



HSBA HAMBURG SCHOOL OF BUSINESS ADMINISTRATION

Erasmus policy statement / Internationalisation strategy

HSBA is the university for business in Hamburg. As a state-recognised third-level institution, it offers degrees in business as dual and part-time courses for over 700 students.

With its location in Hamburg, it is founded on a centuries-old history of exchange with cultures and institutions around the world. These activities have always centred on business and international trade. Thanks to its tradition as a centre of trade, the city was enriched by different nationalities. It has global significance with one of the world's largest ports, making it a gateway to the world. As a subsidiary of Hamburg's Chamber of Commerce, HSBA carries on these traditions as well as that of the honourable merchant. By educating trained young professionals for Hamburg's business on the one hand and preparing them for the global reality on the other, HSBA is responding to the challenge of supporting regional development and international networking at the same time, thus making its graduates extremely employable.

With the development and implementation of an internationalisation strategy, HSBA is ensuring the uniform and systematic internationalisation of research, studying and teaching.

Based on how it perceives its role, HSBA has formulated the following overarching objectives in the field of internationalisation at three authoritative levels:

- I. Studying and teaching:
 1. Preparing HSBA students for the requirements of the globalised economic reality and educating them to become interculturally competent personalities in order to thus guarantee a high degree of employability.
 2. Increasing the percentage of regular international students as well as exchange students to enrich both the teaching and the university culture.
- II. Research:

Raising the profile and visibility of the university and the professors in an international comparison.
- III. Administration, management and infrastructure:

Creating an environment that facilitates successful integration of international students and exchange students and continues to promote the intercultural competency of the university members.

The internationalisation of HSBA is thus an integral component in meeting the university's qualification and competency objectives with regard to academics, preparing students for professional life and shaping their personalities.

HSBA's internationalisation strategy is geared to the following areas of action:

1. International network and international mobility
2. Internationalisation of the study programmes and the teaching
3. Internationalisation at home
4. Incorporating internationality in the university culture

Identification of target countries:

a) Target countries are defined by 1) study programmes, 2) towns twinned with the City of Hamburg and 3) gearing of the foreign university (preferably universities of an applied nature). The identification of new partners is based on the following criteria: a) research and academic networks, b) student and lecturer exchange, c) partners in business and d) partners in the foreign educational system to win international students (e.g. German schools, agents that place foreign students).

The partnerships must meet the quality criteria of both sides and must be on an equal footing. A successful partnership is based on the following criteria:

- Programme offering includes Business Administration or comparable study programmes
- Focus on exchange at bachelor's level, if possible also at master's level
- Similar specialisations: Finance, Logistics Management, Media Management or Maritime Management
- ECTS are transferrable (workload, credit points, ECTS grades or GPA) (1 ECTS = approximately 25 to 30 hours' workload)
- English-language courses and course descriptions
- Compatibility of the university system and the semester dates (desirable: trimesters January to March, April to June, October to December or an academic semester that covers the above periods)
- Mutual waiver of course fees
- Exchange of approximately 2 to 5 students per year and university
- Lecturer and staff mobility
- Prospects: Joint study programmes

Target countries (taking the aforementioned criteria into account):

America

- USA
- Latin America (especially Argentina, Chile, Mexico, Brazil)

Europe

- Spain
- Italy
- France
- UK
- Scandinavia
- Central/Eastern Europe (Poland, Czech Republic, possibly Croatia, Russia)
- Turkey

Asia

- South Korea
- China
- Japan
- Singapore
- India
- UAE (Dubai), Oman

Africa

- South Africa

Oceania

- Australia
- New Zealand