

D

## Erasmus Policy Statement (Overall Strategy)

### D. Erasmus Policy Statement (Overall Strategy)

The Institution agrees to publish this overall strategy (all three parts) on its website within one month after the signature of the Erasmus Charter for Higher Education by the European Commission.

Please describe your institution's international (EU and non-EU) strategy. In your description please explain a) how you choose your partners, b) in which geographical area(s) and c) the most important objectives and target groups of your mobility activities (with regard to staff and students in first, second and third cycles, including study and training, and short cycles). If applicable, also explain how your institution participates in the development of double/multiple/joint degrees. (max. 5000 characters)

Original language [EN]

Our international strategy is divided in the two areas of activity mentioned, related with EU and non-EU, so for better describing the way we are operating those ideas, we will follow the point D1 guidelines:

- A) We chose our partners considering two main criteria, one is related with some cultural aspects, which in EU we consider mainly the Marketing and Business Schools that can add some new programs or courses to our disciplines. For the non-EU institutions we try to maintain close to the countries or regions as Africa and South America;
- B) The main Geographical areas are related with central Europe and the ones mentioned before in a);
- C) Our idea is to act in all the possible areas, regarding the objectives of participation with our staff teaching and non teaching, and of course our students at first, regarding the actuation in promoting some double, multiple and joint degrees, taking in consideration our base programs of second cycle. In addition we are also accredited by the CIM – The Chartered Institute of Marketing, to promote joint degrees.

So we consider with all these capabilities we can promote all the possible programs in cooperation with the foreign HEI, considering one of our mainly principles and values related with flexibility, as we have a very experienced staff, we can adapt and support the foreign students in an appropriated manner.

If applicable, please describe your institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training in relation to projects implemented under the Programme. (max. 2000 characters)

Original language [EN]

IPAM's international strategy is supported in four main areas of the HEI strategic plan, which are as follow:

- Maintain and develop an academic and management system under the ECTS rules and EFMD principles;
- Cooperate with international companies that are in Portugal from some foreign countries, and follow the Portuguese companies under an international process for the countries where they install some subsidiaries;
- Develop activities in the investigation area, considering the process of learning from national and international markets in order to adapt our teaching programs in this regard;
- Maintain and update constantly our teaching staff with the purpose of being in touch with all the new sciences of investigation and lecture, related with the HEI entities in Europe and around the World, considering our internal and external training plans.

Those steps are already in progress, but there is still room for improvement, in alignment with our core policy of a continuous improvement program.

Please explain the expected impact of your participation in the Programme on the modernisation of your institution (for each of the 5 priorities of the Modernisation Agenda\*) in terms of the policy objectives you intend to achieve. (max. 3000 characters)

Original language [EN]

For our Institution the main five priorities of the Modernization Agenda, are related with the following points:

- Investigation divided in scientific investigation and the applicable practical projects to the Market;
- Based in our investigation process create and develop new innovation programs for constantly adapt our programs to the national and international market;
- Maintain a very practical approach to our students, in order to create the best Marketers in the market;
- Work in cooperation with national and international Marketing professional associations, to proceed with the profession regulation;
- Develop new trainee programs with companies under our direct management or under the management of the international consortium in which we are member – Portugal Creative Link.

One's again we intent to maintain this point focused on our permanent continuous improvement process.

\* COM (2011) 567 (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0567:FIN:EN:PDF>)