



## **Wrocław University of Economics - strategy for development**

*WUE Senate's decision (No. R 0000.17.2015)*

The formally approved WUE Strategy for Development presents as follows:

*The WEU shall be a modern unit of education and research, an advisory and opinion-making unit permanently embedded in the regional, national and international area, undertaking activities leading to sustainable development in the sense of social and ethical responsibility, friendly to the staff, students and graduates, and open to all its surroundings.*

*The following strategic programs for University development were adopted, based on the results of the above diagnosis:*

- *Internationalisation of activities*
- *Effective motivation*
- *Development of and increased support for research projects*
- *Institutional consolidation*
- *Young talents*
- *Marketing of the educational offer*

Table 1. Strategic programs for the development of the University in the years 2015-2020

<b>PROGRAM</b>	<b><u>INTERNATIONALISATION OF ACTIVITIES</u></b>
<b>PROGRAM OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Developing a broad and comprehensive offer of tuition in the English language, at all levels and programs of our studies;</li> <li>• Developing international involvement in the areas of scientific publications and research, with focus on the most prestigious foreign magazines, and the increased involvement in EU-funded projects and research programs;</li> </ul>
<b>PROGRAM ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• International recognition of our diplomas;</li> <li>• Extending the range of tuition provided by foreign teachers;</li> <li>• Publications in international scientific magazines;</li> <li>• Increasing the number of publications in the English language in journals published by our University Press;</li> <li>• Foreign placements for our employees;</li> <li>• Scientific cooperation (conferences, projects, etc.) with strategic foreign partners;</li> <li>• Double degree programs;</li> <li>• Broadening the scope of international student exchange;</li> <li>• Support for students in the initiation of projects of potential international appeal;</li> </ul>
<b>PROGRAM</b>	<b><u>EFFECTIVE MOTIVATION</u></b>
<b>PROGRAM OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Building a cohesive, logical, comprehensive and long-term systemic commitment to invite employee participation in research, scientific and educational advancement, and in other activities for the University, based on a sound and rational employee evaluation system;</li> <li>• Increasing the involvement of employees, students and graduates in the WUE community;</li> </ul>
<b>PROGRAM ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• System for the evaluation of scientific progress of employees;</li> <li>• System for the evaluation of educational progress of employees;</li> <li>• System for the evaluation of employee involvement in shaping the WUE relations with other actors;</li> <li>• Designing a cohesive periodic employee evaluation system;</li> <li>• Designing a cohesive remuneration/reward system for the recognition of employee involvement in a range of categories, emphasis on formal proceedings and academic ceremonies;</li> <li>• Personnel policy based on evaluation results;</li> <li>• Stimulating the participation of employees, students and graduates in selected decision-making processes at our University;</li> <li>• Designing a system to support community-building and integrative projects (addressed both to employees, students, and graduates);</li> </ul>
<b>PROGRAM</b>	<b><u>RESEARCH SUPPORT AND DEVELOPMENT</u></b>
<b>PROGRAM OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Reaching a significant increase in the share of external financing sources in the funding of scientific and research projects;</li> <li>• Reaching a significant increase in the number of grants (also international) for the University;</li> <li>• Improving the effectiveness of grant application procedures;</li> </ul>
<b>PROGRAM ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Building a modern centre for support of grant application and monitoring of projects in science and research;</li> </ul>

	<ul style="list-style-type: none"> <li>• Increased WUE representation in European and domestic organisations responsible for the management of science and research funding;</li> <li>• A motivation system to offer additional support for personnel involved in the realisation of scientific and research projects;</li> <li>• A permanent system for employee training with focus on the effectiveness of funding applications;</li> <li>• A roadmap of institutions and other organisations of vital significance for the realisation of scientific and research projects;</li> </ul>
<b>PROGRAM</b>	<b><u>INSTITUTIONAL CONSOLIDATION</u></b>
<b>PROGRAM OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Updating department profiles to eliminate potential conflicts of interest and competition, with the view of improving the complementarity of their services;</li> <li>• Strengthening the departments to improve their technical, administrative, and scientific potential to reach for the leading roles on domestic markets and attain a competitive status in the realisation of programs of significant international appeal;</li> <li>• Streamlining and improving the effectiveness of processes involved in the management and servicing of the University's educational and scientific objectives;</li> </ul>
<b>PROGRAM ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Diagnosing the organisational structure of the University;</li> <li>• Diagnosing the effectiveness of processes in support of scientific and educational tasks;</li> <li>• Expert evaluation of postulated organisational solutions in the areas of science and education;</li> <li>• Building a system to stimulate cooperation between departments and faculties in the realisation of scientific and research projects;</li> <li>• Updating the profiles of organisational units to reduce needless competition in project-related tasks;</li> <li>• Forming alliances between departments and faculties of similar science-research interests and specialisations;</li> </ul>
<b>PROGRAM</b>	<b><u>YOUNG TALENTS</u></b>
<b>PROGRAM OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Steady acquisition of new employees selected from a broad representation of candidates, and focused on promising talents with potential to attain international recognition in the years to come – by offering them support and suitable environment for personal and professional development;</li> <li>• Continued acquisition of the most promising candidates for studies (e.g. through building and reinforcing the status of the 'first choice' University in the region), and offering them support and suitable environment for development.</li> </ul>
<b>PROGRAM ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Adjusting the recruitment processes to facilitate the identification of skilled candidates;</li> <li>• Building a motivation system and mentoring services to support the young talents;</li> <li>• Dedicated offer of placement and scientific apprenticeship opportunities for the young talents, including foreign placement projects;</li> <li>• Building a system to support the participation of young talents in scientific/research projects and educational processes;</li> <li>• Building a system of support for talented students, based on individual study plans;</li> </ul>

	<ul style="list-style-type: none"> <li>• Safeguarding the financial self-governing capacity of student bodies, particularly the science research groups;</li> </ul>
<b>PROGRAM</b>	<b><u>EDUCATIONAL OFFER MODERNISATION</u></b>
<b>PROGRAM OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Modernisation (improving the appeal and flexibility of study programs) and marketing of the WUE educational offer;</li> <li>• Adjusting the course of studies at all levels to make them more responsive to current market trends and requirements;</li> <li>• Continuous monitoring of the environment for opportunities in the area of science, research, and expert analyses;</li> </ul>
<b>PROGRAM ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Individualised study programs;</li> <li>• External certification of knowledge;</li> <li>• Continued cooperation with employers, with focus on inviting their input in the formulation of our educational offer, including post-graduate studies;</li> <li>• Developing and broadening the scope of placement opportunities for our students;</li> <li>• Extending the offer of training sessions provided by recognised specialists with extensive practice in business;</li> <li>• Cooperation with student organisations and self-government in the design of curricula and principles of student evaluation;</li> <li>• Developing cooperation with local businesses;</li> <li>• Activation and stimulation of student involvement (science groups, student associations and self-government organisations);</li> <li>• Effective systems for commercialisation of scientific knowledge.</li> </ul>