

## Erasmus Policy Statement 2024-2027

DOBA Business School, established and accredited in 2003 as an independent higher education institution, is part of the DOBA Business Group. As a non-profit and 100% online higher education provider, we specialize in online learning and support systems tailored to the needs of part-time students, who are primarily employed professionals. Over the past 25 years, we have developed our proprietary online study model supported by modern technologies and licensed software, ensuring a high-quality and fully supported learning experience for students from diverse backgrounds. Our student body also includes a significant number of individuals from the Western Balkans, particularly Serbia and Croatia, further enriching our international community.

### Strategic Objectives

#### 1. Strengthening the international reputation of DOBA Business School

DOBA Business School has built a robust reputation as an innovative and reliable institution, particularly through its active participation in the Erasmus+ program. By leveraging this platform, we:

- enhance international scientific and research collaboration, actively involving students in research initiatives;
- strengthen partnerships with esteemed higher education institutions and networks;
- promote staff, teacher, and student mobility;
- position ourselves as leaders in implementing innovative educational approaches.

#### 2. Advancing international cooperation and collaboration

We recognize that international partnerships are essential for achieving excellence in research and education. To this end, we:

- maintain and expand collaborations with international institutions, focusing on strategic partnerships and Erasmus+ projects (e.g., Blended Intensive Programs (BIP), COIL initiatives, and KA2 strategic partnerships);
- foster joint development and implementation of programs, ensuring cross-border knowledge sharing and innovation;
- digitally conclude Inter-Institutional Agreements (IIAs) and manage all mobility documentation electronically, eliminating the need for traditional postal services.

#### 3. Promoting inclusive mobility and student development

DOBA Business School has an Erasmus+ Inclusion Strategy that outlines support for students with fewer opportunities across eight categories. Through this strategy and other activities, we:

- provide financial incentives and additional mobility grants for mobility participants with fewer opportunities;
- offer comprehensive support, including linguistic and cultural preparation for all mobility participants;
- guide students in accessing tools like the European Student Card and the Erasmus+ Mobile App for seamless mobility experiences.

#### 4. Enhancing internationalisation at home

Internationalisation is deeply embedded in our curriculum and teaching practices. To foster a global perspective among students, we:

- implement COIL (Collaborative Online International Learning) projects that develop cross-cultural competencies;

- equip students and staff with digital, linguistic, and cross-cultural skills through workshops, and mobility programs;
- integrate advanced tools, including artificial intelligence, into our online pedagogical approaches;
- ensure our Erasmus coordinator actively contributes as co-chair of the Internationalisation at Home Special Interest Group within the Businet network;
- embed sustainability in internationalisation efforts by encouraging low-carbon travel and environmentally friendly practices.

## **5. Supporting digitalisation and technological innovation**

As pioneers in online learning, we continuously invest in modernizing our digital infrastructure. Key achievements include:

- awarded EOCCS certification by EFMD in 2024 for excellence in online learning;
- awarded UNIQUE certification;
- full digitalisation of mobility processes, aligning with the European Student Card initiative and Erasmus Without Paper framework.

## **6. Developing green and sustainable practices**

Environmental awareness is an integral part of our mobility and internationalisation strategies. We:

- encourage students to adopt green practices during mobility;
- promote environmentally friendly and low-carbon travel options for international mobility.

## **7. Expanding opportunities through blended and virtual mobility**

Given our 100% online study model, we are uniquely positioned to:

- enhance blended and virtual mobility initiatives, complementing physical mobility;
- provide accessible international learning opportunities regardless of geographic location or personal circumstances.

DOBA Business School remains committed to its mission of providing accessible, high-quality education to a diverse student population. Our continued engagement with the Erasmus+ program and alignment with its priorities reflect our dedication to fostering innovation, inclusivity, and sustainability in higher education.

Maribor, 28 January 2025