# BUas+ Strategy 2022-2025

## THE INTERNATIONAL PERSPECTIVE



CREATING MEANINGFUL EXPERIENCES



BUas.nl



## Foreword

Breda University of Applied Sciences (BUas) envisions itself as a leading international knowledge institute by 2030, distinguished by industry-relevant, high-quality, and innovative education and research. We aspire to create a small-scale, personal, sustainable, diverse, and inclusive learning environment that fosters individual innovative capacity, as outlined in the BUas<sup>+</sup> Strategy (2022-2025).

At BUas, internationalisation is a deliberate process that integrates an international and intercultural dimension into our institute's purpose, functions, and delivery. This mindset is deeply ingrained in our identity as a University of Applied Sciences+, where young professionals learn to create meaningful experiences, act as integrators and catalysts in a hyperconnected world, stand for their principles, and develop personal leadership. These skills empower them to contribute to shaping a better world and become globally aware citizens and professionals.

This document delves into key themes that align with the BUas+ strategy from an internationalisation perspective and establishes robust connections with BUas' Well-Being Policy Plan, Diversity and Inclusion Plan, Sustainability Ambitions and Marketing Student Recruitment plan.

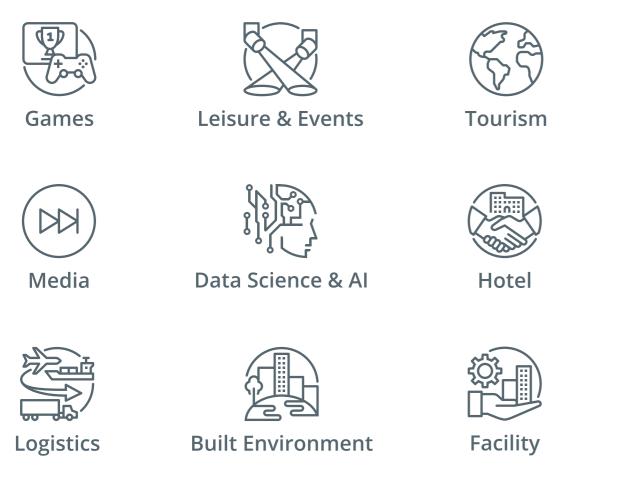
Dr. Jorrit Snijder President of the Executive Board Breda University of Applied Sciences



Ingrid Timmermans RA Member of the Executive Board Breda University of Applied Sciences

## **International Profile**

BUas is a highly specialist institute, centred around nine interconnected knowledge domains.



- > These domains require robust support from an institute with a strong international profile in both education and research, which is essential to meet societal and industry demands in these areas.
- > Many of our study programmes inherently necessitate an international orientation, as professionals in fields such as leisure and events, tourism, hotel management, facility management, games, media, and the built environment need a solid understanding of the global context to excel.
- > The necessity for an international profile extends to addressing needs in fields facing contraction, such as logistics, where new talents often need to be sourced from abroad, or in fields experiencing swift global advancements, such as data science and artificial intelligence.



## **Six Strategic Themes**

BUas has adopted a holistic approach to internationalisation in education, research, and community organisation, consistently aligned with the evolving needs of its community while remaining attuned to societal demands and global developments.

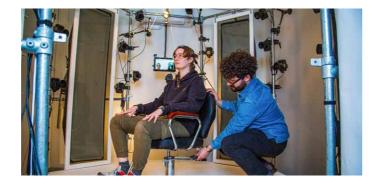
#### **EDUCATION**

BUas is dedicated to nurturing students' international and intercultural skills essential for thriving in a global career. We ensure access to meaningful experiences – abroad and on campus - that cultivate an international mindset. Our commitment extends to developing global elements into both formal and informal curricula and cultivating strategic partnerships.



#### **RESEARCH AND DEVELOPMENT**

BUas acknowledges the significance of engaging in excellent research that holds global relevance and aims to establish itself as a significant research collaborator on the global stage. The knowledge and expertise generated on our campus contribute to advancing educational developments and also play a pivotal role in addressing global challenges.



### COMMUNITY ORGANISATION

BUas fosters a vibrant and inclusive campus community, promoting enriched intercultural interactions and activities for students and staff. BUas supports international students and staff by preparing them for active participation in Dutch society and industries, facilitating the establishment of networks with peers and within the BUas community, and prioritising their overall well-being.



Research Partnerships and **Opportunities** 

**Innovation and** Development

Internationalisation of the Curriculum

## GLOBAL STRATEGY

**RESEARCH AND** DEVELOPMENT

International **Partnerships** and Networks

COMMUNITY ORGANISATION

Staff **Recruitment** and Development

Student Journey



## Theme 1 | Internationalisation of the Curriculum

Goals

> Equipping every student for success in a global career > Fostering equal opportunities for global engagement among all students

We integrate international learning outcomes in the curriculum design phase and we monitor their acquisition. Aligned with sustainable and inclusive internationalisation efforts, we incorporate on-campus curricular opportunities for intercultural **ACTION PLANS** collaborations. /INITIATIVES BUas empowers the aspirations of its academies in achieving accreditations, rankings, recognitions, and memberships.

We cultivate partnerships with industry experts, locally, on a European level, and globally. These partnerships play a significant role in curriculum development and create valuable opportunities for students.

To ensure broader accessibility, we invest in developing short-term mobility options.

#### **Performance Indicators**

- > Internationalisation of the curriculum

#### **EDUCATION**

> Increased virtual and blended international learning experiences > Increased short-term mobility options and on-campus intercultural projects > ECA Certificate for Excellence in Internationalisation for all study programmes



## Theme 2 | International Partnerships and Networks



Investing in increasing the quality of existing partnerships
Leveraging available funding opportunities at both national and international levels

We invest in strategic national, European and global partnerships, keeping in mind marketing and industry dynamics and sustainability.

**ACTION PLANS** /INITIATIVES

We maximise the utilisation of Erasmus+ funding opportunities.

#### **Performance Indicators**

> Optimisation of available funding schemes

We prioritise the strengthening of European partnerships, which also links to BUas' sustainability focus.

We focus on global partnerships that have great strategic added value and we prioritise virtual collaboration methods.

> Strategic plan for international partnerships > Participation in the European University Alliance KreativEU









1111111

SOUTH

NORTH





3

Leisure & Events



2





2

### **BUas CAMPUS**

1a HORIZON BUILDING

- 1b HORIZON BUILDING 2 FRONTIER BUILDING
- **3** OCEAN BUILDING
- 4 COMMUNITY GARDEN
- 5 INNOVATION SQUARE





#### **RESEARCH AND DEVELOPMENT**

## **Theme 3** | Research Partnerships and Opportunities

Goals

> Establishing a robust global research reputation
> Cultivating knowledge and skills that support advancements in education

We strategise the choice of research projects, and we exploit them as exploit them as opportunities for students to acquire new knowledge and skills through graduation projects or extracurricular activities.

> **ACTION PLANS** /INITIATIVES

Professorships play a vital role in maintaining the state-of-the-art curriculum.

### **Performance Indicators**

>

- > Strategic selection of international research projects
- > Stabilisation of European funding
- Excellence of international research





We foster relationships with local and international companies, NGOs, public stakeholders, and more.

#### **RESEARCH AND DEVELOPMENT**

## Theme 4 | Innovation and Development

Goals

Staying attuned to current BUas trends, priorities, and emerging issues
Remaining engaged with global challenges and advancements

We engage in the organisation and participation of international conferences and events.

**ACTION PLANS** /INITIATIVES

Internationalisation serves as one of the overarching frameworks to address new developments within BUas.

### **Performance Indicators**

> Image as a global partner in addressing global challenges > Hosting international events annually





#### COMMUNITY ORGANISATION

## Theme 5 | Student Journey



> Contributing to the international dimension of diversity and inclusion > Boosting both local and global employability
> Cultivating students' global development through extracurricular activities

We establish an extensive range of extracurricular activities to enhance overall national and international student satisfaction, ultimately enhancing their sense of belonging to our community.

**ACTION PLANS** /INITIATIVES

We explore strategies to boost student employability, with a particular emphasis on increasing international students' stay rate.

#### **Performance Indicators**

- international students
- > Calendar of on-campus extracurricular initiatives

We leverage We leverage our partner and alumni networks to enhance our recruitment efforts, particularly for master's programmes, to capitalise on existing relationships to attract top talent to our institute to our institute.

> International students make up 30% of the total student population > Effective employability plan including Dutch language and cultural training for



#### COMMUNITY ORGANISATION

## **Theme 6** | Staff Recruitment and Development

## Goals

We promote staff exchange, stan exchange, global opportunities, and on-campus activities. International development can be addressed in the staff performance and development process.

### **ACTION PLANS** /INITIATIVES

We support a comprehensive training policy with a strong emphasis on international development.

### **Performance Indicators**

- > International staff make up 30% of our total workforce
- > Staff involvement in international development
- language and cultural training

> Equipping staff with the expertise needed to guide students in their journey towards becoming global professionals through an ongoing recruitment and training programme Recruiting and nurturing top-tier research staff able to actively contribute to curriculum development and the advancement of knowledge within our institute

> We support our international staff by offering supplementary consultations and organising engaging social activities on campus.

> Increase in international staff and students integration and stay rate, including Dutch

## **Closing Remarks**

Internationalisation at BUas evolves hand in hand with BUas' objectives, serving as a catalyst for growth, fostering an environment conducive to skill and talent development among students and staff, and facilitating meaningful connections with key stakeholders on the global stage. In the coming years, several action plans and initiatives will be undertaken, all revolving around the following three focal points:

#### **01. EUROPEAN FOCUS**

With the new BUas+ strategy 2022-2025, BUas plans a strategic shift towards a more robust European focus in internationalisation, in line with our sustainability goals. This shift aligns with the European Union's call for enhanced collaboration between higher education institutions in Europe and with the aim of leveraging available European funding and opportunities. As a testament to this commitment, BUas has joined the European University Initiative, participating in the European University Alliance KreativEU. The alliance, comprising 11 European University, emphasising the creative potential of Europe's cultural heritage in teaching, research, and knowledge transfer.



#### 02. EMPHASIS ON ON-CAMPUS INITIATIVES

The BUas+ international strategy also focuses on nurturing students' and staff's international and intercultural skills essential for thriving in a global career by ensuring access to meaningful experiences right on campus, with less emphasis on international physical mobility, especially outside Europe. In the next few years, the focus will be on the on-campus global activities, which reflects our dedication to sustainability, diversity, and inclusion.



#### **03. PRIORITISING COMMUNITY WELL-BEING**

BUas also strengthens its commitment to supporting national and international students and staff in establishing networks with peers and integrating in our community. On-campus curricular and extracurricular activities help us fostering a vibrant and healthy environment, conducive to learning. Student employability is also a fundamental aspect of our BUas+ strategy, focusing in particular on increasing the stay rate of international students and staff.













Tourism





Data Science & Al



Hotel





### **Built Environment**



Facility

Mgr. Hopmansstraat 2 4817 JS Breda

P.O. Box 3917 4800 DX Breda The Netherlands

PHONE +31 76 533 22 03 E-MAIL communications@buas.nl WEBSITE www.BUas.nl

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