

STRATEGIC PLAN

OF THE DEVELOPMENT OF HEI (HIGHER EDUCATION INSTITUTION) "UNIVERSITY COLLEGE OF BUSINESS" (2015 - 2020)

(SUMMARY)

LEGAL FRAMEWORK

Based on Law no. 80/2015, "On Higher Education and Scientific Research in Higher Education Institutions in the Republic of Albania", Article 38, the Academic Senate of the "University College of Business" urged two of its faculties, Faculty of Economics and Faculty of Law, and their respective departments to discuss, debate and make their proposals on long-term strategic plans and programs regarding the main objectives that the present institution aims at achieving in the field of teaching and scientific research.

RETROSPECTIVE

HEI "University College of Business" is founded and functions based on Law no. 9741, dated 21.05.2007, as amended, "On higher education in the Republic of Albania" and based on DCM. 651, dated 14.09.2011 "On licensing University College of Business" and functions based on Law no. 9741, dated 21.05.2007 "On Higher Education in the Republic of Albania", amended by lawsno. 9832, dated 12.11.2007, no.10 307, dated 22.07.2010, no. 10 493, dated 15.12.2011 and the bylaws based on it.

The institution has launched its operations in the academic year 2011-2012, initially on its premises located at the address: Rruga "Vangel Noti" no. 25, Laprakë, Tiranë.

Currently HEI "University College of Business", has two faculties; the Faculty of Economics and the Faculty of Law, both structures thereof are located on the unique building address: Rruga "Vangel Noti" no. 25, Laprakë, Tiranë.

Following the announcement of the decision of Council of Ministers no. 651 dated 14.09.2011 and the approval by the Minister of Education of the permit (order no. 3, dated 05.01.2012) on the initiation of its activity, the institution has been organized in two faculties, with the following graduation structure:

1. FACULTY OF ECONOMICS

A. First cycle of studies - Bachelor:

- Banks and Financial Institutions
- Business Administration
- Finance and Accounting

B. Second cycle of studies - Master Professional:

- Accounting-Finance
- Business management

C. Second Cycle Studies - Master of Science

- Accounting-Finance
- Business management

2. FACULTY OF LAW

A. First cycle of studies- Bachelor:

- Justice
- Business Law

B. Second Cycle Studies - Master of Science:

- Criminal Law
- Civil and Commercial Law

During the past academic years - HEI "University College of Business" has managed to maintain the profile and identity of a serious and qualitative institution, and of a center of well-known didactic and scientific values. This achievement of HEI "University College of Business" has been reached through work and serious commitment to the issues and subjects deemed its strong points and as such will continue to be estimated and relied thereon in the future academic year. Based on this foundation of sound and important achievements and on the legal and academic requirements and standards provided by Law no. 80/2015 "On Higher Education and Scientific Research in the Republic of Albania", our institution aims at achieving these future strategic objectives:

STRATEGIC GOALS AND OBJECTIVES OF "UCB"

To support and respect the requirements of the Law no. 80/2015, "On Higher Education and Scientific Research in the Republic of Albania", the long-term government plans and programs, the criteria that determine the "Bologna Charter", the conditions and standards set forth in the EHEA (European Higher Education), etc., HEI "University College of Business", its Faculties of Economics and Law assessed the need of a long term strategic program for a deep and competitive teaching research activity in the context of a qualitative and sustainable development of this institution, which aims at reaching the following objectives over five to ten years period:

IN THE FIELD OF POLITICAL, ECONOMIC AND LEGISLATIVE REFORMS

1. Considering the rapid political and economic developments, the profound legal and institutional reforms in the country, the requirements and standards of the European Union for membership of our country with full rights in these structures, the permanent needs of the labor market in the country, HEI "University College of Business":

- will encourage the active participation of its academic staff in professional and media debates and processes (visual media and periodicals) related to reforms in the field of justice and economy;
- will support the participation of academic staff in committees and working groups to design projects and drafts for reforms and other initiatives in the economy and justice field;
- will be the initiator for the organization of conferences, roundtables, debates on contemporary themes and for developments in the fields of economics and law, which remain the central focus of Albanian society of legal and constitutional changes.

In the field of Curriculum

Programs of two cycles' studies, Bachelor and Master of Economics and Law faculties are compiled in accordance with UCB perspective goals of development, which aims at consolidating its extensive and intensive performance. To achieve this perspective goal UCB:

1. will support any venture for expansion, or opening new study programs on the basis of thoughtful research and **thorough studies of the labor market**.
2. will follow attentively the economic, political and social, national and regional developments in order that its study programs comply with and harmoniously relate to these interests.

Based on standards aimed through the Reform in Education in general and the reform of higher education in particular, on the new academic and legal requirements stipulated by law no. 80/2015 "On Higher Education and Scientific Research in the Republic of Albania", (our institution) will undertake all measures in order that after the adoption of bylaws, orders and instructions in compliance with the new law, to formulate new necessary legal institution infrastructure, as follows:

- Regulation of HEI "University College of Business"
- Statute of HEI "University College of Business"
- New programs for the Integrated Cycle of Five-Year Studies of the Faculty of Law
- Curricula Regulations, etc.

Following the new requirements of the new Law 80/2015 on Higher Education and Scientific Research, on the change of structure and study programs of Justice, our institution and the academic staff of the Faculty of Law will work on:

Reforming of the Justice Studies Programs by:

- Drafting of the new Integrated Studies Program - Five-Year studies in Law;
- Drafting of the regulation of these programs;
- Configuration of basic training courses and their duration;

- Examination Regulation;
- Development and adoption of new forms of diplomas, etc.

Taking into consideration the importance of educational programs in basic knowledge acquirement at the institutions of higher education, HEI "University College of Business" will aim at reassessing curricula and programs in the future, on a speedy and dynamic manner, to allow updating, selecting, processing and defining of contemporary standards, to be competitive and be evaluated as such in juxtaposition with the standards of the most prominent universities in Europe and beyond, rendering these structures (programs) recognizable and welcomed in the market of university networks everywhere. For this purpose:

- Study programs will be based, in the future, on our institution's multiple years experience and on best practices in European countries;
- Study programs will aim at being competitive internationally via their components such as: general data, key objectives, curriculum, credits, admission's criteria, assessment methods, criteria and procedures for the transfer of credits, earned knowledge, diplomas awarded on completion, etc., thus affirming the values of higher education in Albania;
- Study programs will be designed in accordance with the objectives set out in the EU legislation and directives on higher education and regulated professions;
- HEI "University College of Business" claims and believes that it meets all the requirements of the Bologna Charter, within the regulation and harmonization of education systems at European level and beyond, related to the structure of the study program with precise objectives and purposes, for both program and students who complete the program, related to the ECTS compliance, to the admission criteria and evaluation methods, periodic and final, as well as to full compatibility of diplomas or their supplements to the standards of this Charter .
- HEI "Professional Academy of Business" will aim, during the years of its activity, to be recognized at national and international level. The achievement of this recognition needs to be confirmed over the years through HEI "Professional Business Academy" practices with international educational institutions;
- The proof of full recognition of our study programs and degrees will be the right of our graduate students to continue Master of Science Degree, Professional Master or PhD studies without giving any additional examination in the host international institutions.

By persistently pursuing the dynamic development of higher education domestically, the growth and qualitative claims of the latter, the real needs of the labor market, HEI "University College of Business" and its academic staff aiming at being the forerunner in ambitions in having competitive study programs, considers indispensable:

Opening of New Study Programs

Elaboration of new study programs in both Faculties of Economics and Law, for both cycles Bachelor and Master of Science study. In this context HEI UCB in the further academic years, plans to open, the following new program studies:

The New Unit “**College of Higher Professional Studies**” (CHPS) for developing the **Vocational Education and Training (VET)** in two main departments:

a. Department of Higher Professional Administrative Studies

- i. Study program “**Administrative Assistant**” with three profiles
1. Senior Administrative Assistant
 2. Senior Accounting Assistant
 3. Senior Legal Assistant

b. Department of Higher Professional Technical Studies

- i. **Higher Technical** study program with three profiles:
1. Senior Computer Network Technician
 2. Senior Electrical Network Technician
 3. Senior Motor Network Technician

Short-term training courses

In the framework of periodic training and qualifications targeting business employees as well as employees of various state institutions of economic orientation, the elaboration of training programs in the area of finance, accounting and banking lasting from two to four weeks and offering updated knowledge related to the above mentioned economical fields and freelance work.

Also, HEI UCB in the further academic years plans to expand into new programs in both existing Faculties:

Faculty of Economics:

Professional Master in:

- Quality Management
- Multi-Channel Communication
- Business Informatics

Faculty of Law:

Professional Master:

- Legal standards of Policing, Security and Intelligence

HEI "University College of Business" appraising its teaching process and aiming at extending it at all Levels of Study Programs, based on the argument that actually this institution has a successful experience in the implementation of the first and second cycle study programs and on the fact that its graduates operate successfully in the labor market, weather enterprises or public and private institutions, has decided to shortly propose the opening of the Third Cycle Study Program:

- Executive Master in Economics
- It is intended by this conclusion that the experience gained with this third cycle study program serve as a good and necessary basis for the elaboration and opening of *Doctoral Programs*, at the right moment and place, as a long-term goal for the completion of the cycle of higher education studies.

For an Elite Academic Staff

1. **The existing academic staff**, through programmed supporting policies, will work with clear objectives for periodical qualifications, training and in-depth studies aimed at raising their scientific and cultural performance level, at obtaining the necessary degrees and titles, at meeting the legal and academic requirements and standards, performance comparable to the one of advanced European standards in the field of teaching within the European area of higher education.
2. **Through its policies, UCB** will aim at selecting, recruiting and bringing into the ranks of its academic staff new elements, distinguished in the fields of research and teaching, as a condition and as a guarantee for the future of the institution, staff which would remarkably respond to the scientific challenges that evolutionary dynamics of new materials offers or to the trends adopted by the most advanced European scientific university centers in the field of business and law.
3. HEI "University College of Business" will continue to work for the consolidation of the academic performance of its staff, aiming at having at its side beside the present academic staff in periodical contacts therewith, **recognized academic personalities** and personalities of the teaching field, with the necessity for exchange of experience and knowledge, transmission of alternative and advanced knowledge, etc.
4. **Young Researchers** with the talent and wish to be always competitive with contemporary scientific challenges in the field of economics and jurisprudence, will always be at the core of UCB policies, which will aim at supporting these scientific circles envisaging this contingent within the ranks of UCB graduates and also other HEI graduates at home and abroad.

5. This contingent of qualified teachers that will constitute the academic staff of HEI University College of Business will be trained to **emit qualified knowledge** in qualitative execution of the advanced programs of study in two cycles at the faculties of Economics and Law.

Training, periodical qualifications and acquiring of scientific degrees

Given the fact that University College of Business is a new institution in the competitive market of higher education in our country, aiming at raising the level of academic values, of distinguished teaching profiles, of quality and didactic product, this institution will continue to orient its long-term policies as follows:

1. Organize and **support new academic staff training** and qualifications that will be organized by the Academy by inviting and introducing to this institution well known personalities, reputed names from different scientific disciplines, offering open lectures, debates, training.
2. Promote and **support acquiring of scientific degrees and titles** from the young academic staff weather in age or career, as a foundation that will ensure a safe and sound future for the institution, and in the same time in compliance with provided academic and legal requirements.
3. University College of Business will financially support all the requirements and projections for qualifications and periodical training courses or **short term study programs of its academic staff** at teaching or scientific research centers abroad.

In the Research area

In the **Research area**, HEI University College of Business and its two Faculties of Economics and Law, will encourage and support all initiatives for the organization of scientific conferences of national and international character, which serve qualification and deepening of scientific knowledge for the academic staff, students and the further attraction of the most advanced contemporary scientific thinking aiming at turning the facilities of this institution into a center for the debate and scientific research.

1. HEI University College of Business - Faculties of Economics and Law - will aim **at attracting scientific thought** of most prominent personalities in the fields of economy and justice domestically, in Europe and beyond, at turning its auditoriums into debate halls of contemporary information flow.
2. HEI University College of Business - Faculties of Economics and Law - will encourage **the promotion of new scientific publications** from local and foreign authors, transforming in this way its auditoriums into precursors of debate and hosts of advanced thoughtcoming from authors via their scientific publications.
3. HEI University College of Business will further its tradition of **periodical publishing process of its scientific bulletin "Scientific Journal of Professional**

- Studies"** and will periodically publish special volumes of its scientific activities, something that would withdraw continuously contemporary alternative ways of thinking in economics and jurisprudence, would expose debatable economic development topics and justice reform topics, would provide cases that may stimulate legislative initiatives or extensive debate, would encourage flow of alternative scientific thought and therefore would offer possibilities to the academic staff and students to become a genuine research center having at their reach continuous scientific information flow.
4. Based on the good tradition and on future perspective, UCB will continue to be a precursor for the organization of **scientific conferences, seminars and debate tables with scientific topics**, of national and international character by promoting the participation of its academic staff and students aiming at benefiting, exchanging thoughts and turning the Institution into a center for debate and new findings in the field of science and teaching.
 5. We will continue to guide our university **field of research** to our heritage in the fields of economics and law by **promoting research in archives and institutions with newly found materials** (in the archives of Venice, Copenhagen, Zagreb, Rome and elsewhere), what will make our field of research more distinguishable and put it into service of recognition of national values and traditions in the field of law, written laws, etc.

THE INTERNALIZATION STRATEGY IN PROJECTS AND PARTNERSHIP

Our goal is to strengthen our European engagement, through developing key European partnerships by identifying new partnerships and strengthen our existing partnership with universities, organizations and our internal network. Also to strengthen the contribution of higher education and advanced vocational education to the innovation process The UCB long-term aim is to build a well-established mobility, research and projects corporation.

In order to meet the general objectives, the University College of Business has set some long-term objectives, which focus on the following strategic aspects:

- Institutional partnership,
- International experience for students as well as academic and administrative staff,
- Internationalization of programmes and curricula,
- International cooperation in the fields of research, development and transfer of knowledge and technologies

a) In the field of Partnership Cooperation

The Academic Staff of HEI University College of Business will continue to promote cooperation with similar institutions, other public or private universities aiming at

exchanging mutual experience, at attracting and fostering debate, good understanding, positive ambitions, competitive and cooperativespirit. In order to reach these goals:

1. We will encourage and further develop Partnership and Cooperation with domestic and European Universities, ties that have traditionally existed such as:
 - University of Craiova, Romania,
 - University of Tergu Muresh, Romania,
 - Alba Iulia University, Romania,
 - University of National and World Economy, Sofia, Bulgaria
 - University of Applied Sciences, Budapest, Hungary
 - Kostantiniane Academy, Rome, Italy
 - Institute for Scientific Research, Ulcinj, Montenegro
 - Center for European Studies, Bucharest, Romania
2. We will encourage and deepen cooperation with other universities in the country such as:
 - "Wisdom" University
 - "Aleksander Moisiu" University - Durres
 - "Marin Barleti "University
 - University of Tirana, etc.,
3. In the interests of teaching and research work, connecting practice with learning process, didactic applications and necessary practice for students in the future, University College of Business will expand its cooperation with other actors and factors showing mutual interest for our common ground and our needs with third parties. Cooperation agreements are signed with 34 state and private institutions, businesses and other domestic and foreign research centers of study.

b) In the framework of Projects Partnership

1. In cooperation with other local institutions of higher education we will work and apply for research projects at home or abroad, which will serve the needs of training, specialization and national and international cooperation in teaching and research areas of interest for our institution.
2. In cooperation with regional or European higher education institutions, in the context of establishing a partnership that will serve the needs for advanced studies or research in areas of interest in the fields of economics and jurisprudence, we will apply for joint projects with the European Union Program such as: Erasmus + in Key Actions 1 – *International Credit Mobility (ICM)* and Key Actions 2 – *Capacity Building in Higher Education (CBHE)*, in *Jean Monnet program*, *Horizon 2020* etc.

3. Also, working closely with our students through the Student Government Unit, to promote the Internationalization in all staff and students to ensure that UCB is a welcoming intercultural environment.
4. Increasing opportunities for mobility for UCB students and staff.
5. Encouraging and supporting international cooperation in the fields of research, development and transfer of knowledge and technologies.
6. We will work on drafting a Project for establishing an Institute of Applied Economic Studies, which will promote analytical economic thinking and create a basis for in-depth studies and scientific prognosis in this field.
7. Increasing the university's international visibility in the region and beyond. Greater participation in scientific activities and research and development.
8. Internationalization of programmes and curricula through improvement of programmes in response to the international experience.

For continuous training of students

The mission and ultimate goal of higher education for University College of Business has been and will be creation, transmission, development and protection of knowledge through teaching, scientific research and services; developing and enhancing arts, physical education and sports, educating top experts and young scientists. To reach this objective, students will always be the focus of the teaching process aiming at:

- being the permanent object and subject of the learning processes, promoting their interactive role and participation in the learning process and knowledge testing
- Encouraging students' engagement in scientific research activities, participating at conferences, forums, roundtables, TV shows or in projects to provide them with the necessary practical knowledge so that they become active participants in the public life, and in-depth research.
- Supporting student participation in collegiate decision-making structures of our institution, such as the Academic Senate, the Internal Quality Assurance Unit, etc.
- Conveying their estimations, suggestions or remarks in drafting or improving curricula and UCB research.
- Encouraging and supporting the active participation of students in, social, cultural and sports activities, conveying them the values and dimensions of "European Man of Tomorrow," the worthy citizen of a democratic and civilized society.

For an advertising performance

To display achievements in the field of teaching and research, and to be present and exposed in the media sphere and publicity, HEI "University College of Business" will encourage and support the active participation of academic staff and students in activities such as:

- publishing of articles in periodicals,

- participation in TV shows,
- Participation in open lectures held by domestic and foreign personalities of Science and Culture.
- Participation in debates, national competitions or workshops, etc.
- updating of our website and periodically publish UCB achievements in all fields
- Organizing of cultural events such as
 - Ceremony for the promotion of academic staff publications
 - Conference with other institutions with academic and social topics
 - Activity of human character, charity, etc.

For modern infrastructure conditions and capacities

From the studies, surveys and permanent analysis made and being made from the academic staff, the Rectorate and Academic Senate of UCB related to the progress, development and permanent growth of our institution, forecasts and projections show that our institution is going in the path of increasing students 'number and therefore increasing the number of academic staff. In the current situation of student's number conclusion is drawn that in the near future the infrastructure in use will be unable to sustain the pace of numerical increase, thus further expanding and modernizing will take place. In these circumstances two expansion projects are planned:

- Renting or acquisition of a building near the central building of UCB, or
- Purchase of a site with sufficient space to set up a unique object, with modern parameters, which envisages not only prospective capacity of students numerical expansion and academic staff but also appropriate and convenient facilities for labs, halls performing scientific research activities, cultural facilities and sports, entertainment and parking, etc.

For an institution and contemporary cultural space

Considering that the implementation of study programs, learning and teaching processes cannot guarantee absorption and maximum quotas only through lecturing and studying halls, and as suggested by scientific methodologies, engagement in other support activities is required. In this context HEI "Professional Academy of Business " will organize and support the following activities:

- Visits to the European Institutions and centers of drafting economic and legal policies,
- Visits the cultural, historic, and entertaining centers, at home and abroad,
- Participation in sport and cultural competitive

Under these claims, objectives and targets University College of Business tends to reach the forerunning rankings among Higher Education Institutions at home and abroad, to



convey the most advanced knowledge, modern and competitive, in the areas of economics and law, to prepare young generations that will comply with the vigorous and dynamic Albanian economic and juridical needs, with European integration processes and more.

**THE RECTOR OF
UNIVERSITY COLLEGE OF BUSINESS**

Professor PhD Leandro HAXHI