

## **Erasmus+ Policy Statement (EPS) - Universiteit Nyenrode BV**

### **Strategy**

Nyenrode is a private university in the Netherlands, founded in 1946. In that year captains of industry from leading Dutch corporations as KLM, Shell, Unilever, Philips and Akzo, took the initiative to start an institute where an action-inclined, internationally focused generation of new business leaders would be educated. Following its mission from the very start, Nyenrode has always placed a main focus on serving the international community. Nyenrode teaches its students to be responsible citizens in every aspect of their personal life and professional work.

Being relevant to international businesses and employers, international (and internationally-minded) students and the international academic arena requires Nyenrode to fulfill students' needs and to support them in the challenges they meet in the global world of business. In view of our internationalization objective, this means that we prepare our students for responding to challenges in the global business environment in line with the three concepts of the Nyenrode trinity: Leadership, Entrepreneurship & Stewardship (LES).

It is evident that our students experience the culture of the countries they visit through the structure of international modules and business study trips. Students learn the language of global business, engage with complex interconnected global issues together with the focus on leadership challenges to create sustainable high performance organizations.

### **How Nyenrode chooses international partners**

Nyenrode's mission involves intentions to become a preferred partner of internationally focused students and organizations, to rank among the top twenty European education and research communities, and to operate as a member of a global network of top business and finance schools. Nyenrode prioritizes its international partners on the basis of the history of the relationships, the degree and type of contact between the two institutions, the importance of the relationship, the geographic significance of the partner, the personal relations between NBU staff and faculty, and finally the strategic importance of the relationship.

### **Geographic**

In close cooperation with our institutional partners in Asia, Africa, the United States and Europe, Nyenrode is able to offer our students high-quality educational and professional experiences. Partners include (but are not limited to) the University of Oregon – Lundquist College of Business (USA), the University of Stellenbosch Business School (South Africa), S.P. Jain Institute of Management & Research (India), Renmin University (China), and the University of Cambridge Judge Business School (UK).

All our programs have an international outlook, even if a large number of them are predominantly aimed at developing business leaders that are and will highly likely operate in the domain of the Netherlands, such as the accountancy and controlling programs. For these programs that have a strong focus on participants from the Dutch market, Nyenrode ensures the international aspect by providing most of the literature in English and having non-Dutch visiting professors contribute to the programs.

Together with our corporate and alumni networks and our partners in India, South-Africa, China and the United States, we have created several important developments in our various immersion programmes that cater to the needs of our students in the bachelor, (executive) MBA and MSc in Management programmes. In the past few years, our participants have been introduced to a wide range of industries through various company visits, projects and meetings with our alumni in China, South-Africa, the USA and India. The following companies have contributed greatly to the learning of our participants: DSM China, Philips China, ING China, Huawei, Nanpu Group, Sinopharm, Adidas South Africa, TCS, SABMiller, Spur, Fairhills, Massmart, Tru-cape, Backsberg, Endemol and Tata Motors.

### **International student mobility: In-bound and out-bound**

Nyenrode enables student mobility beyond the borders, through joint courses with partner institutions, thesis project and assignments or social programs. For example, in our Bachelor in Business Administration program, Nyenrode partners with University of Westminster in London under Erasmus+ scheme and a wide selection of elective modules are offered to our students by Westminster for the duration of 4 months in London. In addition, other master-level programs at Nyenrode (including MBAs) offer shorter-term international modules and/or global immersion programs in cooperation with our partner universities abroad. Nyenrode also hosts students from its partner universities that allow international students to experience Nyenrode program as well as Dutch/European business culture during their stay. Nyenrode plans to expand its global offerings especially for Full-time Master of Science in management students via Global Career Accelerator (optional post-master phase) where students will have chance to fulfill their international ambition both academically and professionally via innovative combination of study-internship opportunities.

### **Measures to ensure high quality in student traineeships**

In the new Erasmus+ programme Universiteit Nyenrode BV will offer traineeships as addition to the MSc program. In order to ensure high quality:

- Nyenrode Career Services & Personal Development mediates in the acquisition of traineeships, determines which students are eligible for a grant and matches trainees to companies.
- Applications must be described in detail. Approval is needed by Nyenrode, trainee and receiving company.
- The organization providing a traineeship can be any organization active in the labour market. Such organizations can be a public or private, small, medium or large enterprise, or a public body at local, regional or national level.
- A successful traineeship can lead to a Certificate Registration, to be provided by the receiving organization.
- If problems arise a student knows to contact the Nyenrode Career Services & Personal Development who will then agree a strategy to manage the situation. At the end of each traineeship, students must submit a traineeship report and the company has to submit a report on the student's performance in the workplace.

### **Actions to give visibility to Erasmus+ activities**

Nyenrode gives visibility to Erasmus Exchange and Traineeships on the Nyenrode website at [Our Education](#) > Mobility Program Erasmus+ 2014-2020. Information is also offered by our Erasmus+ Coordinator and Career & Personal Development.