

Quality Policy of the Academic Unit





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Quality Manual; Staff Summary

Department of Business Administration; University of Thessaly

Quality Policy of the Department and of the Academic Unit

The present section defines the structure and the Quality System (QS) of the Department of Business Administration. The Quality System focuses on the set of goals and objectives, as well as on the qualitative description of the practices in order to achieve them. The Quality Policy (QP) is determined by a decision of the competent body, the Senate of the University. The Quality System of the Department of Business Administration is developed through the following five (5) groups of processes and is identical with that of our University.

The first category of the quality processes concerns the “**Design and Implementation of the Educational Project**”, which aims to improve the educational project, provided through the qualitative and quantitative objectives that have been set. As a part of the planning of the educational project, the curriculum committee monitors the international changes and trends that take place in the external environment. It then collects information in order to update the curriculum, whenever it is necessary. Moreover, as far as the external environment is concerned, the Department aims to conclude “quality” collaborations - within the framework of the Erasmus program - with universities with a high score in the international ranking lists. In this way, we will achieve both improvement of competitiveness and extroversion and we will also reinforce the prestige of our Department. As a result, we aim to create added value for the students of our Department, who wish to move abroad and gain international experience, while developing additional skills.

We also aim at an attractive and modern curriculum for our students that will meet not only the requirements of the labor market, but also the priorities of the Ministry of Education and of our University. More specifically, in the context of the structure and organization of studies, we aim at quantitative improvement, by means of courses that are offered for the development of skills, free choice, optional compulsory, etc. Regarding the quality improvement, we will focus on the increased supply of tutoring



and laboratory courses and we will aim at increasing the participation of students in the internship institution for the closer connection with the labor market. Another action that will increase the quality of educational work is the introduction of a smaller number of students.

With regard to the **implementation of the educational project**, our goal - in parallel with the strategy of the University - is to support the educational process with the use of technological and digital material. In this way, we intend to meet the increased technological demands of the new generation of students and to contribute to the improvement of their digital skills.

The improvement of **the quality of student service and information** constitutes an additional goal. Correct and valid information of the students about the offered services, as well as the recording of the rights and obligations of the students, contribute to the improvement of the service of the students. An important role is that of the **Academic Advisor**. This role aims to improve communication with our students and the possible solution of their problems during their studies. In addition, in the context of the development of international mobility, the improvement of information and encouragement for **Erasmus mobility programs** with students / teachers (one semester update) by the Erasmus Committee is a major priority of our Department. It is also advisable to inform students (both through the website and social networks) about support processes (library, social support services, physical education office, liaison office) in order to strengthen the internal community and improve their student life. Along with the user service and communication processes, information promotion actions to the external environment and the local community must also be implemented. Our goal is to provide information and publicize educational, research and scientific actions that take place in the the Department of Business Administration.

In the framework of the second category of processes "Research Project Design and Implementation" our goal is to **design a joint research strategy** of the Department through the two thematic axes: (a) Services Management and (b) Digital Administration. In these two scientific fields, special research emphasis should be given through undergraduate and postgraduate study programs. Moreover, the establishment of research laboratories of the Department will contribute significantly to the planning of the research strategy. In addition, the development of collaborations with other Departments of different universities and research bodies is sought in order to submit joint research proposals. In collaboration with ELKE, it is also important to inform our research and teaching staff about



the opportunities of submitting and participating in proposals for European programs.

With regard to **the process of implementation of the research project**, our goal is to form active team members (within the department, inside and outside the institution), who will strengthen the position of the Department of Business Administration and will lead to the establishment of respective research laboratories. At the same time, the strengthening of research potential with PhD candidates, postdoctoral fellowships and external collaborators will significantly enhance the participation in new research projects but also in the submission of new research proposals. This, in turn, will help in the research funding of the department and in its greater recognition and promotion.

Then, the **utilization of the research results** is necessary through the dissemination of information both inside and outside the University, via the participation or organization of events (conference-conference). Finally, the Strategy Committee of our Department will review the research strategy of the Department in order to ensure and improve the quality of research.