

Brest Business School Erasmus + Policy Statement

Brest Business School (BBS) is an entrepreneurial and innovative Higher Education Institution founded in 1962, firmly anchored in its territory and yet open to Europe and to the world at the same time. Our Business School is a world-class research and teaching institution, a vibrant center of academic engagement and excellence that provides English-taught management courses to its students and proudly caters to the needs of Brittany-based companies in terms of Executive education.

The **European and International strategy of BBS**, as defined in its mission statement, applies to its Bachelor's and Master's programmes and is based on the strategic development plan of our school that promotes an international and multicultural approach to management by reinforcing the linguistic and cultural preparation of its students. According to their programme, each student undertakes a 6 to 12 month's international experience likely to increase the employability of our graduates and this could be through study at a partner institution, an internship in a company or an association or by means of a humanitarian project.

Across **all academic programmes**, internships are compulsory for all our students and we aim to substantially increase the number of students involved in the Erasmus + programme as this international dimension is part and parcel of the degree programmes that we have on offer at BBS.

BBS aims to **enrich and expand academic** content across all of its programmes by adding European and international dimensions in the course work. BBS also works to encourage collaborations between its lecturers and those from partner universities through staff mobility. This helps develop language skills and intercultural awareness through collaborative projects and by jointly developing academic courses. We are developing innovative curricula and skills based certification, by creating distance training modules, e-learning and distance monitoring.

BBS **offers financial assistance to students from lower-income families** and students can participate in apprenticeship education pathways that provide a salary and contribute towards tuition fees. Approximately 20 % of graduates are currently working abroad (the school boasts a network of 6000 graduates in almost 25 countries).

This network of international graduates is very active and helps students find internships in Europe and worldwide. We also offer the possibility for our students to work with high quality external service providers in regard to insurance, finance, language training and the identification of specific professional and research internships abroad.

BBS has a **portfolio of partner institutions** covering a significant number of European countries and has developed its partnerships in line with its historical strategic objectives. Currently around 50% of all of our study-abroad destinations are in Europe. As BBS evolves, the current portfolio will be optimised in line with the school's pedagogical and professional orientations.





The choice of partners is driven by a similar **philosophy of learning and internationalisation**. Our principal objective is to offer our students a real diversity of cultural and linguistic international opportunities. Our programs aim at exploring new methods and practice in regard to business and management; allowing students to experience a range of short-duration elective modules and business classes with new approaches to the economic environment is of the highest importance.

BBS aims to train young entrepreneurs and managers with an international dimension and a multicultural approach to business. A range of geographical areas will therefore be targeted in line with demand from our students. Future developments will undoubtedly concentrate of emerging economies within Europe and elsewhere. Our aim will be to offer students a balanced but diverse portfolio allowing them to gain maximum added value from our programmes and help them in the job market at a European level.

Brest Business School offers both **Bachelor and Master Programmes** on its two campuses (the main campus is located in Brest and the other campus is located in Vannes, Brittany) and all the students on the initial education tracks are concerned by international exposure. The most important objective for our programmes is to allow our students to **personalise their learning experience by diversifying their opportunities** both professionally and academically at home and abroad.

The school strongly **believes in the need to nurture young talents in our regions and encourage high school students to pursue higher education** in Brittany and beyond. Tutoring projects are also in place in the campus where BBS students work with high school students in the local area with the goal to encourage them to continue their education to university level.

BBS has currently **one joint double degree program** with Waterford Institute of Technology (Ireland) and about **20 traditional double degrees** with other EU institutions. We are also working towards making it possible for every Bachelor Programme student to do a double degree in their final year.

The BBS Erasmus + and International strategic policy aims to provide the **best possible educational experience** for our students, thereby enabling them to become the innovative, creative, environmentally responsible and dynamic leaders of tomorrow.

We currently promote European cooperation, pedagogical innovation and international research, such as the ongoing cooperation that we have had with **Waterford Institute of Technology in Ireland** or with **Hochschule für Technik und Wirtschaft des Saarlandes University of Applied Sciences** for many years. This context facilitates the process of developing new curricula and skills-based certification(s), through the creation of distance training modules or e-learning with our partners.

Cross border research projects are also of great value here as they will ensure that BBS remains at the forefront of current pedagogical innovation. The sharing of good practice with partner HEI's and with enterprises will also contribute to the development of the teaching skills of our professors and in turn lead to an improvement in the standard and pertinence of the learning experience for our students. We at BBS are convinced that these international



Erasmus+



BREST
BUSINESS
SCHOOL



experiences will be of great value to our students as they complete their studies and in equipping them with **adaptable skills and knowledge** that they will require in their whole professional lives.

The revised BBS curriculum for our Master's Degree in Management programme (PGE) focuses on the relevance of learning and researching in today's ever changing managerial environment and **the curriculum has pushed our faculty to rethink how we teach and transfer or enhance competences** so that graduates will be able to secure top employment positions in firms be they local, national or international companies.

BBS will therefore be examining in detail the full range of the opportunities on offer in the Erasmus + Programme to see where we can contribute and share our resources and experience to further develop Higher Education in Europe through future international cooperation projects.

Being open to the world is one of Brest Business School's fundamental values and we'll be very proud to welcome even more students from the four corners of the EU through the Erasmus+ Programme so as to continue to support the idea that earning an international education is the best way to contribute to the peaceful development of the world.



Erasmus+



BREST
BUSINESS
SCHOOL