

QUALITY POLICY

The Quality Policy represents our institution's strategic approach and commitment to ensuring that all our activities meet the highest quality standards.

We strive to:

- to ensure that study programmes meet international quality standards and are continuously improved and updated;
- to strengthen the professionalism of academic staff and provide opportunities for the continuous development of their pedagogical, research, and international competences;
- to enhance internationalisation and promote the international recognition of study programmes, ensure student and staff mobility, and integrate international best practices;
- to strengthen feedback analysis and evidence-based decision-making, ensuring that quality enhancement processes are supported by a reliable information management system;
- to promote innovation and the integration of research activities into the study process;
- to foster a quality culture that encompasses internal monitoring of the College's activities, regular self-assessment, and feedback from students, lecturers, social partners, and other stakeholders.

Our objective is to prepare students who are able to adapt effectively and independently, and to succeed in diverse professional and personal development contexts. This preparation includes:

- encouraging individual originality by challenging conventional norms and assumptions in order to foster innovation
- the ability to understand and analyse different operational processes, structures, and models;
- problem-solving skills grounded in analytical thinking and logical reasoning;
- the development of creative thinking and the generation of new ideas;
- a pragmatic approach focused on the practical implementation of radical ideas;
- the cultivation of self-confidence and self-respect;
- professional communication skills necessary for work in diverse cultural and interpersonal environments;
- the development of organisational and planning skills, enhanced information literacy, and encouragement of personal initiative;
- the ability to make responsible decisions and implement them in varied environments.

Core Principles of the College's Activities:

- **Principle of Quality** – to ensure high teaching quality and service standards in order to meet the needs of students, academic staff, and other stakeholders.
- **Principle of Innovation** – to promote continuous change and innovation in teaching, research, and administration in pursuit of leadership in business education.
- **Principle of Sustainability** – to develop activities with a long-term perspective, taking into account economic, social, and environmental sustainability.
- **Principle of Trust** – to ensure openness, honesty, and transparency across all areas of activity in order to create a trust-based environment.

- **Principle of Cooperation** – to encourage collaboration with business partners, other educational institutions, and public and private organisations to achieve mutual goals and benefits.
- **Principle of Student-Centredness** – to place students’ needs and well-being as priorities, ensuring their success and personal development.
- **Principle of Internationalisation** – to foster international cooperation, cultural diversity, and a global outlook in order to enhance international competences and mobility.

Within the College, **core values are cultivated** that contribute to the development of a unique institutional climate and a culture of communication:

- **Sustainability** – the College is oriented toward long-term perspectives, ensuring stability and reliability. We are committed to creating lasting value for all stakeholders by embedding sustainability principles across all our activities.
- **Respect for Each Individual** – respect for the uniqueness of each person forms the foundation of our communication and cooperation. We believe that mutual respect is essential for productive, creative, and harmonious work, fostering creativity, initiative, and collective well-being.
- **Openness to New Ideas and Challenges** – we are open to change, new ideas, and challenges that encourage our community to remain flexible, proactive, inquisitive, and original. The College is a place where experimentation and bold decision-making are encouraged.
- **Community Spirit** – we value each member’s contribution to College life, maintain active dialogue among members, and promote responsible teamwork. Community strengthens our collective bonds and encourages mutual support and collaboration.
- **Transparency** – we are committed to ensuring that all our decisions and actions are carried out objectively and impartially. At the College, transparency means openness, fairness, and clarity in relationships, rights, and responsibilities, guaranteeing equal opportunities for all members.

In implementing quality assurance principles and aligning with the European Higher Education Area’s standards and guidelines for quality assurance in higher education, the College formulates the following key directions:

1. **Self-Expression** – the College actively develops its institutional identity and academic culture, reflecting our values, mission, and strategic goals. The College seeks recognition for its uniqueness and innovativeness in the academic world.
2. **Satisfaction of Stakeholders’ Needs** – we continuously engage with stakeholders, including students, lecturers, employers, and society, to understand and meet their expectations and needs. Our aim is to ensure that our services and study programmes correspond to their requirements and contribute to societal well-being.
3. **Operational Effectiveness** – the College is committed to ensuring that all measures designed to achieve institutional goals are properly implemented and periodically assessed for effectiveness. This includes regular audits of activities, reviews and adjustments of strategic objectives, and continuous improvement of processes based on outcomes and feedback.

“Turning Opportunities into Success”

