

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+ 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.

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Breda University of Applied Sciences

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Breda University of Applied Sciences



International Profile

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



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

- > 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.



7,012 STUDENTS | 26% INTERNATIONAL



885 EMPLOYEES | 21% INTERNATIONAL



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.





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



Performance Indicators

- > Internationalisation of the curriculum
- > 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



Goals

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



Performance Indicators

- > Strategic plan for international partnerships
- > Optimisation of available funding schemes
- > Participation in the European University Alliance KreativEU

- 1a Hotel
- 1a Facility
- 1b Data Science & AI
- 1b Tourism
- 2 Built Environment
- 2 Games
- 2 Logistics
- 2 Media



BUas CAMPUS

- 1a HORIZON BUILDING | SOUTH
- 1b HORIZON BUILDING | NORTH
- 2 FRONTIER BUILDING
- 3 OCEAN BUILDING
- 4 COMMUNITY GARDEN
- 5 INNOVATION SQUARE

3

Leisure & Events



Theme 3 | Research Partnerships and Opportunities



Goals

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



Performance Indicators

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



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.

We take a holistic approach to global engagement, encompassing well-being and sustainability. **BUAs participates as a global collaborator in tackling pressing global challenges** such as sustainability, AI, and more.



Performance Indicators

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



Theme 5 | Student Journey



Goals

- > 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**.

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.



Performance Indicators

- > International students make up 30% of the total student population
- > Effective employability plan including Dutch language and cultural training for international students
- > Calendar of on-campus extracurricular initiatives



Theme 6 | Staff Recruitment and Development



Goals

- > 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 promote **staff 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**.

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



Performance Indicators

- > International staff make up 30% of our total workforce
- > Staff involvement in international development
- > Increase in international staff and students integration and stay rate, including Dutch language and cultural training

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 universities, aspires to establish a fully 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.





Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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