BAU International Berlin is one of the youngest universities of applied sciences in Berlin. The vision of our university is to provide students with a student-centered international and intercultural educational environment to stimulate and develop their intellectual growth, wisdom and creativity.

BAU IB aspires to be one of the leading private universities in Germany in the fields of international, intercultural, and interdisciplinary teaching and applied research. The academic goals include commitment to knowledge-based solutions and to societal problems and contributions to innovation and development in society. In addition, BAU IB will promote cross-cultural and cross-national understanding between Germany and Turkey through academic cooperation and joint projects. In this respect, it profits from its close relationship with BAU Global Education Network organized through the main campus of Bahcesehir University, based in Istanbul. Bahcesehir University is the second-largest foundation university in Turkey, founded in 1998.

The internationalization strategy of BAU International Berlin is reflected at different levels and through various means:

- Mobility: BAU International Berlin aims to promote both student and staff mobility. BAU International Berlin students may easily use the global campuses and centers within the BAU Global Education Network for language or summer courses, study abroad or internship experiences outside Europe (e.g., Washington D.C. or Hong Kong). BAU International Berlin is, vice versa, open for exchange students (within or without the Erasmus scheme). Support structures (social activities, accommodation, counseling) exist at many different organizational levels. Experiences in organizing semester-abroad experiences in Berlin for Turkish students have been made since 2012.

- Diversity: Students, academic and administrative staff of BAU IB are recruited to reflect diversity in cultural background and international composition. (Our student body consists of more than 50% international students).

- Teaching: All Bachelor programs are designed according to international standards, thus the recognition of international degrees and of our degrees internationally is facilitated. All programs furthermore include modules devoted to international or intercultural aspects, such as electives in Intercultural Communication, or modules on International Management, International Law etc.

- Language Policy: All our programs are taught in English (100%). Thus, the integration of International students is low-level and, in turn, our students are well-prepared to attend English-instructed courses abroad. Additional language electives are offered by the university to expand the students language skills in German or Turkish. Additional language electives will be offered in the coming years.

- Expansion: A position has been created to establish a Center for Intercultural Dialog to further develop intercultural programs and activities with external partners (e.g., schools, museums etc.; thus expanding the intercultural and international activities externally to a broader public. This is also achieved by different activities organized by the faculties (e.g., a Lecture Series on Intercultural Entrepreneurs).

- Target groups: Since BAU International Berlin is currently offering undergraduate programs only, our main target groups within the mobility programs are Bachelor students and staff in matching departments (design and business administration). International institutional contacts have been established by the extensive use of networking: a) using the BAU Global Education Network, b) connecting to previous academic contacts by staff members and the University Advisory Board and c) by turning to the DAAD in its national office and the regional representatives respectively.

- Geographical areas: Turkey can be established as one of the main regional focus areas of BAU International Berlin. Within the EU, Design departments offering English undergraduate programs are another target group (Scandinavia, Netherlands, UK) and - due to their geographic proximity - Balkan and East-European countries (Romania, Bulgaria, Ukraine, Poland) as well German-speaking countries. Non-European focus regions include Asia, especially China and Hong Kong. In the long-term, a balanced mix of EU and non-EU partner institutions is aimed at, including South-America and Africa (where no contacts have been established yet).

Setting up double degree programs both in Design and Business Administration is of central importance to the internationalization strategy of the university. Firstly, double degree programs with Bahcesehir University Istanbul and BAU
International Washington DC are in preparation. Secondly, double degree programs with Beijing Normal University are currently being developed in the fields of Product Design and Business Administration. We are open for double degree programs with European partner institutions.

Please describe your institution’s strategy for the organisation and implementation of international (EU and non-EU) cooperation projects within the framework of the Erasmus+ Programme.

If not applicable, please explain:

Original language [EN]

BAU International Berlin is a young, international university of applied sciences. In October 2014, we started with four undergraduate programs and a small number of students under enormous time pressure. Our university aims to expand with regard to student and staff numbers, international cooperations, programs and facilities. Thus far, cooperations have been established with universities in Germany (e.g. Brand Academy, Fachhochschule Potsdam, hdpk, Hochschule Heilbronn u.a.), with universities in Turkey (Bahcesehir University Istanbul) and with universities in China and Hong Kong (Lingnan University, Beijing Normal University, Hong Kong Polytechnic University). With regard to European countries, we aim to initiate sustainable, long-term academic cooperations in teaching as well as research. In order to achieve that, we focus on the following potential aspects and prospective partner universities:

a) universities offering English-instructed programs in Design and/or Business Administration (such as Scandinavian);
b) universities with a focus on comparative and interdisciplinary focus areas, ideally similar to the key research areas already identified within the university, such as "Management and Culture";
c) universities with a focus on applied (practice-oriented) research;
d) geographically, we also aim at Southeastern and Eastern neighboring countries (Poland, Ukraine, Balkan countries).

For the implementation and the support of research activities, a Research Institute has recently been established. It will assist our academic staff members and also incoming host researchers. The Center for Intercultural Dialogue will avail to make the results of the research projects accessible for a broader - also non-university public (such as schools). This can be realized by the integration into educational programs for museums or schools or via the organization of exhibitions, lecture series or other activities in cooperation with external partners.

Please explain the expected impact of your participation in the Erasmus+ Programme on the modernisation of your institution.

Please refer to each of the 5 priorities of the Modernisation Agenda and explain the policy objectives you intend to pursue:

Original language [EN]
The participation in the Erasmus + program is crucial for the international vision and profile of our university. As described above, the expansion of international contacts into the European Union program countries is still in its beginning stages. We expect and hope for the following impacts for our institution:

a) an increase in mobility among staff and students within European countries;
b) an avoidance (or reduction) of drop-out numbers among our students by enhancing mobility options within Europe (a large choice of international study- and internship possibilities is crucial for an international university);
c) an increase of sustainable and long-term academic institutional cooperation within Europe;
d) by all these measures, an increase in foreign language and intercultural skills of students and staff members;
e) an increased awareness of common (and different) European perspectives and practices in teaching and research, thus improving conditions for bi- or multinational projects in teaching and research;
f) an increase in the preparation, successful application and conduction of binational or multinational joint research (and other) projects (e.g. within Horizon 2020);
g) an increase in international working experience (internships) for our students and thus a further qualification of students for European and global career opportunities;
h) a continual improvement of our educational programs by integrating abroad experiences of our students and staff members as well as demands and impulses from in-coming staff and faculties, especially with the focus on the envisaged development of double or multiple degree programs;
i) an increased attractiveness for prospective international students with regard to our mid-term planned Master programs (e.g. for students with prior study abroad experience at our institution);
j) an increased awareness of international graduate programs for our students (on the basis of their prior mobility experiences)
k) the development of effective links between teaching, research and business across borders (also supported by our Research Institute, the Center for Intercultural Dialogue and various other institutional support systems).