

## ERASMUS+ POLICY STATEMENT

The mission and values of Burgundy School of Business (BSB) are fully aligned with the European Union's vision and plans for youth education and training.

“The School's mission is to provide current and future managers with high quality education supported by research activities, and to contribute to the development of the region's economy. Our management education programmes are entrepreneurial and internationally focused, allowing students to acquire professional expertise integrating the needs of the business world and corporate social responsibility.”

The international dimension is thus at the heart of BSB's mission and is one of the learning objectives of all the degree programmes offered. Regardless of the industry and the size of the organization that graduates join upon leaving BSB, they will work in a globalized professional environment, albeit to varying degrees. BSB's degree programmes equip students with the key to understanding this globalized economy, as well as the interpersonal skills to be successful (such as learning to work with people from different cultures). BSB is also fully aware of its responsibility as an educational institution to train its students to be responsible citizens and raise their awareness of the importance of the future role they will play as managers and as individuals, and in Society at large. Training socially responsible managers is therefore a learning objective shared by all BSB programmes.

BSB's values (entrepreneurial spirit and teamwork, integrity, impact, diversity and support) are also in line with Erasmus' vision. BSB encourages social, cultural and intellectual openness by considering diversity as a source of enrichment and learning. Whether it be in its teaching methods or student welfare support, BSB favours a personalized, student-focused approach (and this applies both to incoming and outgoing students).

In its 2017-22 strategic plan, BSB aims to:

- Achieve scientific excellence by building clusters of expertise.
- Promote a training model that puts the learner at the heart of the value chain
- Become a global industry leader in Wine and Spirits Business Education

The implementation of the strategic plan is based on five areas of development (AD):

- AD1: Strengthen the Dijon-Sambin Campus around internationally recognized centres of excellence;
- AD2: Develop the Lyon-Confluence Campus around a digital centre of excellence to ensure the growth of the School;
- AD3: Adapt the internationalisation model;
- AD4: Continue to invest in the School of Wine and Spirits Business;
- AD5: Strengthen the quality of the student experience

In terms of international relations, this strategic plan is divided into 5 areas with separate action plans which are largely based on the principles and values of the Erasmus+ policy, and are detailed in the following part.

## Participation in Erasmus+

Participating in the Erasmus+ programme is essential for BSB, being one of the first schools in France to host international students on its programmes as early as the 1920s. Ever since it was founded, the School has reinforced an international dimension, through its programmes, and by supporting international mobility. All students enrolled on BSB's two flagship programmes, the Master Grande Ecole programme and the Bachelor in Management, must validate an international component in order to graduate (through study abroad, a language course or an internship abroad). Student mobility will continue to play a central role in these programmes, and the School expects a stable growth of 10 - 15% each year which is linked to the overall growth of the number of students, with a student population of 3,300 being the projected forecast for 2022.

Today, BSB's international outreach is fostered through its network of academic partners (198 Higher Education Institutions in 53 countries), its scientific production and its centres of expertise, its partner companies and its alumni, with a more pronounced presence in Europe. To date, 42% of the partners are located in Europe and mobility in Europe with these partner institutions, now accounts for nearly 50% of global mobility.

Strong connections in Europe have been forged through teaching and research activities thanks to Erasmus+, which facilitates faculty cooperation in these areas. Some of the inter-institutional agreements in Europe were initiated through research cooperation and have grown to include teaching and student exchange. BSB's faculty has also been involved in several European projects: for example, a group of professors from the School has been involved in two European projects H2020 carried out by several institutions, which have obtained funding from the European Union (IPM decisions and Primewater) since 2019.

As far as student placement opportunities are concerned, compulsory internship periods are included in the Bachelor and Master Grande Ecole programmes, offering students the opportunity to carry out these internships abroad. About 15% of these placements take place abroad, of which 50% in Europe with the integration of eligible students into the Erasmus+ programme. To strengthen student professional opportunities, BSB's Career Center has raised its profile with European recruiters and strengthened its presence on LinkedIn's European networks. Recruitment activities in collaboration with its partner companies are also carried out using social media and via online forums.

As a recognized player in regional higher education, BSB is also committed to other institutions, companies and organizations to promote its values of integrity, impact and diversity. A founding member of the COMUE University Burgundy-Franche Comté, BSB has been able to consolidate its regional roots with international outreach through its network international partnerships.

Supported by its alumni and corporate relations at both national and international levels, the School benefits from close ties with the business world to ensure its programmes meet the needs of industry and its graduates are prepared for the challenges of tomorrow. BSB is thus fully in line with European education and training policy by preparing its students for societal, environmental and economic issues.

## Modernisation

Beyond BSB's internationalisation policy, the fundamental elements of the Erasmus+ programme are reflected in the strategic plan mentioned above as well as in the School's activities and commitments. This is the case for inclusion, social responsibility, citizenship, in terms of interactions with the BSB community but also in terms of key investment projects such as the digitalisation of campuses and teaching methods.

Indeed, through initiatives such as Erasmus without papers, the use of on-line learning agreements, or the integration of the features of the European student card, the digitalisation of the services offered to the student is strengthened and compatible with the use of BSB's ERP in which the student has access to all academic information (grades, absences, timetabling, etc.). In addition, a mobile app for students ("Hello BSB") is currently being rolled out. The head of IT systems and BSB's Institutional Erasmus coordinator are part of a national working group set up to advance these topics. The first steps have been put in place starting September 2020 and others are part of the action plan for digitalisation.

In terms of digitalising teaching, by choice, and in line with BSB's strategic goal of placing students at the heart of the value chain, BSB's Technology-Enhanced Learning policy is to implement online tools and platforms in addition to classroom teaching. The aim is to provide additional resources to students, especially students in difficulty, and not to replace face-to-face teaching. This is accompanied by a project to deploy a digital media library, Digital Learning Center, accessible to all students (Dijon and Lyon). Distance education has been accelerated by the measures taken in the wake of the health crisis linked to Covid-19. In less than a week BSB managed to transform 6000 hours of courses, representing 300 modules in progress, online. More than 1,500 students were able to continue their studies this semester at BSB remotely with an overall participation rate of more than 90%. BSB will continue to work on blended learning formats and is also engaged in a dialogue with its institutional partners to find opportunities for educational innovations together.