

Erasmus Policy Statement

The Prague School of Creative Communication (PSCC) is a recently established higher education institution and as such is engaged in a period of dynamic development that involves rapid growth in terms of the institution's size, as well as transformation of its strategies and aspirations. The Prague School of Creative Communication is prioritising internationalisation as one of its key strategic objectives as it regards both its current degree programmes, Creative Writing, Visual Arts and Creative Marketing Communication, as fields that are inherently transnational and cooperative. The graduates are therefore expected to benefit from the international cooperation implemented by PSCC in order to succeed in the increasingly globalised job market. By producing highly employable, responsible, interculturally aware and creative graduates, PSCC aspires to contribute to cultivation of the society and to assume an active role in shaping its future.

Selection of partners in general depends on mutual interests and quality of cooperation. Since PSCC defines itself as an arts curriculum institution, the prospective partner universities are selected according to the artistic quality of their degree programmes and courses. We welcome cooperation and establishment of various types of partnerships; the criteria may therefore vary according to the purpose and desired outcome of the partnership. For exchange mobilities of student and staff, particular attention is paid to the academic curriculum, which has to meet PSCC's academic standards and / or complement PSCC's academic curriculum by offering courses unavailable at PSCC. Another important aspect is the overall mutual attractiveness of the partners to ensure sustainability of the cooperation and its further development, as well as the services provided by the partner institution in terms of facilities and support.

As a rule, PSCC does not wish to limit its departments and other organizational units in their international activities, and welcomes cooperation with partners from all over the world. However, several geographical areas have been prioritized as indicated in PSCC's strategic plan for internationalisation. These include partners based in neighbourhood countries, such as Austria, Germany, Hungary, Poland and Slovakia. The other priority geographical area are Scandinavian countries as the PSCC's concept is inspired by the well-established model of higher education institutions in Norway, Finland, Sweden and Denmark specializing in creative industry-based curricula. In the next step of the internationalisation process, PSCC intends to expand its international cooperation beyond the EU partner countries into the South-Eastern Asia and the USA in order to further development in the visual- and graphic-based study programme of Visual Arts.

The core of PSCC's curriculum is based in creative communications and industries, which determines the objectives and target groups of its international exchange activities. It promotes the internationalisation opportunities systematically among the first-year students, with a specific target group for training abroad being the newly launched specialisations under the Visual Arts programme, and the Creative Marketing Communication in the creative industries. In general, however, PSCC strives to achieve balanced development of international cooperation in both its programmes by collaborating with transnational umbrella associations that include educational institutions and enterprises.

Therefore, PSCC is pursuing the establishment and development of cooperation with the European Association of Creative Writing programmes, the largest European association in this field. Being the only accredited degree program in creative writing in the Czech Republic and having strong personal ties to the Association, PSCC intends to assume pivotal role in shaping the field of teaching of creative writing and cultivating the European cultural space.

Establishing and developing mutual beneficial cooperation with European-level, multidisciplinary institutions, e.g. European Association of Communication Agencies and European Institute for Commercial Communications Education, allows PSCC to intensely pursue internationalisation for students of Visual Arts, Creative Marketing Communication and Creative Writing through academic exchange mobilities and a wide range of internships or traineeships, particularly at the more practice-based BA level of PSCC's programmes.

At the moment, PSCC is strongly committed to establishing and successfully fostering the international activities defined by the scope of exchange mobilities. It plans to pursue the possibility of joint degrees as part of its strategic plan for internationalisation in the later phase of its development. Currently, a survey of possible future contacts is being carried out with focus on neighbourhood countries and potential partner institutions in the other priority geographical areas.

PSCC recognizes the uniqueness of the Erasmus+ Programme's support and welcomes its new initiatives as they provide external motivation, support and recognition of the objectives of PSCC internalization strategy. At the same time, PSCC appreciates its own proactive role in involvement in the cooperation projects. It understands this involvement as an investment into its future and has therefore been engaged in international cooperation since the beginning of its existence. This understanding has been articulated as part of the PSCC's internationalisation strategy as the following four objectives:

1. To increase the number of international students and teaching staff in order to create a stimulating and sustainable academic environment.
2. To increase the outward student and staff mobility in order to disseminate awareness of PSCC's academic quality and promote collaboration and innovation.
3. To continuously improve and expand the offer of courses taught in English.
4. To improve the teaching conditions and quality of services to enhance the study environment for all students.

To help achieve these objectives, PSCC shall allocate a portion of its institutional resources to provide administrative support by disseminating information and assisting with the organisation and processing of the project proposals. The International Office is also actively seeking and distributing information on project opportunities.

Pursuing the above-mentioned objectives will provide PSCC with tools to monitor and evaluate its own performance. By achieving these objectives PSCC also aims to play its part in modernisation and innovation of European higher education. In particular, these objectives correspond to the following key priorities of the Modernisation Agenda of Europe's Higher Education System:

1. Increasing the number of higher education graduates

By offering unique programmes PSCC intends to supply the national and European job market with highly sought-after graduates in various progressive, inter-disciplinary fields of creative industries. Thanks to the school's relative small size, it is possible to offer individual assistance to all of the students and thus keep the drop-out rate at minimum level.

Furthermore, PSCC welcomes students with immigrant backgrounds and in effort to find effective ways to combine studies and work it has prepared a specific study format for mature and employed students. Through the process of Prior Learning Recognition and Credit Transfer all relevant prior learning is valued and recognized as part of the study requirements.

2. Improving the quality and relevance of higher education

Equipping future graduates with the knowledge, soft skills, and core transferable competences they will need in high-skill occupations is one of the key goals of PSCC's strategy for curriculum improvement. Most of the study programmes are based on working with modern technologies and reflect the need of the job market for new types of positions and skill sets.

Therefore, PSCC puts a great emphasis on combining teaching and research, and practical training is compulsory part of the programmes' curricula. In order to make the educational processes more flexible and effective for the planned distance mode of studies, PSCC is also implementing the use of the e-learning environments, e.g. Moodle.

3. Providing more opportunities for students through exchange programmes and mobilities

The programme provides excellent platform for achieving some of PSCC's strategic objectives, both in areas of curriculum improvement and internalization, especially "supporting the international student mobility as a means of enhancing the overall quality of the studies" and "ensuring the efficient recognition of credits gained abroad". In addition, PSCC strongly believes that by participating in the programme it will be able to enlarge the number

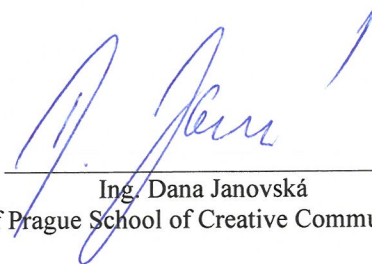
of long-term, sustainable international partnerships, enhance cooperation on both national and regional levels and encourage cross border projects. In an effort to diversify its portfolio of education formats, PSCC is currently involved in creating a range of international summer-school type accredited courses, which will be offered the incoming students a unique experience by involving them in intensive workshops and tutorials lead by international tutors and focused on selected themes from the field of creative industries.

4. Strengthening the “knowledge triangle”

High employability of PSCC’s graduates is one of the school’s main strategic goals. PSCC is working very closely with the employers on the national level in order to develop and evaluate the degree programmes’ job market relevance and participating in the programme will allow PSCC to expand this strategy on the international level. By maximising the graduates’ potential, PSCC hopes to educate a new generation of high-knowledge professionals and researches.

5. Improving governance and funding

PSCC is actively exploring additional sources of funding available to HEIs on both national and transnational level. In addition, PSCC is looking into methods of diversification of funding sources, of which the participation in the programme is one example. The participation in the programme may also serve as an incentive for strengthening and restructuring efforts in the school’s human resource management. All these impulses will present a new set of challenges for PSCC but will also serve as a welcome opportunity for self-reflection and innovation of existing processes.



Ing. Dana Janovská
rector of Prague School of Creative Communication

