STRATEGY

FOR ENSURING AND CONTINUOUSLY IMPROVING THE QUALITY OF THE UNIVERSITY

I. INTRODUCTION

This document represents a comprehensive strategic framework for establishing, developing, and continuously improving the University's quality management system. The Strategy defines the priorities, objectives, measures, and activities that will ensure a high level of efficiency, accountability, and academic excellence in all areas of operation. It thereby enables a systematic approach to planning, monitoring, evaluation, and improvement of teaching, scientific-research, professional, and administrative processes.

II. BASIC PRINCIPLES

The quality system is based on the following principles:

- continuous improvement;
- transparency and accountability;
- involvement of all stakeholders;
- the student at the centre of the process;
- compliance with national and European standards;
- ethics and professionalism.

III. MISSION

The mission of European University Skopje is focused on providing modern, high-quality, and accessible education based on European academic standards and best practices.

IV. VISION

The vision of European University Skopje is continuous advancement, with the aim of achieving European standards in the educational process through the application of best practices from higher education systems in its operations. The University aims to develop as a modern and

internationally recognized institution, known for academic integrity, scientific achievements, and the satisfaction of its students and employees.

V. STRATEGIC OBJECTIVES

The strategic objectives are:

- Improving the quality and relevance of study programmes;
- Strengthening the competencies of teaching and administrative staff;
- Advancing scientific-research productivity;
- Improving student services and study conditions;
- Increasing international cooperation and mobility;
- Developing efficient and transparent governance;
- Digitalization and modernization of institutional processes.

VI. PRIORITY AREAS AND MEASURES

1. Teaching and Learning

- regular review and modernization of study programmes;
- implementation of interactive and student-centred teaching methods;
- introduction of mechanisms for regular evaluation of teaching;
- use of modern information technologies.

2. Teaching and Administrative Staff

- continuous training and professional development;
- encouragement of scientific and professional activities;
- clear criteria for evaluating work and advancement.

3. Student Support

- development of mentoring and advisory systems;
- improvement of library, laboratory, and IT resources;

- services for practical teaching, internships, and career counselling.

4. Scientific-Research Activity

- encouraging participation in domestic and international projects;
- support for publications and conferences;
- partnerships with industry and the public sector.

5. Governance and Transparency

- regular self-evaluation and internal analyses;
- annual reporting on achieved results;
- public information about activities and achievements;
- application of principles of ethical and responsible governance.

VII. MONITORING AND EVALUATION MECHANISMS

The implementation of the Strategy shall be monitored through:

- performance indicators;
- periodic reports;
- surveys and opinions of students and employees;
- internal and external evaluations;
- action plans for improvement.

VIII. RESPONSIBILITIES

The bodies of the University, organizational units, and teaching and administrative staff shall actively participate in the implementation of the measures and shall bear responsibility for the results within the scope of their duties and responsibilities.

IX. FINAL PROVISIONS

The Strategy shall be applied as the fundamental document for planning activities related to quality. It shall be reviewed periodically, in accordance with the needs of the University and changes in the legal and academic environment.

President of the University Senate

Professor Sonja Vujasin, PhD