

Alfred Nobel Business College

Institutional Strategy

I. Programme development

Our institution has a well-defined vision and development concept in the field of education development. The main emphasis of future education is still centered around the Bologna-based courses. However, we wish to put emphasis on Master's degree. In the long term, the school would like to cooperate with other international schools.

The school is committed to three key overall objectives and principles of operation in the programme field development:

1. quality education and continuous quality improvement;
2. expanding the range of participants and providing equal opportunities in education;
3. continuous improvement of efficiency, increasing business results and providing sustainability.

II. Service improvement

II.1. Information and Admission Office

The school currently operates one Information and Admission Office, where our colleagues provide the applicants with the necessary information concerning the admission process. They also provide assistance in filling in the documents relevant to the applications for admissions. This service is available online, via telephone system configuration menu so the students are able to gain useful information in as many forms as possible and the most convenient way for them. Important information can be obtained from the school's website.

II.2. Registrar's Office

Our students are being served by the Registrar's Office, which also functions as a Student Information Centre. Students' application can be submitted in the Registrar's Office. The special problems of students are handled flexibly by the workmates of the office. Teaching aids for students can be reached online.

III. Developing professional, cultural and knowledge transfer services

In the development of expert and professional services our school is planning to build relationships with colleges, universities which provide similar programmes all over the world. We would like to have the opportunity to organize conferences and discuss current issues regarding business in our institution. Our students could be informed about their specialization concerning their studies via famous experts of the international business life.

III.1. Knowledge transfer services

- a) Our programmes are related to labour market needs.
- b) Language programme is integrated into professional programme.
- c) Professional programme.
- d) Active student methodology

III.2. Research development

Our students are continuously trained to write scientific papers and carry out research and publications.

In the near future we are planning to publish an almanac, which would contain scientific publications prepared by our trainers and students.

III.3. Organisational development

The school's organisational development. Planned steps of organisational development:

- Strengthening the role of institutions operating within the school, more efficient use of resources
- Creating departments
- The creation of individual research teams.

III.4. Quality improvement

One of the most prominent objectives of our school is to provide quality education and continuous quality improvement.

Main goals:

1. Quality improvement along with increasing the supply of programmes
2. The use of new technology and communication facilities
3. Partner-focused operation and communication building, the development of partnerships
4. Economical and result-oriented operation of our resources

IV. Equal opportunities, talent management

Special attention is paid to support equal opportunities and talent management in our institution.

IV.1. Presidential scholarships

The scholarship is judged and awarded by the President with the following aims:

- enhancing students' level of knowledge, promoting academic performance and language learning,
- recognition of student academic achievement and performance,
- honouring performed work for the business school and fellow students,
- supporting students belonging to underprivileged groups and increasing equal opportunities.

IV.2. Supporting socially disadvantaged students

It is important for us to provide both satisfactory financial and adequate moral support to these students. Socially disadvantaged students' academic achievement cannot be interfered under any circumstances.

IV.3. Talent management for students

Our aim is to support talented students, promote professional development, design and develop a virtual special school system. The principal areas of these are the following:

- Involvement of students in other non-educational activities.
- Career counselling in the Career Office.
- Organizing study tours, which are particularly important in terms of international relationship building.
- Establishing scholarships – fellowships, proposals for students with the best academic results.
- Installation of student rankings, which would include our graduated talented students' location of marketable workplaces.
- Internships.
- Involving students in education-related activities (e.g. preparation of research proposals, statistical data collection).

IV.4. Providing institutional development for lifelong learning system

- Implementation of practice-oriented programme (e. g.: small group programmes, well- presented case-studies).

- Being student-centred. i.e. providing comfortable learning environment and excellent trainers, using up-to-date curriculum and methods

IV.2.5. International relations

In the development of international relationships special emphasis is placed on the convertibility of qualifications, therefore strategy building concerning the construction and operation of international relations define the principles of Bologna Process.

V. Aims and tools of the business school principal international strategy

The school puts a great emphasis on exploring opportunities for contacts with foreign institutions and developing relationships with them continuously.

The main areas of the relationship:

- Building relationships with educational institutions
- Acquisition, development and delivery of curriculum regarding international knowledge.
- Continuous contact with foreign libraries and research institutes
 - (e.g.: providing up-to-date educational materials, creating contacts via Internet, operating monitoring service etc.)

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