

**Faculty of Economics and Management
Slovak University of Agriculture in Nitra**



**Update of the Long-term Strategic Plan
of the Faculty of Economics and Management
at the Slovak University of Agriculture in Nitra for 2020**

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The FEM SUA in Nitra has a long tradition in the field of education and scientific research, so its main goal is to provide quality teaching in approved study programs, support and implementation of scientific research. The Update of the Long-term Strategic Plan of FEM for 2020 is based on the approved document for the period 2016–2022 and respects the priorities of the Long-term Strategic Plan of the SUA in Nitra. The aim of this update is to strengthen the position of the faculty in the time horizon of the long-term strategic plan.

The approved Long-term Strategic Plan of FEM represents 4 key areas:

1. Science, research and education of doctoral students
2. Education
3. Foreign relations and public relations
4. Human resources and development

Another key area has been identified for the coming year, which is cooperation with practice.

Within the particular key areas, the following goals need to be implemented in 2020:

1. Science, research and education of doctoral students

- To implement research in laboratories, which the faculty has at its disposal with a consequent increase in publishing activities in scientific foreign and domestic journals registered at WoS and CC.
- To motivate employees for continuous research at individual workplaces by maintaining a set motivation system reflecting on scientific research activities, which brings funds to the faculty budget and contributes to the fulfilment of accreditation criteria.
- To identify and support research teams and their research intentions, and at the same time create a system of support and motivation of employees to submit research projects that can bring faculty funds from the external environment and at the same time help in the career growth of individuals.
- To support the publication of scientific monographs and quality research works and to set up a system of scientific research activities in order to meet the new, probably stricter, accreditation criteria without difficulty.
- To focus scientific-research activity also to commercial subjects, not only to research from the state budget resp. from state administration.
- To organize scientific conferences with a priority focus on ISD 2020 – a conference that takes place every 2 years.
- To support the active participation of researchers on foreign scientific conferences and congresses, conferences, and congresses of international importance, conferences whose outputs are registered in international databases.

- To support the mobility of teachers, researchers and doctoral students in relation to foreign universities.
- To support the cooperation of FEM creative staff with researchers from other domestic and foreign universities and research institutes, and thus increase the volume of funds obtained from scientific projects.
- To increase the level of the faculty scientific journals "Review of Agricultural and Applied Economics (RAAE)" and Mathematics in Education, Research and Applications (MERA) and their visibility within the FEM SUA in Nitra.
- When selecting and admitting doctoral students, emphasize the quality of analytical thinking, expertise, language competencies of applicants, as well as the quality of supervisors measured by the number of outputs in the WoS and CC databases, respectively by the number and quality of completed scientific research projects.
- To increase of publication outputs of doctoral students and the level of processing of doctoral dissertations.
- To support and develop creative scientific, development and research activities at the faculty level through GA FEM SUA.

2. Education

- Thorough preparation of faculty for the accreditation process based on received new accreditation standards, in cooperation with the faculty management with guarantors and co-guarantors of study programs.
- To improve the Internal Quality Assurance System of the provided university education at FEM SUA in Nitra in the context of standards for higher education and quality management of education defined by the Slovak Accreditation Agency for Higher Education.
- To continuously improve the quality of education, apply a system of monitoring and evaluation of quality, performance and criteria for the evaluation of pedagogical activity.
- To strictly respect the study regulations and other regulations governing the education system at FEM SUA in Nitra. Adhere to the code of ethics and communicate correctly with students during semester and probationary period in order to avoid complaints and rules infringements. To acquaint students with the conditions for the award credit and exams at the beginning of the academic year. To approach towards knowledge assessment of students correctly, responsibly and objectively.
- To respect and pay attention to the diversity of students and their needs, if necessary, to consider and use different form of provided education.
- To intensify the work of study counsellors in the first year of study with students in relevant study programs in order to provide an effective advice in finding solutions towards specific problems in the field of the educational process and thus help to reduce the decline of students, especially in the first year of study.

- To arrange observations at each department or within the study program and focus on adherence of schedule and quality of teaching. Discuss the report from the observations and findings deficiencies at the departments and the dean's meetings and take the necessary measures. To submit Reports from observations via vice-dean for education separately for the winter and summer semesters.
- To re-evaluate the structure of the offered study programs and focus on the development of study programs that students are genuinely interested in and provide academic knowledge and skills, including transferable competences, and will influence their personal development and can be used in their future career.
- To organize meetings of the faculty management as well as guarantors and co-guarantors of individual study programs with students of relevant study programs with the aim of content innovation, as well as the practical implementation of the teaching process.
- To introduce new practical subjects and education in the field of informatics, information systems and software solutions for accounting (e.g. SAP Basics, Pohoda, Alfa, etc.), for better application of graduates in practice.
- To enrol only students who have real preconditions for mastering the study at university.
- To increase the level of student satisfaction with the quality of higher education provided at FEM SUA in Nitra through the implementation of the conclusions from questionnaire research, mainly in areas:
 - to connect study with practice and faculty events,
 - technical amenities of lecture rooms.
- To organize educational and popularization events at faculty:
 - Consumer Day,
 - International Partnership Day,
 - Science Café,
 - to expand the offer of subjects taught in English or another foreign language.
- To ensure a wider coverage of the study literature of individual subjects at the faculty. Is necessary to oblige teachers to write compulsory study literature. The percentage of covered compulsory literature is very low. Students should be able to purchase required literature in our publishing house. The head of the department directly entrusts the teachers in the departments to ensure publication of study literature for compulsory subjects for students of 1st - 2nd year.
- To implement pedagogical seminars aimed at increasing the quality of the educational process and pedagogical-psychological competencies of a university teacher.
- To organize seminars on the topic "Working with professional literature (searching and processing of sources with respect for copyright when writing the final thesis) and also devoted to the elaboration of the final thesis, but namely to writing thesis objective, literary review, materials and methods, own work, achieved results and conclusion.

- To stabilize the number of students through active marketing and to maintain interest in studying at FEM SUA in Nitra, to intensify cooperation with selected secondary schools also through the Day of undergraduate for high school students from collaborating high schools, field meetings in various parts of Slovakia and abroad in order to promote our study programs, updating promotional materials in electronic form as well as in printed form for effective information of future applicants.

3. Foreign relations and public relations

- To continue to develop internationalization in education and research and continue to expand networking.
- It is necessary to understand international mobility programs comprehensively and to create conditions not only for sending our students to foreign universities, but also for admitting foreign students at the SUA in Nitra, as well as to use the mobility of teachers and staff to create new and strengthen existing contacts with foreign universities in all countries involved in the lifelong learning program in order to maintain interest from foreign universities on reciprocal cooperation in the field of mobility programs.
- To put greater emphasis on participation in the Erasmus+ and Erasmus+ world programs, in order to increase incoming and outgoing students as well as staff in the long term.
- In order to maintain the quality of teaching of Erasmus+ students, continue to motivate teachers for teaching in a foreign language - reallocate funds at the faculty for rewards for teachers of foreign students from Erasmus+, Erasmus Mundus, CEEPUS as well as foreign students studying with us.
- To strengthen the international activities of the faculty through joint research and educational projects, by signing new bilateral agreements also within the program Erasmus+, Erasmus+ world and the preparation of double-degree study programs with foreign universities.
- To more intensively develop relations with institutions from social practice, to prepare a concept of effective communication with the public, with secondary schools and universities abroad, e.g. Serbia, Croatia, Romania, Ukraine, Russia and Central Asia (Kazakhstan, Uzbekistan, etc.) in order to recruit new students.
- To cooperate with the practice not only at home but also abroad and enable students to internship either within foreign partner universities (business incubator at LSU USA), or in companies such as in Ohio, USA as well as Cargo partners Hong Kong.
- To increase the number of faculty students in Chinese language teaching, but mainly increase the qualitative content of teaching with the active support of the Department of Languages – Confucius class.
- To increase the competitiveness of the faculty in European and world research and education space through the participation of the faculty in international educational and research activities, promotional events, educational fairs and others.

- To support higher education and cooperation with practice in the context of student faculty staff mobilities.
- To actively look for suitable partner companies for student mobility for the purpose of an internship (especially doctoral students).
- To remove obstacles to the development of joint degrees and the further development of joint and double degrees, improving the mutual recognition of credits and diplomas.
- To develop innovative models of digital education as a complementary tool for the internationalization of higher education.
- To strengthen the international interactivity of students.
- To continue to support existing memberships in foreign associations and create the conditions for the involvement of the faculty or its employees in international associations and professional associations.
- To continue to promote study at the faculty abroad in English with a focus on acquisition of students from the EU and third countries for comprehensive study, or mobility students supported by national governments, or the home university.
- In the field of PR, continue the philosophy of the faculty, which is based on the pillars of communication mix as personal communication - DIRECT CONTACT, ADVERTISING, NEW TRENDS IN MARKETING COMMUNICATION.
- To organize open days for applicants and their parents in the premises of the faculty.
- To organize for FEM partner secondary schools "University Days", "Creativity Day", the benefit of which is that the high school student has the opportunity to be one full day a college student and actively engage in case studies.
- To travel directly to high school students throughout Slovakia.
- To continue to effectively use modern methods and forms of presentation of the faculty through social networks - Facebook, Instagram, YouTube as well as through its own mobile application FEM.
- To organize support and beneficiary activities to increase awareness of the faculty – Christmas day, Student Fest.
- To continue to work closely with the PR team, which consists of our students, and participate on raising awareness among FEM students through the activities such as "FEM Weekly", "Question and Answer Hour", "E-sports event", "Competitions for FEM", "Get to know your teacher", "Meet FEM students".

4. Human resources and development

- To ensure favourable conditions for the development of human resources at the faculty.
- To create a motivating environment for faculty employees through performance-related special rewards and personal evaluation.

- To ensure the continuity of demanding requirements when hiring new employees, their selection for the relevant job positions and the stabilization of their employment relationship with the faculty.
- To optimize the age and qualification structure to ensure the continuity of scientific and pedagogical generations and to ensure all the preconditions for the quality fulfilment of the mission of the faculty.
- To create post-doctoral positions at selected departments of the faculty.
- To create conditions for intensive fulfilment of the criteria of the qualification procedure.
- When filling the positions of professors, associate professors and assistant professors, consistently taking into account the fulfilment of criteria in accordance with the General Criteria for filling the posts of professors, associate professors and assistant professors and specific conditions for filling the posts of professors, associate professors and assistant professors at the Slovak University of Agriculture in Nitra.
- To provide training for employees in the field of acquisition, deepening, improvement, verification of professional competencies, their use and evaluation.
- To review the need for pedagogical and non-pedagogical staff with regard to the number of students, hours taught, research activity and the effectiveness of the funds spent.
- To ensure the improvement of spatial and material-technical equipment of lecture rooms, classrooms and workplaces.
- To make the environment and surroundings of the faculty more attractive - creating work and relaxation zones - establishing a Work & Relax zone for working students, start-ups, study groups and building an outdoor relaxation zone.

5. Cooperation with practice

- To increase the participation of experts from the practice in the educational process in the form of selected lectures, exercises and workshops - selected lectures and other activities that help promote FEM as an important partner for businesses.
- To organize special activities aimed at developing competencies for better employment of students and graduates in the labour market - these are one-off activities carried out by companies to support the increase of competencies, where various practical techniques and methods used in the company are presented (SAS Analytics Day, IBM Partnership Day, Deloitte College, Nestlé Day, Prazdroj Day, etc.).
- To provide professional practice, internships and excursions for students and increase practical competencies outside the faculty with external partners - the importance lies mainly in increasing those practical competencies of students which they can use in the future (IBM Job Shadowing, PwC Experience, DOD Plzeňský Prazdroj).
- In the field of compulsory professional practice, to make students' practice more flexible so that they do not have to implement it at the end of the semester or during

the examination period, but so that they can practice during the whole semester and offer BZ and VPP as subjects where students can practice.

- To constantly supervise that students practice in the field they are studying.
- Direct participation of external companies in study programs - creation and implementation of study programs or introduction of new subjects or innovation of current ones, which will be provided by external partners also in terms of staff (LIDL Retail Academy) - search for stable partners for particular study programs.
- To support research activities of the faculty by partners from the external environment.
- To support PR activities of the faculty by partners from the external environment.
- Enlargement of the faculty premises in cooperation with partners from the external environment.
- To strengthen cooperation with BZ and VPP in providing internships to students, excursions and other activities.
- To expand the portfolio of faculty partners with new entities.
- Encourage greater involvement of all employees in the implementation of commercial projects.