DEVELOPMENT STRATEGY OF EUROPEAN SCHOOL OF BUSINESS FOR 2021-2025

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INTRODUCTION

The development strategy of the Education and Research Institute "European Business School" is a development plan of the institute until 2025, which defines areas and priorities for further advancement of educational activities. The document is developed according to Ukrainian and international experience, recommendations of International organizations, European requirements for higher education quality assurance, ISO 9001 standards, in compliance with the laws of Ukraine and other regulatory legal documents in the field of education and science.

MISSION

To provide high-quality, affordable and contemporary education due to knowledge and experience of the academic staff as well as the development of scientific and educational technologies according to the principles of creativity, academic integrity and freedom from discrimination.

VISION

To train highly skilled, creative and promising professionals able to lead different activity areas of business entities of various size and forms for further efficient integration into the global business community.

GOALS	STRATEGY
Acquisition of professional competence: to detect capabilities of each student by adopting specialized educational programs and implementing various forms of practical application of professional activity aspects.	• To review and improve the Educational Program structure in specialties: 073 Management; 075 Marketing; 242 Tourism; 053 Psychology; 035 Philology to gain the high level of professional competences. • To take into account experience of national and foreign Educational Programs and adopt the best practices and innovative solutions when developing the educational program. • To develop and implement certified programs (individual educational trajectory) and advanced training courses. • To sign agreements on cooperation and advancement of current cooperation areas with related departments of foreign universities in order to exchange experience and intensify academic mobility of lecturers and students. • To review and improve the Educational Program structure in specialties: 073 Management; 075 Marketing; 242 Tourism; 053 Psychology; 035 Philology to gain the high level of professional competences. • To take into account experience of national and foreign Educational Programs and adopt the best practices and innovative solutions when developing the educational program. • To develop and implement certified programs (individual educational trajectory) and advanced training courses. • To sign agreements on cooperation and advancement of current cooperation areas with related departments of foreign universities in order to exchange experience and intensify academic mobility of lecturers and students. • To ensure the high-quality training process by implementing the employer involvement system. • To promote the student academic experience practice. • To develop professional competences of lecturers by internships at leading companies based on the implementation of the English abroad project with foreign English schools: Cavendish School of English (UK, Malta), ClubClas English Language School (UK, Malta), David Game College Group (UK), EU (USA, Canada, UK, Ireland, Malta,

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	Republic of South Africa). Bayswater Education School London, Liverpool - England and Limassol (Cyprus). • To bring informal education to the level that provides possibilities for professional competitive ability on the labor market due to our own International European Doctorate project in the Professional Doctorate training program. The project is aimed at providing educational services that are not defined in the formal education system and that open promising career growth opportunities.
Introduction of research activities: students' creative approach to research activities	• To launch related Educational Programs based on various training areas: 1. Sports organization marketing. 2. Management and Administration at Healthcare Institutions. 3. Finance, Banking and Insurance. • To sign agreements on cooperation and practical training with organizations and enterprises. • To sign cooperation agreements with related departments of foreign universities and involve foreign specialists to give online lectures. • To establish a research laboratory. • To establish the international Scientific Society of young scientists, postgraduate students. • To provide the Scientific and student discourse periodical electronic scientific journal with an international status. • To create the Club of leadership, complaints and team building with the support of stakeholders, representatives of business structures. Annual holding of student international conferences with further publication of articles in international editions, student competitions and contests of scientific works (grants). • To launch the startup project contest for students. EBS is going to involve student projects from IEU and regional universities in the Startup Management pilot project. • To increase the number of publications indexed in Scopus and WoS databases.

GOALS	STRATEGY
Adoption of innovative activities: unique educational programs and a possibility to draw up individual educational trajectories	• To adopt the individual educational trajectory by drawing up individual curricula. A possibility to select programs of well-known international universities to obtain certificates of elective disciplines in cooperation with Prometheus, the Ministry of Education and Science of Ukraine and international leading universities. • To motivate students for self-education and advanced training using Mini-MBA courses in the following areas: HR Management, Anti-crisis Management, Hospital Management, Pharmaceutical Management. • To motivate students to use information on such educational platforms as Edx and Coursera that implement the Life Long Learning paradigm, which content meets the requirements of the Bologna Declaration on the Autonomy of Learning. Integration of Educational Programs into the global educational space by involving participants in the educational process in the full-time English mode of study. • To use variable modes of study, particularly online, distance, dual, blended, inclusive Soft skills certificates, and implementation of Thainair Plus LKAO approaches.
Monitoring of the professional labor market: development and constant advancement of educational programs according to the labor market demands	• To monitor stakeholders' feedback and suggestions about educational programs. • To adopt dual education for Master's and Bachelor's students, as well as cross-curricular and consistent training in the specialty (Bachelor's-Master's- PhD programs). • To approve educational and professional programs according to the demands of regional and international markets.

GOALS	STRATEGY
Implementation of academic mobility: to provide possibilities for studying, undertaking an internship and conducting scientific activities at another higher education institution in Ukraine or abroad.	• To launch integrated online courses. • To organize preparatory courses for foreign students. • To develop step-by-step mobility and credit mobility programs. • To elaborate vertical and horizontal mobility programs.
Application of digitalization: integration of digital technologies into the educational process	• To conduct research on the adoption and use of digital electronic educational resources in the educational process. • To apply own solutions adapted to current educational programs in the training process. • To develop the SMART UNIVERSITY digital platform.
Assurance of academic integrity: Ukrainian consortium of academic integrity	• To promote the academic integrity policy in the educational process. The Academic Integrity – Energy of High-Quality Education project includes the holding of the contest among course graduates in the nomination for the highest percentage of uniqueness of the graduate qualifying paper.