

# STRATEGY OF THE FACULTY OF MANAGEMENT AND ECONOMICS OF THE GDAŃSK UNIVERSITY OF TECHNOLOGY

// FOR 2021-2030

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OF MANAGEMENT AND ECONOMICS  
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## INTRODUCTION

# 01

## // INTRODUCTION

The strategy of the Faculty of Management and Economics takes into account cultural, social and institutional challenges at the regional, national and international level.

The strategy combines the scientific and educational achievements of the Faculty of Management and Economics with the engineering tradition of the Gdańsk University of Technology and the entrepreneurial vitality and tradition of the city, region and country. It represents the scientific, educational and administrative potential, competence and ambition of the employees and students of the Faculty.

The Strategy has been prepared, taking the changing conditions affecting the functioning of the Faculty into consideration.

It is a testament to the development policy adopted by the Faculty. The mission, vision and objectives are set out for a period of ten years; they are in line with the Strategy of the Gdańsk University of Technology adopted under the decision of the Senate of the Gdańsk University of Technology on 25 November 2020.

The strategy is a continuation of the directions of development previously followed by the Faculty.

## OUR MESSAGE

### NAVIGATING THROUGH THE COMPLEX WORLD





## — OUR MISSION

# 02

## OUR MISSION

Referring to the scientific tradition and taking advantage of the heritage of the Gdańsk University of Technology we would like the Faculty of Management and Economics:

- to be guided by the universal values of employees and students,
- to conduct innovative scientific research and to provide education at the highest international level in a spirit of cooperation and tolerance,
- to be a desirable place for employees and students to pursue their aspirations,
- and to shape social and economic development.

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### // CURRENT MISSION

We support innovative solutions, create opportunities for employee engagement and encourage creativity to create new added value for the region, country and society.

The Mission of the Faculty is formulated, taking into account sustainable development - the continuous pursuit of balance between humans and social, cultural and economic ecosystems. Therefore, both socio-ecological and economic processes are the basis for management in the ecosystem of the Faculty.

Cooperation with academic, economic and social partners is key to our growth. We seek to build partnerships with strategic stakeholders, actively working to disseminate the vision and concepts for the development of the Faculty.

# 03

## OUR VISION

// WE WISH TO BE ABLE TO SAY THIS ABOUT US: .....

*The Faculty of Management and Economics is one of the leading organisational units of the Gdańsk University of Technology, a well-known centre in Europe, which conducts innovative research in selected areas as part of international university networks, uses its potential in the educational process, inspires its employees and students, and develops active cooperation with the environment.*

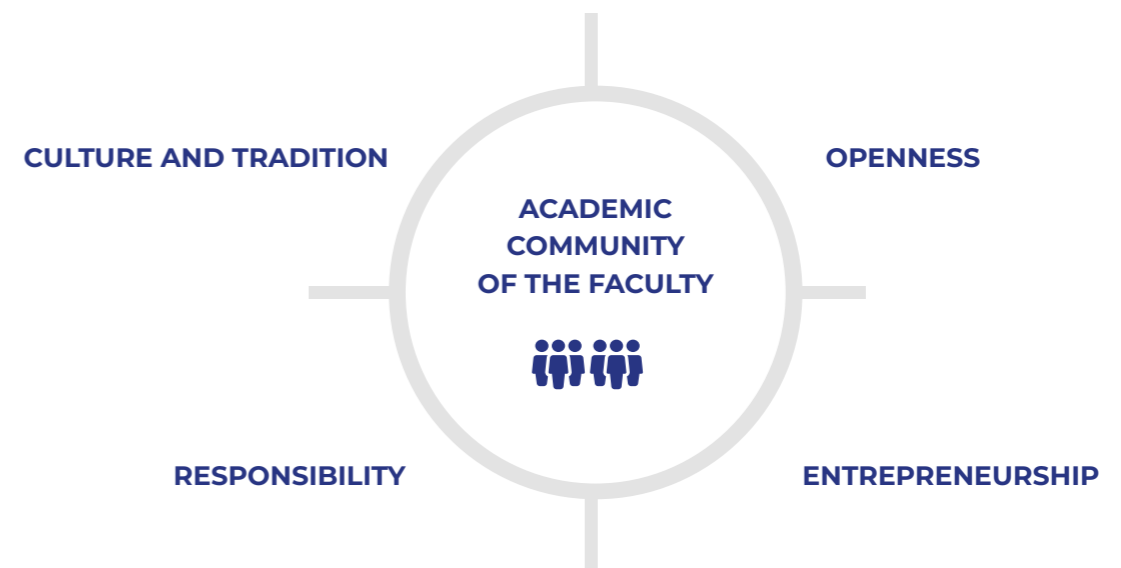


# 04

## OUR VALUES

People always come first. We believe that the academic community of the Faculty includes all stakeholders, such as candidates, students, postgraduate students, course participants, academic staff, staff supporting the core activities of the Faculty, graduates, employers, and representatives of the socio-economic environment. A high level of organisational culture, in all its aspects, is fundamental to the achievement of individual and collective objectives, and it is an expression of freedom, tolerance and dignity of employees. Our activities are characterised by openness because we believe that experiencing and embracing diversity makes us stronger. Moreover, respon-

sibility requires us to act with commitment and to take into consideration the consequences of our actions for all stakeholders. It is associated with the integrity and autonomy of conducted research and ethical practices adopted by the Faculty. We encourage entrepreneurship because we believe that recognising needs, improving ideas and the ability to seize opportunities, and being willing to take risks contribute to sustainable development and improved social well-being. At the same time, we believe it is important to respect tradition, heritage and culture, which requires social responsibility and sensitivity from the academic community.



# STRATEGIC OBJECTIVES

The implementation of the Faculty Development Strategy requires the establishment of strategic objectives specifying priorities for action until 2030.

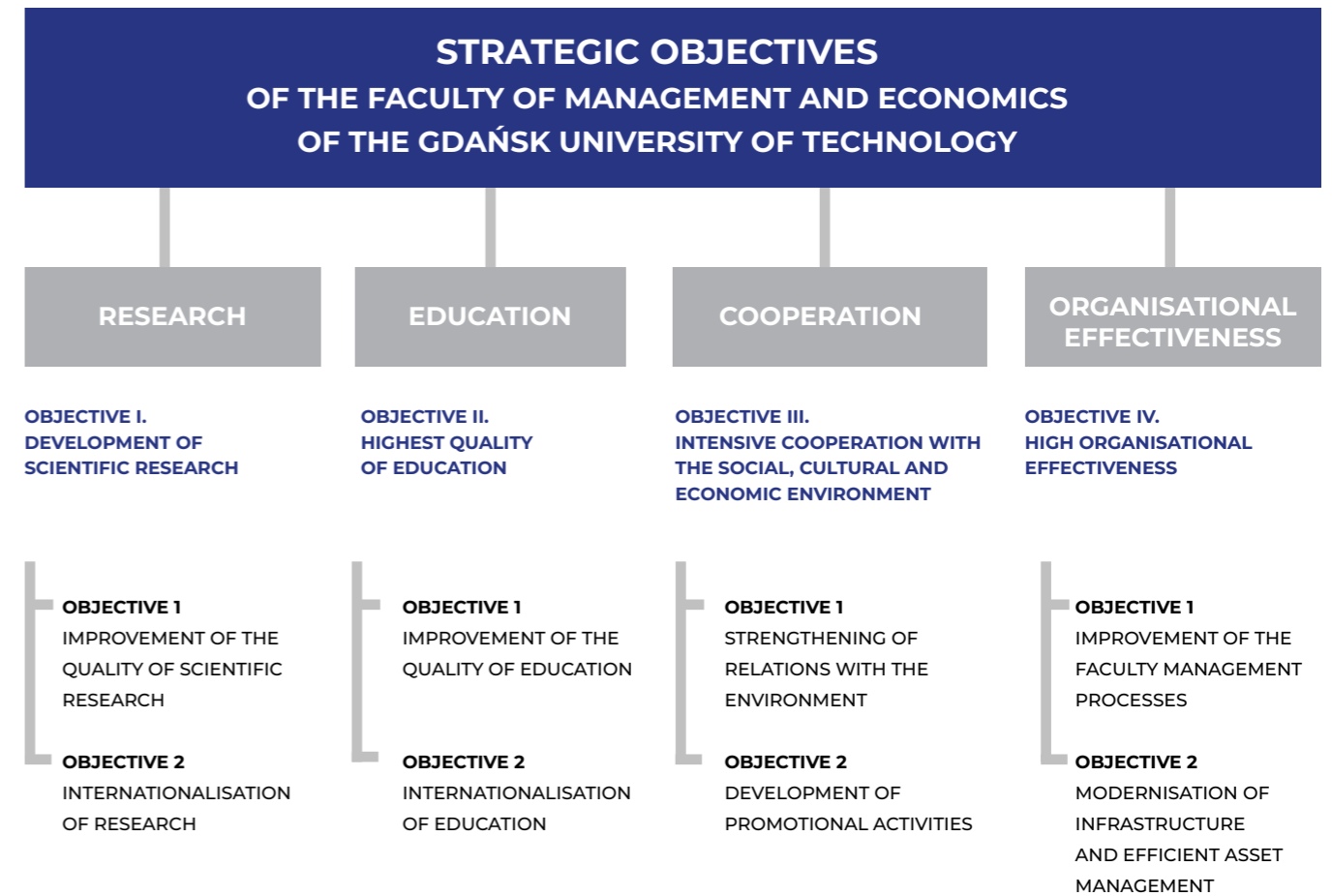
The analysis of the changing environment allowed the Faculty to identify its strategic objectives and define them at the operational level.

They can only be achieved thanks to the combined efforts of all members of the community of the Faculty.

The Faculty conducts educational and research activities in the field of social, engineering and technical sciences and humanities, which are in line with the third mission of the university.

The Faculty represent the social dimension of the technical research university.

Our activities are guided by the above-mentioned values. We believe that the social responsibility of the university and the dynamic and long-term development of the faculty are of particular importance.



## STRATEGIC AND OPERATIONAL OBJECTIVES OF THE FACULTY

The strategic objectives of the Faculty are set in four areas: **RESEARCH, EDUCATION, COOPERATION, AND ORGANISATIONAL EFFECTIVENESS.**

Each area has one main strategic objective and two specific objectives. The table below presents a list of the strategic objectives along with the operational objectives necessary to implement the strategy.

### RESEARCH

#### OBJECTIVE I. // DEVELOPMENT OF SCIENTIFIC RESEARCH //

##### OBJECTIVE 1. // DEVELOPMENT OF SCIENTIFIC RESEARCH

- B.1.1 Scientific development of employees
- B.1.2. Improvement of scientific publications
- B.1.3. Development of interdisciplinary research networks
- B.1.4. Ensuring high quality of PhD theses

##### OBJECTIVE 2. // INTERNATIONALISATION OF RESEARCH

- B.2.1. More frequent participation in international scientific conferences and in the work of foreign scientific institutions
- B.2.2. Intensification of cooperation with foreign researchers who have significant scientific achievements
- B.2.3. Internationalisation of PhD studies



### EDUCATION

#### OBJECTIVE II. // HIGHEST QUALITY OF EDUCATION //

##### OBJECTIVE 1. // IMPROVEMENT OF THE QUALITY OF EDUCATION

- K.1.1. Increased support for academic teachers in the area of the improvement of their skills
- K.1.2. Improvement of internal procedures for the assessments of the quality of education
- K.1.3. Improvement of curricula at all levels of studies
- K.1.4. Increased interdisciplinarity of curricula
- K.1.5. Implementation of measures for innovation and applicability of the educational offer

##### OBJECTIVE 2. // INTERNATIONALISATION OF EDUCATION

- K.2.1. Increased internationalisation in the area of study programmes and mobility
- K.2.2. Promotion of intercultural cooperation skills
- K.2.3. Obtaining of international certificates and accreditations confirming the highest quality of education



— **COOPERATION**

**OBJECTIVE III. // INTENSIVE COOPERATION WITH THE SOCIAL, CULTURAL AND ECONOMIC ENVIRONMENT //**

.....

**OBJECTIVE 1. STRENGTHENING OF RELATIONS WITH THE ENVIRONMENT**

- W.1.1.** Development of partnerships with public, social and economic organisations
  - W.1.2.** Cooperation with business and social leaders in identifying research challenge
  - W.1.3.** Strengthening of the role of the Faculty in the economic and educational environment of the region
  - W.1.4.** Establishment and development of long-term relationships with the graduates of the Faculty
- .....

**OBJECTIVE 2. DEVELOPMENT OF PROMOTIONAL ACTIVITIE**

- W.2.1.** Improvement of promotional activities of the Faculty

— **ORGANISATIONAL EFFECTIVENESS**

**OBJECTIVE IV. // HIGH ORGANISATIONAL EFFECTIVENESS**

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**OBJECTIVE 1. IMPROVEMENT OF THE FACULTY MANAGEMENT PROCESSES**

- S.1.1.** Optimisation of the use of resources and management processes in the Faculty
- .....

**OBJECTIVE 2. MODERNISATION OF INFRASTRUCTURE AND EFFICIENT ASSET MANAGEMENT**

- S.2.1.** Optimisation of the use of building infrastructure
- S.2.2.** Development and implementation of the tangible investment management system





## RESEARCH

### OBJECTIVE I. DEVELOPMENT OF SCIENTIFIC RESEARCH

The primary criterion for assessing the reputation of the Faculty as a research university is the quality of conducted scientific research. The Faculty, as one of the leading organisational units of the Gdańsk University of Technology, strives to reach a high international level of basic and applied research.

Scientific research carried out in the Faculty involve important, innovative topics and projects which are discussed during international and national scientific debates taking social, cultural and economic needs into account.

As part of each research area, the knowledge and competence of members of the academic community of the Faculty are presented according to different, but complementary, thematic threads. Given the fact that the lines

between scientific disciplines blur, we develop innovative interdisciplinary research.

When undertaking basic and applied research and promoting science, we follow the highest academic standards.

As part of the research university, the Faculty ensure appropriate conditions for students, PhD students and researchers to conduct innovative research at the highest level.

The strategic objectives in the area of scientific research include the improvement of the quality of research and its internationalisation, which will allow the Gdańsk University of Technology to maintain the status of the research university and the Faculty to maintain its position among the best faculties of management and economics in the country.

## EDUCATION

### OBJECTIVE II. HIGHEST QUALITY OF EDUCATION

The strategy identifies the Faculty as a modern centre of education at the regional, national and international level with respect to the disciplines represented by its employees. The high position of the Faculty is confirmed

by the accreditations and certificates obtained by it. The aim of the activities undertaken is to shape the brand of the Faculty and lead to increased recognition of the educational offer.



# 05

## COOPERATION

### OBJECTIVE III. INTENSIVE COOPERATION WITH THE SOCIAL, CULTURAL AND ECONOMIC ENVIRONMENT

In accordance with the idea of the university's third mission, the strengths of the Faculty lie in interacting and establishing long-term relationships with the social, cultural, and economic environment.



## ORGANISATIONAL EFFECTIVENESS

### OBJECTIVE IV. HIGH ORGANISATIONAL EFFECTIVENESS

There is a change in the management of the organisational structure that aims at the functional adaptation of the Faculty to the challenges of supporting scientific activity, improving the quality of educational processes and optimising administrative processes.



# 06

## PRIORITY OBJECTIVES OF THE STRATEGY

The document identifies the following priority objectives for the strategy of the Faculty:



# 07

## OUR UNIQUENESS

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Our Faculty offers students from Poland and abroad the opportunity to study in one of the most attractive and modern cities in Poland and Europe. We combine the scientific, didactic and culture-forming tradition of the Gdańsk University of Technology with modernity, and as a renowned academic centre, we strive to set the limits of knowledge in the field of management and economics.

We cultivate open-minded attitudes by offering students the freedom to follow individualised learning paths in a rapidly changing world.

The employees of the Faculty creatively engage in solving the most important scientific problems by actively cooperating with the business and social environment and supporting the socio-economic development of the region and the country.





**WYDZIAŁ  
ZARZĄDZANIA I EKONOMII**