU</td>
<td>EU + AM, BY, GE, IN, KZ, LB, MD, RU, UK, VN, US</td>
</tr>
<tr>
<td>2016-2017</td>
<td>EU</td>
<td>EU + AL, AR, BR, EG, GE, JO, KZ, LB, MD, ME, MN, MX, RS, RU, TJ, TN, UZ, VN</td>
</tr>
<tr>
<td>2017-2018</td>
<td>EU</td>
<td>EU + AL, AR, BE, BR, GE, KZ, MD, MN, MX, RU, VN</td>
</tr>
<tr>
<td>2018-2019</td>
<td>EU</td>
<td>EU + AL, LB, VN</td>
</tr>
<tr>
<td>2019-2020</td>
<td>EU</td>
<td>EU + AL, IR, PH</td>
</tr>
</tbody>
</table>
Erasmus+ ICM programme as a tool for internationalisation at VUM

- Improved international ranking positions including in U-Multirank
- Improved university visibility on the international education map
- Increased number of both Bulgaria and international students
- Increased number of double degree cooperation partnerships
- Increased number of active partnerships and international project networks
- Improved student satisfaction across the campus.
Erasmus+ Mobility Projects’ Objectives

At personal level, Erasmus+ mobility projects aim to:

- support learners in the acquisition of learning outcomes with a view to improving their personal development, their involvement as active citizens in society and their employability in the European labour market and beyond
- support the professional development of those who work in HE with a view to innovating and improving the quality of teaching and training
- enhance the participants' foreign languages competence
- raise participants' awareness and understanding of other cultures and countries.
Erasmus+ Mobility Projects’ Objectives

At institutional level, Erasmus+ mobility projects aim to:

- increase the capacities, attractiveness and international dimension of HEIs so that they are able to offer activities and programmes that better respond to the needs of individuals, within and outside Europe
- reinforce synergies and transitions between formal, non-formal education, vocational training, employment and entrepreneurship
- ensure a better recognition of competences gained through the learning periods abroad.
Published on 20th May 2019
Erasmus+ HE Impact Study: Key Conclusions

1. Erasmus+ students discover what they want to do in life while abroad
   - Over 70% state they have a better understanding of what they want to do in their future career.
   - One in five of Erasmus+ students say they met their partner during their Erasmus+ mobility.

2. Erasmus+ students improve competence for employment and social cohesion.
   - Nine in ten students report gains in adaptability, ability to collaborate with people from different cultures, communication skills and problem-solving skills; more than half improved their digital skills.
   - Erasmus+ was found to produce a higher impact than other mobility programmes on personal development, social engagement and openness to other cultures.
3. Former Erasmus+ participants find a job more quickly than non-mobile students.

- **Three out of four** Erasmus+ graduates consider their experience abroad as beneficial for finding their first job. 80% find their first jobs after graduation within three months, slightly more than their non-mobile counterparts do.
- **One in ten** started their own company.

4. Erasmus+ mobility of academics improves teaching and learning practices, staff skills and competences.

- **43% of academic staff** who went to teach or train abroad with Erasmus+ started to use at least one new innovative teaching method during their stay abroad.
- The impact of Erasmus+ on innovative curriculum development and modern teaching practices spreads beyond participants. More than 80% of academics report that Erasmus+ has led to improvements in these areas in their faculty.
Erasmus+ International Dimension

In order to contribute to internationalisation strategies in the 2014-2020 period, the European Commission:

- Provides financial support for Erasmus+ international credit mobility (ICM) to and from non-EU countries planned to reach up to 135,000 learners and staff.
- Supports international HEI consortia to develop Joint Master degrees through Erasmus Mundus.
- Supports strategic partnerships for cooperation and innovation, including up to 1000 capacity-building partnerships between EU and non-EU HEIs.
- Approx. one third of the approved capacity-building partnerships are between EU and Asian HEIs.
ICM Projects: Fast Facts

International Credit Mobility (ICM) projects duration: 24 or 36 months

Eligible activities: student mobility for studies (3 to 12 months); student mobility for traineeships (2 to 12 months); staff mobility for teaching and staff mobility for training (5 days to 2 months)

Applicant organisation: HEIs established in a Programme Country

Eligible partner organisations: Partner Country HEIs recognised by the relevant authorities in the Partner Country.

Application deadline: scheduled for the first week of February

Inter-institutional agreement: to be signed between the applicant and partner organisations before any mobility can take place.
ICM Inter-institutional Agreement

- Information about VUM and the partner HEI
- Indicative mobility numbers per year as per subject area
- Recommended language skills
- Respect of fundamental principles and other mobility requirements
- Before the mobility
- During the mobility
- After the mobility
- Information on partner HEIs’ academic calendars, grading systems, visa, insurance and housing.

The Erasmus+ Inter-institutional Bilateral Agreement should be signed by each HEI’s legal representative.
ICM Funding

Travel costs: Erasmus+ Distance Calculator

<table>
<thead>
<tr>
<th>Travel distance</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between 4000 and 7999 KM:</td>
<td>820 EUR per participant</td>
</tr>
<tr>
<td>8000 KM or more:</td>
<td>1500 EUR per participant</td>
</tr>
</tbody>
</table>

Individual costs

<table>
<thead>
<tr>
<th>Mobility type</th>
<th>Unit costs</th>
<th>Average grant amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student mobility for studies</td>
<td>800 EUR/month</td>
<td>2400 EUR per student for a 3-month mobility</td>
</tr>
<tr>
<td>Staff mobility for teaching</td>
<td>140 EUR/day</td>
<td>Average grant amount: 980 EUR per staff member for a 5-day mobility on the spot + max. 2 days for travel</td>
</tr>
</tbody>
</table>
# ICM Projects Award Criteria

| **Relevance of the strategy (max. 30 points)** | The extent to which the planned mobility project is relevant to the internationalisation strategy of the higher education institutions involved (both in the Programme and in the Partner Country) and the rational for choosing staff and/or student mobility. |
| **Quality of the cooperation agreements (max. 30 points)** | The extent to which the applicant organisation has previous experience of similar projects with higher institutions/organisations in the partner country and the clarity of the description of responsibilities, roles and tasks between partners. |
| **Quality of the activity design and implementation (max. 20 points)** | The completeness and quality of arrangements for the selection of participants, the support provided to them and the recognition of their mobility period (in particular in the Partner country). |
| **Impact and dissemination (max. 20 point)** | The potential impact of the project on participants, beneficiaries, partner organisations, at local, regional and national levels and the quality of measures aimed at disseminating the results of the mobility project at faculty and institution levels, and beyond where applicable, in both the programme and partner countries. |
ICM Bid Development Lab

Mobility period: February 2021 – May 2022 (2nd semester of 2020/2021, 1st and and 2nd semester of 2021/2022)

Mobility flows: from Asia to VUM, Bulgaria

Type of Mobility: Student Mobility for Studies (min. 3–4 months duration each); Staff Mobility for Teaching (5 days on the spot, min. 8 teaching hours)

VUM programmes concerned: BA in International Business Management, BA in International Hospitality Management, BSs in Software Engineering, MBA, MSc in International Tourism and Hospitality Management

Language of instruction at VUM: English

Indicative number of student mobilities per sending institution: 4-5

Indicative number of staff mobilities for teaching per sending institution: 2-3
Relevance of the Strategy

Explain why the planned mobility project is relevant to the internationalisation strategy of the higher education institutions involved (both in the Programme and Partner Country). Justify the proposed type(s) of mobility.

1. Explain why you want to foster mobility.
2. Explain the preference given to Bulgaria/Eastern Europe/ the EU countries.
3. Present your institution’s internationalisation strategy.
4. Explain why a mobility project is relevant to your institution's internationalisation strategy.
5. Justify the reasons for choosing particular type(s) of mobility of students and/or staff.
Quality of the Cooperation Agreement

Detail your previous experience of mobility projects, if any, and explain how, for the planned mobility project, responsibilities, roles and tasks will be defined.

1. Explain how communication channels will work between you and VUM.
2. Provide information and proof that you have the financial and operational capacity to carry out the planned mobility activities.
3. Provide information about your institution's experience in implementing credit mobility in general (between Partner Countries or between Programme & Partner Countries).
Quality of the Activity Design

Present the different phases of the mobility project and summarize what your organization plans in terms of selection of participants, the support provided to them and the recognition of their mobility period.

1. Explain the 3 phases of the mobility period at your institution: Before, During & After.
2. Mention the completeness and quality of arrangements for the selection, support and recognition at your institution.
3. Address the issues of the additional support for disadvantaged people, language training, cultural integration activities, etc.
4. Give an indicative timeline for each activity at your university.
Impact and Dissemination

Explain the desired impact of the mobility project on participants, beneficiaries and your organization, and at local, regional and national levels. Describe the measures, which will be taken to disseminate the results of the mobility project at faculty and institution levels, and beyond where applicable, in your country.

1. Explain the impact and outcomes of the mobility project on the different stakeholders.
2. Explain the impact at local/regional/national level in your country.
3. Describe what dissemination activities you intend to carry out and through which channels.
4. Explain who will benefit from the dissemination of project results.
Bid Development: Recommendations by EACEA

Coherent: in its entirety, avoid contradictions
Simple: better a few well-chosen words than long/vague explanations
Concrete: use examples, justify your statements, bring proofs and stats
Clear: follow the questions and answer them in the right order
Explicit: do not take anything for granted; experts cannot read your mind
Rigorous: the application is the basis on which your project will be implemented
Focused: stick to what is asked.
Bid Development: Lessons Learned by VUM

- Be creative and try to stand out from the submitted projects’ crowd with an interesting, possibly outside the box idea, approach or solution.
- Always think of the big picture hence how your project is contributing to the programme’s and sector’s priorities and the objectives identified at national, European and international levels.
- Research in detail your project’s topic.
- Do not underestimate the project’s needs analysis, this tends to be the hardest section of the application form.
- Stating the obvious, i.e. clarifying the project’s impact, is in fact quite difficult.
- Try to tell an interesting story with your project.
- If you are bored writing your application form, everyone else reading it will be even more bored.
Thank you!

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