

# **The long-term plan of the School of Management for the period 2022-2027**

## **Article 1**

### **Introduction**

The School of Management (hereinafter also "VŠM") in setting its strategic goals within the framework long-term intention is based on the philosophy of open doors to education, strengthening ties between the university and employers, the university and society as a whole. Providing quality VŠM considers education and education of graduates prepared for practice to be its priority (profile rather than "teaching university"). Within its goals and available resources (VŠM as a private the school does not receive funds for projects from the state) is also engaged in scientific and research activities. The opening of labor markets in the EU strengthened internationalization at the level employers, which requires rigorous preparation in this demanding competitive environment graduates to work in international teams with high-quality equipment at the professional level, language and social skills. In accordance with the ambitions of the European Union to engage in context of the Bologna process of higher education into the common European space is still our goal development of VŠM international cooperation at the level of student and teacher mobility and joint programs with partner universities in Europe and the USA.

## **Article 2**

### **Educational field**

**VŠM plans to develop its long-term plan in the field of education at the level of:**

- providing quality education focused primarily on the field of economics and management with the aim that graduates find a wide range of employment in various fields corresponding areas of economic and social practice,
- monitoring and compliance with the internal quality system of education and processes quality in education with the standards of the Slovak Accreditation Agency for Higher Education education,
- promotion of study programs in secondary schools and media (within the project Minierasmus, cooperation with the National Career Center, etc.),
- an always up-to-date offer of study programs focused on management at Bachelor's and Master's degrees in Slovak and English,

- improving the quality of teaching by increasing the scientific and pedagogical qualifications of teachers 2 choir and using the most modern information and communication technologies including the development of e-learning programs in Slovak and English, as well as rigorous measures against plagiarism,
- improving study conditions, developing student services and social support students with the aim of expanding the offer of scholarships (motivational, social, extraordinary), student loans in cooperation with Student Loans fund,
- expanding the offer of counseling and tutoring services within the career center and active cooperation with practice in securing student internships and job offers final year students,
- developing cooperation with subjects of economic practice at the level of organization guest lectures by important experts from the economic and public spheres life, by the active participation of representatives of the economic sector in commissioning and management topics of final bachelor's and diploma theses,
- further improvement of the school's technological infrastructure, including the creation technological base for content delivery through image and sound using the Internet, for conducting video conferences and wireless communication in within the workplaces of the school and their interconnection within the national and international network universities,
- increasing the percentage of foreign students, especially from EU countries, Southeast Asia and other countries with the aim of developing the internationalization of the school,
- more active involvement of students in the processes of creating advancement strategies and development of the school as well as for national and international competitions,
- provision of English language teaching opportunities outside the study plans.

### **Article 3 Scientific and research area**

**VŠM plans to develop the long-term intention in the research and development area at the level:**

- identification of VŠM's strengths and directing resources to selected areas of research, development, innovation - e-learning, knowledge management and knowledge systems, economic sciences, quality management and IT, etc.,
- participating in grant schemes and projects with the support of resources from EU or US funds, primarily in the form of cooperation with other universities,

- ensuring open access to publications, electronic databases, software and other available sources of information,
- improve the connection with practice,
- supporting the publication activity of school teachers in cooperation with home teachers, or by foreign publishing houses, including publishing teaching texts in print and electronic form.

#### **Article 4**

##### **Material and technical field**

**VŠM plans a long-term plan in the area of material and technical development and investment develop at the level of:**

- investments in the building, classrooms and laboratories for academic and scientific research purposes,
- investments in the academic library,
- ensuring the development of information technologies and their use in the educational process and supporting activities,
- improvement of technical support for online studies, in which VŠM has a long-standing experience tradition,
- improving the quality of the information system with student records, their results in progress even at the end of studies, etc.,
- implementation of measures in the areas of rational management of financial and material resources means, including energy saving.

#### **Article 5**

##### **Area of foreign cooperation**

**VŠM plans to develop its long-term plan in the field of foreign cooperation at the level of:**

- establishing partnerships with foreign universities of a similar type primarily through exchange mobilities of students and employees (teachers and administrative staff) within the Erasmus program but also beyond it,
- cooperation with agencies mediating the recruitment of foreign students for studies In Slovak republic,

- continuation and improvement of over 30 years of cooperation with the City University of Seattle, WA, USA, with which VŠM implements joint programs at the bachelor's level also a master's degree in English,
- improving the conditions for the work of foreign lecturers at VŠM, but also activities of VŠM teachers abroad.

## **Article 6**

### **Area of management and personnel work**

**VŠM plans to implement the long-term plan in the field of management and personnel work at the level of:**

- creation of conditions for continuous improvement of the qualification structure of employees schools,
- ensuring the necessary number and supporting the professional growth of pedagogues school staff,
- improving their digital and language skills, etc. in the form of organizing courses and training,
- adequate financial evaluation of employees based on the remuneration system linked to achieved results,
- involving students in the processes of the internal quality system,
- creation of structures and their personnel composition so as to be as efficient as possible implemented and maintained an internal quality system,
- strengthening the role of guarantors in ensuring quality and sustainability conducted study programs,
- adapting the school's organizational structure to reflect possible changes the structure of its main activities and reassessment of the competences of individual departments with the aim of achieving the highest efficiency in management.

## **Article 7**

### **Area of cooperation with practice and the public**

**VŠM plans to develop its long-term plan in the field of cooperation with practice and promotion of the school to level:**

- intensification of cooperation with practice and school graduates in listing and management bachelor and diploma theses,
- inclusion in the educational process to an even greater extent, the so-called "visiting lectures" (domestic and foreign experts),
- continuous improvement of information about the activities of VŠM and its study programs through print and radio media,
- updating and improving the quality of promotional materials about the school,
- regular participation in education markets for high school students (mainly graduates),
- enabling high school students to participate in the educational process within the selected subjects (in Slovak and English) and try it yourself forms and methods used by the school (within the so-called "mini-Erasmus")
- making the school's website, including Facebook, more attractive and permanently updated,
- involvement of interested parties to an even greater extent (practice and employers, graduates, students) to the processes of the internal quality system,
- providing students with the possibility of future employment by enabling meetings with by potential employers at the school or directly at the employer.

**Article 8  
Final provisions**

This Long-term plan of the University of Management was developed in accordance with § 49 par. 1 letter d) Act no. 131/2002 Coll. on universities and on the amendment and addition of some laws as amended.

The plan was discussed in the Scientific Council of VŠM on 29 May 2022 and approved in the Academic of the Senate of VŠM on June 7, 2022, thereby becoming valid and effective.

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<sup>1</sup>The long-term plan of VŠM for the years 2022 - 2027 in printed form is available at the secretariat of the rector's office.