# **Institutional Strategy**

## **Programme development**

Our institution has a well-defined vision and development concept in the field of education development. The main emphasis of future education is still centered around the Bologna-based courses. However, we wish to put emphasis on Master’s degree and continuing education programmes, post-secondary vocational programmes and organizing programmes in addition to Bachelor’s programmes. In the long term, the business school (on the basis of contracts with other universities) would like to participate in international double degree courses.

The business school is committed to three key overall objectives and principles of operation in the programme field development:

1. quality education and continuous quality improvement;
2. expanding the range of participants and providing equal opportunities in education;
3. continuous improvement of efficiency, increasing business results and providing sustainability.

## **Service improvement**

**II.1. Information and Admission Office**

The business school currently operates one Information and Admission Office, where our colleagues provide the applicants with the necessary information concerning the admission process. They also provide assistance in filling in the documents relevant to the applications for admissions. This service is available online, via telephone system configuration menu so the students are able to gain useful information in as many forms as possible and the most convenient way for them. Important information can be obtained from the business school’s website.

**II.2. Registrar’s Office**

Our students are being served by the Registrar’s Office, which also functions as a Student Information Centre. Students’ application can be submitted in the Registrar’s Office. The special problems of students are handled flexibly by the workmates of the office. Teaching aids for students can be reached online.

**II.3. Carrier Office**

The Carrier Office’s main tasks are to create different forms of meeting and contact possibilities to the business school students and companies. It provides an opportunity for students to acquire work placements, to learn about employment opportunities and the requirements for business school graduates. It indicates the needs of students and companies and provides real data about the placement opportunities of business school graduates, their chances and through these the labour market value of their degrees.

Services provided to the students:

The Carrier Office provides the opportunity for students to receive an answer to their questions concerning all general and specific labour market and creates an opportunity to apply for an occupational programme or specific job offer.

It provides the following services:

* + assistance in resume writing and tenders
	+ interview preparation
	+ personal advice
	+ presenting situational exercises
	+ advertising and organising job fairs
	+ organising lectures and programmes
	+ seeking work placements
	+ presenting current job offers

Services provided to the employers:

The Carrier Office provides assistance to companies and firms that would like to offer work placements or deal with job opportunities.

## **Developing professional, cultural and knowledge transfer services**

In the development of expert and professional services our business school is planning to build relationships with colleges, universities which provide similar programmes all over the world. We would like to have the opportunity to organize conferences and discuss current issues regarding business in our institution. Our students could be informed about their specialization concerning their studies via famous experts of the international business life.

**III.1. Development of cultural services**

Our business school would like to establish a Cultural Committee in order to provide students with continuous participation in cultural events (theatre, cinema, and exhibition). Our objective is to provide support (even financial support) for its organization and implementation.

**III.2. Knowledge transfer services**

a.) Our programmes are related to labour market needs.

b.) Language programme is integrated into professional programme.

c.) Professional programme.

d.) Active student methodology

**III.3 Research development**

Our students are continuously trained to write scientific papers and carry out research and publications.

In the near future we are planning to publish an almanac, which would contain scientific publications prepared by our trainers and students.

**III.4 Scientific conferences**

Our business school intends to organize scientific conferences, where besides prestigious academics, students and graduated students can give a presentation.

**III.5 Organisational development**

The business school’s organisational development, as there is a new higher education institution, is in progress. Planned steps of organisational development:

- Strengthening the role of institutions operating within the business school, more efficient use of resources

- Creating departments

- The creation of individual research teams.

**III.6. Quality improvement**

One of the most prominent objectives of our school is to provide quality education and continuous quality improvement.

Main goals:

1. Quality improvement along with increasing the supply of programmes
2. The use of new technology and communication facilities
3. Partner–focused operation and communication building, the development of partnerships
4. Economical and result-oriented operation of our resources

## **Support for mobility, promoting participation in international programme and vocational programme**

Our institution would like to take part in Socrates/Erasmus mobility programmes. In order to support the international students’ mobility the Alfred Nobel University (ANU) was established. Its target is to coordinate the educational, education organisational, research and development tasks and ensure the quality of education.

## **Introducing additional programmes, enrolment and marketing strategies**

**V.1 Adult education**

Due to the changing labour market needs adult education plays a great role in returning to higher education. Thus, one of the main objectives of our school is to create opportunities for adult education as widely as possible.

**V.2. Foreign language courses**

Our partner college, namely CEAS UK COLLEGE in Budapest, began its operation as a language school and its Language Teaching Centre has been one of the most respected centres. Our courses are recognized by the London Chamber of Commerce and Industry (LCCI).

LCCI certificates are acknowledged by several Anglo – Saxon universities, employers and professional organisations.

Therefore, we would like to provide our students with high – level language teaching.

## **Equal opportunities, talent management**

Special attention is paid to support equal opportunities and talent management in our institution.

**VI.1 Presidential scholarships**

The scholarship is judged and awarded by the President with the following aims:

* enhancing students’ level of knowledge, promoting academic performance and language learning,
* recognition of student academic achievement and performance,
* honouring performed work for the business school and fellow students,
* supporting students belonging to underprivileged groups and increasing equal opportunities.

**VI.2 Equal opportunities**

#### VI.2.1 Support for students with disabilities

We are planning the implementation of restructuring in our institution, namely several ramps will be placed all over the business school. In order to provide quality education we intend to install elevators with tones and Braille writing. Furthermore, we would provide support for the purchase of devices, which make it easier for students with disabilities to participate in everyday learning. (e.g.: Braille books, Dictaphone).

#### VI.2.2 Supporting socially disadvantaged students

It is important for usto provide both satisfactory financial and adequate moral support to these students. Socially disadvantaged students’ academic achievement cannot be interfered under any circumstances.

#### VI.2.3 Equal treatment of women

Our business school also supports activities, which assist women to get into such work areas where there are not enough representatives of females. This support is particularly directed to women who have no qualifications or those who are intending to return to the labour market after a period of absence.

#### VI.2.4 Talent management for students

Our aim is to support talented students, promote professional development, design and develop a virtual special business school system. The principal areas of these are the following:

* Involvement of students in other non-educational activities.
* Career counselling in the Career Office.
* Organizing study tours, which are particularly important in terms of international relationship building.
* Establishing scholarships – fellowships, proposals for students with the best academic results.
* Installation of student rankings, which would include our graduated talented students’ location of marketable workplaces.
* Internships.
* We are planning to introduce vocational college work, which helps the talented students’ professional development.
* Involving students in education–related activities (e.g. preparation of research proposals, statistical data collection, animator jobs).

#### VI.2.5 Providing institutional development for lifelong learning system

* Implementation of practice–oriented programme (e. g.: small group programmes, well- presented case-studies).
* Application of integrated language teaching in vocational programme.
* Being student–centred. i.e. providing comfortable learning environment and excellent trainers, using up-to-date curriculum and methods

#### VI.2.6 International relations

In the development of international relationships special emphasis is placed on the convertibility of qualifications, therefore strategy building concerning the construction and operation of international relations define the principles of Bologna Process.

## **Aims and tools of the business school principal international strategy**

The business school puts a great emphasis on exploring opportunities for contacts with foreign institutions and developing relationships with them continuously.

The main areas of the relationship:

* Building relationships with educational institutions
* Acquisition, development and delivery of curriculum regarding international knowledge.
* Continuous contact with foreign libraries and research institutes
	+ (e.g.: providing up-to-date educational materials, creating contacts via Internet, operating monitoring service etc.)

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