

UNIVERSITY OF BUSINESS
AND APPLIED SCIENCES
VARSOVIA

The Strategy and Mission of
University of Business
and Applied Sciences VARSOVIA

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The Strategy and Mission of University of Business and Applied Sciences VARSOVIA encompasses the premises and objectives for developing the higher education system in Poland, as set out in the Law on Higher Education and Science of 20 July 2018. The Law underlines the importance of internationalizing higher education, while pursuing excellence in science and education. Accordingly, higher education system should foster innovative economy by building bridges between the world of commerce and the development of the education sector, while at the same time supporting social responsibility. All the objectives of the higher education system revolve around the preparation of graduates as well as their competences in order to face the challenges of the modern economy. As the University's Founder, the Institute of International Studies and Education Humanum has developed the Mission and Strategy for years 2018-2025.

The Mission of University of Business and Applied Sciences VARSOVIA is:

pursuing continuous improvement and implementation of the highest
social and academic values.

The leading motto that defines the culture of values at University of Business
and Applied Sciences VARSOVIA is:

EDUCATION FOR SUCCESS

1. University of Business and Applied Sciences VARSOVIA is a community bringing together scholars, students, people of professional expertise permanently cooperating with the University as well as administrative staff – all supporting the education process in a spirit of trust and respect and all connected by a strong conviction to pursue excellence and shared values, while acting in the social service for the common idea of good, verity and freedom.
2. University of Business and Applied Sciences VARSOVIA guarantees its development through a continuous intensification of cooperation opportunities with various entities from the socio-economic environment.
3. University of Business and Applied Sciences VARSOVIA carries out research and development projects on topics that exhibit high social usefulness in scientific disciplines related to its education courses, which further lead to the implementation of innovative solutions in the wider economy and the application of research practice solutions in improving the overall concept of education.
4. University of Business and Applied Sciences VARSOVIA, guided by the needs of the labour market, implements development works, carries out research projects and educates students while serving the local community and offering educational services characterized by high levels of quality addressed to young people as well as those of all ages.
5. University of Business and Applied Sciences VARSOVIA demonstrates social responsibility and focuses on the implementation of the vision of a truly entrepreneurial university.
6. University of Business and Applied Sciences VARSOVIA focuses on the process of continuous development as well as the quality and application value of its courses, research and development projects.
7. University of Business and Applied Sciences VARSOVIA is an open university, willing to undertake international cooperation, exchange of students as well as employees, and getting engaged in a robust implementation of different

We execute the Mission with the participation of an appropriately selected scientific and didactic staff, in close cooperation with the external stakeholders of the University. The core of the academic cohort will be the University's research and didactic staff with a recognized position in the country and around the world. The core will be supplemented by various practitioners representing industries and businesses who can share not only their experience with students but also their knowledge and professional skills. The academic cohort will also include PhD holders and graduates who will be provided with a competent research and professional support in order to develop their necessary competences. We are proud to equip our students not only with specialist knowledge, thus enabling their efficient and flexible operation in the modern economy, but we are also here to develop their sensitivity to the social aspects of the market economy. We continue to point out to the need to maintain an equilibrium between the effectiveness of business activities and human values - the balance between techno and humanum. Our graduates are not only market-leading professionals, but people who are fully sensitive to the difficult and complex problems of the modern world – open, tolerant and supporting with their knowledge and experience all those who can become their partners. We strive to put in front of us a clear objective that our University diploma remains of a lasting value and is a source of pride and satisfaction not only on the day of graduation but also in the future. Another subject of our concern is also the development of partnerships between students, the teaching cohort and the administrative staff of the University based on openness, mutual respect and understanding. We remain convinced that we can equip our students with knowledge to enable them to get jobs that truly suit their expectations and also that we can provide them with didactic methods leading to the acquisition of universal skills and access to the modern IT tools, so that to excel in their chosen professional field. Many of our graduates will take an active part in the process of further transformation of the local, Mazovian economy, as well as nationwide. The basis for this belief are the activities undertaken by the Founder of the University as well as by our community to take on a highly-qualified teaching staff, provide robust infrastructural background and ensure modern management of the University.

Implementation of the Mission

University of Business and Applied Sciences VARSOVIA fulfills its Mission through the implementation of various objectives in the field of education, scientific research and development as well as cooperation with the wider social and economic environment.

In the field of research and development,
these tasks include:

- Carrying out research and development projects in the area of professional business activities related to the different courses taught at the University;
- Developing scientific schools focusing on the issue of management science, while bringing together a group of experienced and young scientists involved in joint research;
- Creating new knowledge by conducting scientific research, motivated by both cognitive curiosity and common good;
- Assimilating the results of research conducted in scientific centres around the world and transferring these to the area of social and economic use, as well as popularizing science and disseminating awareness of its importance for the benefit of a truly knowledgeable society;
- Developing contacts with the social and economic environment in order to create and commercialize innovations.

In the field of education,
the tasks include:

- Using the results of research and development projects in the process of designing the way the courses are conducted, with a particular emphasis on the possibility of acquiring professional competences by students;
- Developing students' interests and their skills to independently acquire and supplement their knowledge throughout life and with the use of critical thinking;
- Stimulating the creativity, equipping students with knowledge and skills of using modern techniques, including IT, thus allowing for a conscious and efficient functioning in a complex world;
- Developing hybrid education by integrating traditional forms and methods of teaching with the didactic process using methods and techniques of distance education, while maintaining the highest standards of education quality and digital safety, thus preparing students for the challenges of the contemporary labour market;
- Shaping the skills of cooperation based on mutual trust and team management;
- Shaping the ability to adapt to changes in the labour market;
- Shaping rational, ethical and committed civic and enterprising attitudes;
- Promoting the idea of openness to the world and sensitivity to multicultural values, public discourse and social communication;
- Developing the idea of sensitivity to the natural environment and to the issues of sustainable development.

In terms of the cooperation with the socioeconomic environment, the tasks include:

- Co-creating and implementing education programmes in cooperation with our business partners and other entities from the socio-economic environment;
- Maintaining dialogue with external stakeholders, thus allowing for the improvement of education as well as research and development activities;
- Supporting enterprises, local government authorities and public administration with expert knowledge;
- Supporting the development of civil society and social communication, organization of debates; contributing to the development and modernization of industry sectors in regions with the presence of the University.

Key Values

- I. Cooperation with the socio-economic environment; focus on innovations.
- II. Internationalization and mobility of students as well as the research and teaching staff.
- III. Efficiency of management and financing.
- IV. The University's reputation.
- V. Social responsibility of the University.

Cooperation with the socio-economic environment; focus on innovations.

A university which wishes to focus in the first phases of its activity on conducting practical education must be open to the economic, social and cultural environment, and it must maintain a relationship with such an environment, while recognizing and implementing in the education process various signals coming from this environment.

The implementation of this objective consists of the following:

1. The University recognizes, reacts to and takes into account in its didactic and research activities the very needs and expectations of the socio-economic environment. It supports the involvement of research teams in the social and economic practice, and it also promotes a two-way flow of innovation. The University's research and teaching staff take part in regional initiatives and they also contribute to increasing the competitiveness and attractiveness of those regions with the University's presence.
2. The University supports the transfer of results of its development projects between the University and its business partners, including the use of such results in the education process related to the practical professional preparation of students as well as in the commercialisation of the research achievements. This will create a system of activities that can visibly reduce any possible barriers.

3. The cooperation between the University and employers ensures that the curricula of practical fields of study enable the students to acquire qualifications necessary for the labour market. Practitioners representing public and different private sectors, which correspond to the education profile of various courses at the University, do regularly participate in the very didactic process of the University as well as its wider research and development. The University implements research projects relating to the needs of the economy and the public sector.
4. The University is interested in acquiring opinions of its students, graduates and employers about its curricula, the quality of classes and the competencies of the graduates. These opinions are taken into account when modernizing and improving the didactic process.
5. The University is open to the educational needs of various age groups and various social environments. Mechanisms that successfully support a growing number of students coming from disadvantaged backgrounds, including places away from the large urban centres, will be launched.

Internationalization and mobility of students as well as the research and teaching staff.

Preparing students for the functioning in a global community and developing scientific research do require a significant increase in the mobility of the research and teaching staff as well as students. What is at stake here is not only the mobility in the geographical sense, but also the so-called institutional mobility (change of the institution), inter-sectoral mobility (functioning in many different environments, in particular, the academic and business community) and project mobility (participation in many different projects and research teams). The aim of the internationalization of the University is to help build a truly multicultural environment based on mutual respect for the professed values as well as tolerance and reverence of universal ethical principles and intercultural integration.

The implementation of this objective consists of the following:

1. When it comes to the University's academic teachers, the cohort comprises lecturers with research experience and academic degrees obtained from prestigious domestic and foreign educational centres as well as practitioners possessing professional and research experience. An active employment policy will be implemented to ensure the right selection of academic staff.
2. Students have the opportunity to pursue part of their study programmes at a different university at home or at a foreign university, and they also can undertake apprenticeships during their studies.
3. The University will continue to work on the acquisition of Erasmus+ Card as well as on its participation in international student and teaching staff mobility programmes.
4. The University wishes to continue to expand its portfolio of strategic

partnerships - these activities are intended to increase the mobility of academic and administrative staff as well as students; they are also intended to facilitate joint research programmes and experience exchange based on Erasmus+ and beyond.

5. The University will focus on efforts to internationalize its academic community, hence, the priority here is to increase the number of lecturers from different countries as well as those with international experience or holding diplomas from foreign universities; in addition, these efforts aim at increasing the number of students coming from different parts of the world.
6. The University also endeavours to develop initiatives aimed at improving the assimilation of foreign students, so that to enable them to easily enter the academic community, navigate in a truly intercultural environment and find their place in the international labour market (these efforts include, among others, summer schools, fairs, integration and information events, meetings with business representatives and other supporting events).
7. Another aspect is the internationalization of the University's curriculum (that is, for example, introducing international and multicultural content into the teaching curricula, organising cultural and pro-integration education, developing the awareness of cultural differences as well as tolerance and ethics).
8. The University in addition endeavours to expand its cooperation in the field of education processes implemented with universities from other countries (including the possibility of implementing joint study programmes, double degree opportunities or partial programme implementation at University of Business and Applied Sciences VARSOVIA on the basis of given contracts).

9. The efforts of the University focus also on increasing the competitiveness and thus the position of University of Business and Applied Sciences VARSOVIA on the international market, which in the longer term is intended to enable the University to appear in international university rankings.
10. The University prioritizes the acquisition of prestigious international accreditations and certifications, which will contribute to the increasing of the prestige of the University as well as the very quality of education across its 1st and 2nd degree programmes, uniform Master's studies as well as postgraduate education, including: MBA, DBA, LL.M, MSc., MPH and MHA.
11. Students from abroad implement full study programmes at the University or they study selected subjects, including through the use of modern didactic techniques and the Internet.
12. International programmes in the field of education, science and cooperation with the University's environment will be developed.
13. Didactic centres concentrating on the education of foreign students will be created.

Efficiency of management and financing

University of Business and Applied Sciences VARSOVIA will appropriately allocate its financial resources, hence it will manage them effectively. Competitive operation requires an effective resources management and an efficient organization of the University.

The implementation of this objective consists of the following:

1. The use of the University's resources is effective and the management is efficacious – in other words, it is based on modern techniques and methods. In order to provide for a truly high quality of education and research, the University will adapt its human, premises and financial resources accordingly, and at the same time it will also develop those fields of study that educate graduates for future needs of an innovative economy.
2. The University flexibly adapts to the changing economic and technological conditions as well as to the progress of science and the surrounding environment.
3. The University will endeavour to establish its own didactic base.

The University's reputation

The University's strategic goal is to develop a positive image and trust in the local communities as well as at the national level and abroad.

This goal is pursued through specific objectives:

1. Improving the system and quality of education.
2. Developing innovative education directions.
3. Continuously adjusting education and research to the needs of the labour market and the local community.
4. Conducting application research for further development of the educational process.
5. Selecting staff with high academic, vocational and teaching qualifications, and striving to develop their competences.
6. Ensuring very good studying and working conditions.
7. Ensuring a high degree of internationalization of the University.
8. Achieving a certain ranking among the Polish universities characterized by the specificity of individualization of education with a significant internationalization level and orientation on shaping the skills of students that adapt flexibly to the future needs of the economy.

The implementation of the indicated goals is needed to build the University's openness and credibility towards students and employees as well as various socio-economic entities. It also serves to provide for a high-quality level of education, research and development as well as other activities in line with the principles of social responsibility.

Social responsibility of the University

University of Business and Applied Sciences VARSOVIA unfailingly continues to implement its statutory objectives, strategy and mission, and while understanding the special role of the University, it also accepts and consciously applies the principles of social responsibility (CSR) expressed in the Declaration of the University's Social Responsibility prepared by the Ministry of Development and the Ministry of Science and Higher Education in Poland.

The implementation of this goal consists of:

1. Directing the University's activities towards achieving the common good.
2. Fostering awareness of one's own responsibility for actions and choices made in professional and personal life.
3. Recognizing the existence of a system of higher values of a universal nature stemming from the inalienable dignity of the human person and human rights.
4. Recognizing the importance of and striving to strengthen the principles of equality, tolerance, justice and social solidarity.
5. Recognizing the importance of and striving to strengthen the principles of democracy, civil society and the peaceful coexistence of various social groups.
6. Nurturing the ability to co-operate constructively with others, while seeking synergies in action.
7. Perceiving diversity as a source of values.

University's development plans

The plans for the nearest future concern all aspects of the University's functioning.

In particular, implementation of the following goals and objectives is planned:

- Developing cooperation with the external stakeholders to improve the quality of education; continuing works on research and development projects.
- Developing the concept of education and educational programmes in order to launch further courses of study in the area of social sciences as well as economic and health sciences.
- Systematically acquiring academic staff with high scientific and didactic qualifications related to the education on offer.
- Acquiring a team of practitioners with professional experience to be permanently cooperating with the University.
- Establishing foreign branches of the University.
- Establishing branches of the University in Poland.
- Developing scientific, didactic and professional competences of the academic staff permanently associated with the University.
- Developing research projects based on the cooperation with entities from the socio-economic environment.
- Increasing the level of internationalization of the University's educational activities, in particular by implementing cooperation programmes with renowned foreign universities as well as by ensuring dynamic mobility of the academic staff.

- Obtaining prestigious, international accreditations for 1st and 2nd degree studies, uniform Master's studies and postgraduate studies, including MBA, DBA, LL.M, MPH, MSc.
- Adapting the competences of our students to the real social and economic needs.
- Establishing the University's Academic Sports Association.
- Establishing the University's Alumni Association.
- Establishing the University of the Third Age.
- Obtaining the Erasmus+ Card.
- Establishing Research and Development Institutes as a response to the needs of the socio-economic environment.
- Continuing efforts to improve the quality of education, in particular through the development of the Internal System for Quality Assurance in Education.
- Developing research activities in the institutional and individual dimension.
- Developing the didactic base and professional infrastructure, including library resources for our fields of study and for other forms of education.
- Participating in equalizing educational opportunities at the higher level.
- Creating the University's own didactic infrastructure.