

METROPOLITAN UNIVERSITY PRAGUE

STRATEGIC PLAN

**EDUCATION AND RESEARCH ACTIVITIES AT
METROPOLITAN UNIVERSITY PRAGUE,**

2017-2020

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STRATEGIC PLAN FOR EDUCATION AND RESEARCH ACTIVITIES AT METROPOLITAN UNIVERSITY PRAGUE, 2017-2020

Introduction

Metropolitan University Prague (MUP) is one of the oldest and largest institutions of higher education in the Czech Republic, and the most diverse in terms of the composition of its activities. Its primary mission is to provide higher education and research activity through social sciences, humanities and, to a certain extent, information and security programmes. In addition to the four dominant areas of study - economic sciences, media and communication sciences, political sciences, and legal disciplines - MUP has long focused on the development of certain significant areas that have been somewhat neglected in the Czech Republic, such as protecting industrial and other intellectual property, Asian studies, cybersecurity, computer science and art and culture sciences. It intends to seek similar niches for new study programmes or areas in the future, naturally always in line with the high demands placed on the programme guarantor, the guarantor workplaces and the students. The university is structured in such a way as to help fulfil the set aim. Although seated in the Czech capital, Prague, it is also involved in selected Czech regions. MUP is represented in most Czech cohesion regions through its university centres in Liberec, Hradec Králové and Plzeň, where it carries out its activities and acts as a partner.

MUP has now been building its organisational and content structure for over 15 years to ensure it thrives in its highly competitive environment. Instead of simply being complementary to public or state higher education institutions, it aims to be an authentic, quality institution of education that appeals to potential students and academic staff from the Czech Republic and all over the world. Indeed, this long-term building of its international character is one of the most significant characteristics of MUP. MUP bases its international cooperation in education and research on a long-term emphasis on the international orientation of its academic staff and the general internationalisation of most processes. In most activities - ranging from internal regulations, its range of lectures, and the organisation of conferences, through to publication - MUP has long been a fully bilingual institution that uses English, the *lingua franca* of the world today, alongside Czech.

Another important characteristic of MUP is its university status, based on its support for and development of quality creative activity and its cultivation of doctoral study programmes. As for research, the institution has long focused on obtaining prestigious external grants and, as a registered research organisation, also uses support from the national budget for the long-term development of research teams. The institution supports a significant portion of scientific activities through its own funds. Irrespective of its status as a private institution of higher



education whose education activities and infrastructure foundation are fully supported by funds from tuition fees, MUP has long provided a bursary programme for doctorate students. This enables the institution to offer postgraduate studies to its very best graduates and to entice postgraduates from other institutions of education.

Internationalisation is a priority at MUP and has been intensively developed over the last 10 years in particular as part of the development of international cooperation with universities all over the world. MUP presently cooperates with 178 universities abroad, 128 of them in EU countries. The Erasmus programme in particular is used very effectively by students, education staff and other employees. The process of internationalisation is not therefore a matter for the International Office alone, but is projected into all divisions and departments at MUP. The funds MUP obtains for student and staff mobility are used effectively for study stays, tuition, and training at universities abroad. The number of foreign Erasmus students that come to study at MUP has outstripped the number sent from MUP for several years now and in this regard MUP significantly surpasses the involvement of other private higher education institutions in international exchange programmes and successfully competes with public universities. The successful internationalisation of MUP is aided by the active policy in place at MUP and its support for all forms of international cooperation.

In addition to its education and research activities, MUP also develops a third activity at a high standard - an extraordinary and socially significant activity that makes it an authentic institution. We are referring here to the “*Škola bez bariér*” (School Without Barriers) programme, a programme that supports physically disabled people in their studies with money from its own budget. This programme enables dozens of physically disabled people to study at MUP, to have the chance of attaining university education within a fully barrier-free environment and to significantly improve their position on the labour market. MUP ensures studies and placements at partner universities abroad for such students with the support of a special grant that covers the higher costs of their stays and ensures suitable conditions for their stays and studies. *School Without Barriers* is, however, also a contribution by MUP, as a public-benefit society (non-profit organisation), toward broadening services for society in an area where the public sector does not offer the target group sufficient opportunity for self-realisation. MUP supports disadvantaged physically disabled people by providing them with the opportunity to become a full part of university life in terms of education and the range of social, cultural and sporting activities on offer. Last but not least, the *School Without Barriers* programme is an example of the general focus at MUP on removing obstacles, on equality of opportunity, and on the development of human potential.

Sixteen years after its foundation, MUP is a comprehensive and stable university with a distinctive international dimension, and one that cooperates with important external organisations - cooperation that has been built up over many years. Alongside these education and research institutions, it is important to mention the partners with which MUP is developing a system of practical training during studies and following their completion, in particular with European and national state and public institutions, research agencies and public research organisations, NGOs, secondary education institutions, private corporations, and foundations (and not limited to the *School Without Barriers* programme).



MUP Vision

The MUP vision is to be a dynamic and fully internationalised private university with a varied and established structure of attractive study programmes at all levels of higher education, integrated into the national and international framework of quality education and scientific cooperation, contributing toward the development of the cities and regions in which it is active, being socially responsible in overcoming all forms of obstacle, and being involved in far-reaching international cooperation within the global university network.

MUP Mission

The MUP mission is based on several key assumptions and objectives:

- the building and development of a respected institution of education with a varied, established and sufficiently flexible structure of study programmes, providing quality tuition based on modern didactic and technical methods, and producing graduates who are competitive on the domestic and the international labour markets;
- the building and development of a science and research institution that is the strongest and highest-quality research organisation of all the private higher education institutions in the Czech Republic and one that, based on international standards, holds up in comparison with domestic and universities abroad that focus on the social sciences and the humanities;
- the building and development of an institution that is fully integrated into the European and broader international framework of cooperation in education, with its own selection of foreign-language study programmes, foreign study stays, work placements for students and graduates, and academic mobility focusing on aspects of education and research - in both directions (meaning to MUP and from MUP);
- the building and development of a socially sensitive institution that, through the *School Without Barriers* programme and other activities, removes obstacles to developing the skills of people with disabilities or other restrictions;
- the building and development of an open institution that, wherever possible, actively participates in the public life of the cities and regions in which it is active, and is an integrator of education and cultural activities in those cities and regions;
- the building and development of permanent and inspirational relationships with graduates, who provide the university with important feedback in terms of improving the quality of its activities;
- the building and development of an institution that provides students and staff with an



inspirational environment for their further development and career growth, and for the leisure-time activities associated with the university.

1. Bases of the MUP Strategic Plan

The Strategic Plan for Education and Creative Activities at Metropolitan University Prague, 2017-2020 (hereinafter the “Strategic Plan”) is the key strategy document at MUP and defines the fundamental priorities, the main measures planned, and their measurable indicators in the development and direction of the university from 2017 to 2020.

This Strategic Plan primarily draws on evaluation of the fulfilment of the objectives of the MUP Long-term Plan 2011-2015, and the updating thereof, and follows on from the MUP Long-term Plan to 2020. The strategic framework also draws on Act No 137/2016 amending Act No 111/1998 on institutions of higher education and amending and supplementing some other laws (Higher Education Act), as amended, and certain other laws, and also takes into account other documents at national level (in particular Act No 194/2016 amending Act No 130/2002 on support for research, experimental development and the innovation of development from public funds and amending related regulations, the Higher Education Development Framework to 2020, and the Strategy for International Competitiveness 2012-2020). The plan also reflects other analyses and studies on tertiary education, research, and the third role of universities.

The strategic framework presents key objectives whose achievement is only possible with the application of medium- and long-term measures, and with sufficient coordination and with the governing role of the MUP management. Annual implementation plans follow on from this Strategic Plan and these always elaborate the plan of key measures for the relevant calendar year, broaden and specify the list of priorities, and flexibly and sensitively respond to current developments in tertiary education.



2. Priorities and objectives of the Strategic Plan

The mission and objective of MUP is to provide higher education in study programmes that focus on the social sciences, the humanities and, to a certain extent, information and security disciplines based on the internationalisation of education and the interconnection of academic knowledge with research and practical training, to contribute toward the development of the cities and regions in which MUP is active, Czech society and people in general, all in line with the concept of corporate social responsibility.

MUP identifies six fundamental strategic priorities for the period 2017-2020:

- education;
- creative activity;
- internationalisation;
- human resources;
- cooperation with practical training and the outside world;
- social responsibility.

MUP prioritises the following in education:

- providing quality education in bachelor's, master's and doctoral programmes and lifelong learning programmes;
- concentrating on the development of study programmes in areas of education cultivated over the long term, and at the same time reacting flexibly to the needs of a changing labour market;
- supporting and continuing to develop the internationalisation of education activities;
- responding flexibly to transformations in knowledge and social needs, and flexibly transferring them into study programmes and sub-courses;
- achieving domestic and European/international quality standards and comparability of tuition from the perspective of the content, organisation, and administration of studies;
- continually developing and applying a system for evaluating the quality of tuition and, in doing so, ensuring further improvement in the quality of education programmes;
- incorporating into the quality assessment process, alongside the stable involvement of the Council for Internal Evaluation and the MUP Board of Trustees, the feedback provided by key stakeholders - students and graduates, employers and other external evaluators;
- supporting and developing the information literacy of students and the specialised discipline-related information base, with emphasis on building relevant book funds and



providing specialised electronic information sources and services;

- establishing and developing a system of lifelong learning focusing preferentially on reinforcing the curricula of graduates and supporting the student knowledge outside accredited study programmes.

MUP prioritises the following in research activities:

- reinforcing and making more effective all processes associated with obtaining and using external resources for the implementation of creative activity, in particular research and development;
- placing emphasis on the development of directions of excellence in research achieving the highest international standards (centre or centres of excellence);
- reinforcing the more balanced distribution of research, development, and other creative activities throughout the university, departments, and research centres;
- developing quality doctoral study programmes and involving doctorate students in research and, after graduation, in education activity;
- supporting studies by foreign doctorate students at MUP;
- continually developing a mechanism of post-doctoral research visits at MUP for outstanding graduates from other universities;
- generating the conditions for obtaining external research grants from national and international agencies that support research and development and also applied research supported by macro-regional, European, and global projects;
- in light of the artistic focus of certain workplaces, supporting artistic creative activity in addition to research activity;
- reinforcing the status of MUP Press as an academic publishing house that applies international standards to the internal evaluation of its publications;
- reinforcing automatic evaluation mechanisms for research activity within the framework of the Council for Internal Evaluation and involving external evaluators in evaluating the output of creative activity;
- fully integrating the university in the international evaluation of research activity.

MUP prioritises the following in internationalisation:

- continually developing and intensifying international research and education cooperation, with emphasis on the extensive reciprocal exchange of students and academics;
- continually reinforcing the exceptional position of MUP among private universities in terms of student exchanges;



- continually supporting and increasing the number of handicapped students on study stays and on placements abroad;
- supporting the mobility of graduates tied to practical training carried out during studies and after their completion in addition to the international mobility of students and academics;
- pragmatically expanding and reinforcing institutional ties to universities abroad in relation to the needs of individual study programmes, departments and research centres;
- supporting the mechanisms of joint-degree and double-degree study programmes;
- continuing in the process of involving academic staff from other countries in study and creative activities at MUP until a level is reached where such differentiation becomes entirely insignificant within a fully internationalised MUP;
- continually developing and intensifying the cooperation of the International Office with the international offices of partner universities by attending joint meetings (*Staff Week*) and organising such meetings at MUP for universities abroad;
- seeking to obtain international grants and projects that focus on international cooperation;
- attending international exhibitions and fairs that focus on education.

MUP prioritises the following in human resources:

- emphasising the stable staffing of all study programmes with programme guarantors, guarantors of individual theoretical and profile subjects, and other lecturers;
- supporting the mobility of MUP academic staff to important workplaces abroad and visits by foreign academics to MUP;
- supporting the ongoing education and further improvement of qualifications of all MUP staff;
- specifically supporting education in pedagogical skills among academic staff and doctorate students;
- creating the conditions for integrating the best students in creative activity at MUP;
- strengthening ties between MUP and graduates;
- improving the working environment for all staff and students.

MUP prioritises the following in external cooperation with practical training:

- cooperating with important European, state and public institutions that employ graduates in the social sciences, the humanities and information/security programmes and consulting them on their practical needs and the demands placed on graduates;
- building an extensive network of cooperating institutions in the Czech Republic and



abroad in which students in practical study programmes can take their practical training;

- cooperating with self-governing and other public institutions in the cities and regions in which MUP is active, primarily in the form of specialised talks and other education activities and the implementation of joint research and other projects;
- further developing and intensifying the mechanisms of cooperation with secondary education institutions in the Czech Republic and the Slovak Republic and seeking ways of expanding on this cooperation even beyond those territories;
- supporting the share of academic and other staff at MUP in the development of certain activities at partner academic institutions and sharing knowledge and best practices, and at the same time involving staff from other institutions in certain activities at MUP in the same way;
- further intensifying cooperation with Ústav mezinárodních vztahů, v.v.i. (Institute of International Relations) and Úřad průmyslového vlastnictví (Industrial Property Office), with which MUP shares doctoral study programmes, in research and development and beyond;
- further supporting the activities of MUP staff focusing on cooperation with the public, in particular talks, workshops, media appearances, exhibitions, etc.

MUP prioritises the following in social responsibility:

- achieving the high standards and expectations placed on a public-benefit society (MUP's own social programme, employing disabled people, cooperating with secondary education institutions in the form of specialised support for school education programmes, cooperating with companies and public institutions based on specialised further education);
- helping, through practical activity and quality, to break down the preconceptions held by the public and others regarding private universities, and cultivating the ethos of a quality university fully comparable with prestigious domestic and foreign universities;
- developing the *School Without Barriers* programme to enable the full integration of people with musculoskeletal disorders;
- continuing to be an exemplary employer that systematically employs and integrates people with various handicaps;
- supporting the ethical conduct of staff and students and creating mechanisms to prevent unethical conduct, particularly through the MUP Code of Ethics.



Elaborated specification of priorities

Priority 1: Education

Individual priorities and individual objectives:

1.1. Develop accredited study programmes in accordance with the demands of practical training, potential students and the requirement for greater permeability of programmes

- *Appropriately develop the structure of study programmes in the social sciences, the humanities, and technical and security sciences in line with the needs of practical training, requirements for the flexibility of graduates in the postmodern age, multidisciplinary and the concept of lifelong learning.*

1.2. Monitor the quality of education through the evaluation of tuition, the employability of graduates and the responses of employers

- *Develop study programmes in relation to the evaluation of tuition and other feedback from students and graduates, remove duplicity, and respond in an appropriate and timely manner to changing external conditions and the demands of practical training.*

1.3. Systematically innovate study programmes

- *Modernise study plans and innovate subjects in light of changes in the approach to the structuring of study programmes by the National Accreditation Bureau, examples of good practical training from Czech and foreign universities, and our own long-term practical training. Pay continuous attention to full-time and part-time forms of studies, including the supplementation and improvement in quality of textbooks, study support and other aids.*

1.4. Increase the permeability of study programmes

- *As part of the preparations for new accreditation for study programmes, pay particular attention to the permeability of study programmes at the university and in - and partly among - individual areas of study, with the aim of building an internally integrated university. Ensure the permeability of studies using university-wide and other shared*



subjects; in future years, also focus on eliminating the duplicity of subjects and any partial overlapping of their content.

1.5. Reinforce the interconnection of studies and employers

- *Reinforce relations with partners that provide space for the implementation of the practical element of studies and employment in the Czech Republic and abroad, in particular, but not exclusively, in the sphere of bachelor's study programmes.*

1.6. Develop the student placements and practical training system

- *Support, with the use of external and our own capacities, the system of post-study placements for the graduates of study programmes in the Czech Republic and abroad.*

1.7. Lifelong learning

- *Create a lifelong learning model for graduates built on supplementing knowledge within the sub-models of individual study programmes. Primarily offer students the opportunity to supplement their competencies in the knowledge and use of foreign languages as part of lifelong learning. In cooperation with the institutions involved, offer lectures as part of lifelong learning according to the needs of their employees.*

1.8. Develop cooperation with potential students

- *Continue developing systematic, bilateral, contractually-based cooperation with secondary education institutions in the Czech Republic and the Slovak Republic based on specialised lectures, education modules (spring schools, etc.) and other specialised activities. Seek ways to expand these activities to a wider geographical area.*

1.9. Support the information literacy of students

- *Support and develop the information literacy of students and the specialised discipline-related information base, with an emphasis on building relevant book funds and providing specialised electronic information sources and services that can be used for studies and for creative activity at MUP.*

1.10. Develop the student consultancy system



- *Regularly improve the competencies of staff at the study division, department secretaries and other staff in the sphere of services for students, applicants, and graduates. Increase awareness among students of the possibilities of studies, placements and employment using all communication tools.*



Priority 2: Creative activity

Individual priorities and individual objectives:

2.1. Strengthen excellence

- *Support the development of research of excellence in the sphere of international relations and security studies and create the conditions to bring other research areas closer to a standard of excellence.*

2.2. Support research and development at MUP workplaces

- *Create the financial and personnel conditions for the implementation of creative activity at the university in relation to the structure of study programmes, departments, and research centres.*

2.3. MUP as a research organisation

- *Develop the university as a research organisation (RO) and use support for the conceptual long-term development of research organisations to develop creative activity. Focus on improving support for research from external sources from the international, European, and domestic environments.*

2.4. Cooperation with partners

- *Intensify cooperation in science and creative activity with universities and research organisations and with other relevant entities, particularly in public administration, the media, cultural institutions, etc.*

2.5. Support research teams and the involvement of foreign researchers

- *Create the conditions for the establishment and functioning of research teams on a university-wide principle, integrated at research centres or institutes and, at the same time, the international research environment. Involve quality researchers and graduates from prestigious universities abroad in creative activity at MUP through post-doctoral mechanisms and other incentives.*



2.6. Support for new scientists

- *Systematically support the integration of young and new researchers in research teams, effectively use the MUP Internal Grant System to support cooperation between MUP academic staff and students.*

2.7. Develop doctoral studies in relation to creative activity

- *Support the research-related targeting of doctorate students within the framework of individual needs and study plans, with the use of the student grant competition mechanism and other stimuli. Reinforce the mechanism for finding the highest quality master's students, and motivate them to enter doctoral programmes. Involve them in the international research environment in their studies to the maximum possible extent.*

2.8. Systematically present the results of creative activity

- *Present the results of creative activity to various groups of stakeholders by organising prestigious expert gatherings, attending international conferences, and through adequate publication activity. Intensify use of the "Science Communication" technique to present MUP and creative activity outputs to the wider public.*

2.9. Build a prestigious academic publishing house

- *Vydavatelství MUP Press as a standard academic publishing house that works on the principle of scientific review and that applies normal anonymous peer-review mechanisms to book and magazine publications. Seek to achieve Jimp or Jsc standards for magazines. Increase the international dimension of the publishing house activity.*

2.10. Effective administrative support for creative activity

- *Make it as easy as possible for researchers in terms of the bureaucracy and administration of science; continue building the Science Support Centre as a small but effective support tool.*



Priority 3: Internationalisation

Individual priorities and individual objectives:

3.1. MUP as a fully international university

- *MUP works in academic and administrative areas as a fully international university, in that English is understood to be the second language of standard communication alongside Czech/Slovak. MUP also organises events of an international nature, serving as a platform for meeting and sharing experience with foreign partners.*

3.2. The international dimension of education

- *Each student at MUP is integrated using the internationalisation principle during their studies through the teaching of foreign languages by the respective department, including Czech for foreign nationals, and a sub-offer of compulsory, free-choice, and elective subjects in a foreign language. Students have a wide range of opportunities to study or take a placement abroad as part of the Erasmus programme, including outside the EU. Students that come on exchange programmes are fully integrated into the society of other students at MUP. Standard and exchange foreign students are fully integrated in the life of the institution in terms of tuition and in the cultural, social, and sporting activities organised at MUP. The International Office organises and financially supports a “Buddy Team”, comprising MUP students, to this end.*

3.3. Support for multilingualism

- *Irrespective of the dominance of English as the global language, MUP supports the principle of multilingualism in the structure of its study programmes and in the range of language learning on offer as elective subjects and in lifelong learning.*

3.4. Study programmes taught in English

- *A significant number of study programmes are offered as English study programmes alongside the Czech versions, or only in English.*

3.5. International student mobility



- *International student mobility is an integral and promoted part of studies. MUP creates the conditions for extensive two-way mobility at all levels of studies on a European and a global scale. A study stay abroad of at least three months is a mandatory part of doctoral studies. Mobility outside Europe is also supported in the light of globalisation and the character of certain study programmes.*

3.6. The accreditation and implementation of shared study programmes

- *MUP develops the joint-degree and double-degree mechanisms and other forms of shared study programmes with universities abroad in accordance with specific study programmes.*

3.7. The international activities of academics

- *MUP supports and also requires the involvement of academic staff in international education and research activities.*

3.8. Support for international research teams

- *MUP functions as an integrator of international research activities in the sphere of excellence and is intensively involved as a partner in international research teams in other fields.*

3.9. The internationalisation of doctoral study programmes

- *Fortify the full internationalisation of doctoral students by providing at least some classes in English, by stressing placements abroad within individual study plans, by motivating students to prepare dissertations in English, and by involving foreign academics in individual stages of doctoral studies.*

3.10. Effective administrative support for internationalisation

- *Access for students and academics from abroad to the Czech Republic and to the university is made as easy as possible by the International Office and by other organisational subdivisions at MUP that are fully bilingual. The internationalisation of MUP is demonstrated through its far-reaching cooperation with partner universities and contributes to the bilateral transfer of best practices. In spite of the already high number*



of partnerships with universities abroad (in over 50 countries), new partnerships are still being developed based on the active work of the International Office.



Priority 4: Human resources

Individual priorities and individual objectives:

4.1. Stable staffing of study programmes

- *All study programmes are ensured by guarantors, who systematically develop education and creative activity to maintain and strengthen accredited study programmes. The same applies to the guarantors of individual theoretical and profiled subjects.*

4.2. The study programme guarantor as integrator and multiplier

- *The programme guarantor systematically builds a team of education staff and researchers and together they ensure the quality of the programme at the education and creative levels.*

4.3. The principle of lifelong learning as the basis of human resources development

- *MUP fully accepts the principle of lifelong learning and implements it for all its students, staff, and graduates.*

4.4. Systematic support for improving the qualifications of academic staff

- *Each member of the academic staff knows their individual development plan, which focuses on improving qualifications based on measurable indicators.*

4.5. Support for the ongoing education of non-academic staff

- *MUP supports further education for non-academic staff, raising the level of their competencies in line with their jobs, primarily from internal resources.*

4.6. Graduates as key potential in spreading the repute of MUP

- *Graduates are the biggest (and ever-growing) group familiar with MUP and how it works. For this reason they are key stakeholders in terms of spreading the repute of MUP.*



4.7. The international character of seeking and managing human resources

- *In an effort to continually improve the quality of students, graduates, and staff, MUP systematically seeks students and staff without any geographical or other limitations.*

4.8. A collegial environment as the basis of developing human resources

- *Each student and member of staff enjoys full personal integrity and is a fully-fledged part of the university as a whole. Each student and member of staff provides MUP with growth potential.*

4.9. MUP as an integrator of human potential

- *In an effort to improve quality and control in education, research, and other activities, MUP supports cooperation with external colleagues and their integration in individual activities.*

4.10. Continuous efforts to improve the working environment at MUP

- *In accordance with ethical principles and the concept of sustainable development, MUP seeks to improve all processes and the working environment so as to utilise the full potential of all of its students and members of staff.*



- **Priority 5: Cooperation with practical training and the external surroundings**

Individual priorities and individual objectives:

5.1. Cooperation with external entities and potential employers

- *MUP builds and strengthens cooperation with significant European and national institutions and businesses that employ the graduates of the social sciences, the humanities, and technical/security programmes, and discusses practical needs with them. In professional programmes, it uses this network of partners for feedback and to secure practical training.*

5.2. Cooperation with the public sector

- *MUP cooperates with self-governing and other public institutions in the cities and regions in which it is active, and with the non-governmental sector; it offers its knowledge in dealing with issues associated with good governance.*

5.3. Cooperation with secondary education institutions

- *MUP seeks, contractually-secures, and further develops partnerships with secondary education institutions. It has established mechanisms for cooperation with secondary education institutions in the Czech Republic and Slovak Republic based on talks, conferences, knowledge competitions, interactive programmes, and other specialised activities that integrate secondary-institution pupils in the activities of the university and build a bond with MUP for future studies.*

5.4. Cooperation with other higher education institutions and research institutions

- *MUP is aware of the importance of cooperation with other higher education institutions and research institutions on the principle of partnership and equality; such cooperation reinforces quality, collegiality, and the innovativeness of research.*

5.5. MUP as a successful implementer of projects supported by third parties

- *MUP actively seeks grant support for creative activity and for other publicly-beneficial activities in which it can offer its expertise. It intensively participates in the preparation of*



applications and seeks to secure partnerships in the spheres of research grants, operational programmes, and other schemes at international, European, regional, bilateral, and national levels.

5.6. Transferring knowledge to stakeholders and the public

- *It is not only in applied research that MUP exercises the principles of “Science Communication” and focuses on the adequate transmission of new knowledge to significant stakeholders (the public, the media, partner institutions, etc.).*

5.7. Graduates as a link between the university and the outside world

- *MUP pays particular attention to graduates, who provide the most significant potential for building direct ties between the university and the outside world, maintains a permanent relationship with such graduates, and integrates them in its activities.*

5.8. MUP as an open institution

- *MUP supports and encourages the activities of MUP staff focusing on cooperation with the public, in particular talks, workshops, media appearances, exhibitions, etc.*

5.9. Communication and promotion as a priority area

- *MUP develops communication with the outside world and promotes its activities at a fully professional level; it strengthens and builds its brand through appropriate communication and promotion.*

5.10. A uniform corporate style

- *All communication and promotional activities at MUP are concentrated under the visual and other features of a uniform corporate style, which is known to all members of staff and students.*



Priority 6: Social responsibility

Individual priorities and individual objectives:

6.1. MUP as a public-benefit society

- *MUP was founded as a public-benefit society (obecně prospěšná společnost) and systematically seeks to improve social relations at national, European, and global levels in line with valid legislation, social expectations and, above all, the inner belief of its management and staff.*

6.2. Breaking down prejudices against private institutions of higher education

- *There are prevailing prejudices against private universities in Czech society. As one of the most important private universities, MUP seeks to break down these preconceptions with all of its activities, their quality and targeting. It also seeks to fully exploit the international character of the institution to achieve this aim.*

6.3. The School Without Barriers programme

- *Ever since its inception, MUP has developed the School Without Barriers programme to ensure the full integration of physically disabled people in studies and in society. MUP plays an important role and takes on social responsibility through its own bursary fund and other support.*

6.4. MUP as an exemplary employer

- *MUP is and will remain an exemplary employer in the sphere of employing handicapped people, one that enables self-realisation and full integration to a great many such partially restricted people on the labour market. MUP is always seeking ways to improve conditions for its staff.*

6.5. The ethical behaviour of staff and students

- *MUP continuously seeks to reinforce the ethical dimension of staff and student behaviour and to create mechanisms designed to prevent unethical conduct.*