



MANAGEMENT COLLEGE

DEVELOPMENT STRATEGY FOR 2018-2021

APPROVED
at Management College Council meeting
on 04th January, 2018, protocol Nr.1

VISION

Management College is a popular among students, internationally known, recognized by employers, highly evaluated by society, modern higher education institution.

MISSION

To prepare creatively thinking and socially responsible specialists for the creation of modern world.

VALUES

Competence
Co-operation
Responsibility
Development

PRINCIPAL DIRECTIONS OF ACTIVITIES

- Development of study process
- Internationalisation

STRATEGIC GOALS

1. Modern study process for preparing socially responsible specialists;
2. International co-operation for the promotion of knowledge transfer;
3. Involving the employers in the study and research process;
4. Recognition of college's image in the society.

PRIOR OBJECTIVES FOR ACHIEVING STRATEGIC GOALS

1. Modern study process for preparing specialists.
 - 1.1. Elaborate new study programmes taking into account the trends and demand in the labour market;

- 1.2. Elaborate new free choice study courses and offer them to the students;
 - 1.3. To comply with the principles of sustainable development and social responsibility in the elaboration of the contents of study courses;
 - 1.4. To increase the number of academic staff with doctor's degree;
 - 1.5. Regularly motivate the academic staff for targeted professional growth and research activities;
 - 1.6. Organise the lectures of foreign guest lecturers;
 - 1.7. To ensure modern study environment and regularly teach the academic staff how to work with the newest ICT;
 - 1.8. To elaborate the quality management system of the college and ensure its operation;
 - 1.9. To organise co-operation for implementation of students' common projects according to the study programmes;
 - 1.10. To provide students with wide access to study literature and data bases;
 - 1.11. To improve the support system for students in their studies, provision with internship and working places;
 - 1.12. To create the college's alumni club;
 - 1.13. To develop the college's internal communication process;
 - 1.14. To provide the college with modern study infrastructure;
 - 1.15. To encourage students participate in extracurricular activities.
2. International co-operation in promoting knowledge transfer.
 - 2.1. To create co-operation with higher education institutions in Latvia and abroad in the implementation of the study programmes;
 - 2.2. To support the initiative of the students and the academic staff to acquire international experience in educational and professional spheres;
 - 2.3. To provide the students and the lecturers with the possibility to participate in international projects according to the college's directions of activities;
 - 2.4. To create co-operation with foreign representatives in recruiting new students and studying the requirements of the labour market;
 - 2.5. To participate in education exhibitions in potential market countries;
 - 2.6. To create the system of recruiting foreign applicants.
3. Involving employers into study and research process.
 - 3.1. To elaborate the procedure for the participation of social partners, parties involved and corporate partners in the development of the study directions according to the requirements of labour market;
 - 3.2. To update the co-operation with employers;
 - 3.3. To create co-operation with a business incubator for the development of study directions;
 - 3.4. To involve employers into elaboration of new study programmes;
 - 3.5. To create co-operation with partners – large widely known employers and social enterprises – on internship possibilities;
 - 3.6. To ensure the implementation of the study programmes involving businessmen, field experts and college's alumni into assessment and improvement of the study programmes.
4. Recognition of college's image in the society.

- 4.1. To elaborate and implement a marketing plan;
- 4.2. To involve all the parties interested in the development of the college in providing the recognition of college's image.