



## **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS: Strategic Plan 2016-2021** **Mission, Vision, Strategy**

### **1. Mission**

Athens University of Economics and Business (AUEB) is a State University whose mission is to produce and disseminate knowledge in fields that serve both the national and international economy and society, as well as to mold responsible citizens capable of creating, contributing, participating and leading in the international environment.

#### **Approach**

To fulfill its mission, AUEB:

- Produces, publicizes and pools together expert knowledge in an academic environment that is open to free exchange of ideas, ingenuity, innovation, initiatives as well as to personal and professional development.
- Provides students with high quality education in contemporary academic fields, combining research and practical experience.
- Trains students to solve problems, develop leadership skills, team spirit, communication and the value of quality assurance, while contributing to the shaping of their personality by providing strong moral and social values.
- Focuses on excellence, innovation, entrepreneurship and extroversion.
- Collaborates with other higher education institutions, organizations, public and private sector entities in Greece and abroad.
- Monitors systematically its performance on the aforementioned areas and constantly improves its human resources, infrastructure and operations.

### **2. Vision**

AUEB's vision is to become one of the most internationally recognized institutions of higher education as a center of excellence in the fields of Economics, Management and IT and to contribute through its operations to the challenges of science, society and economy.

### **3. Strategic Priorities 2016-2021**

More specifically, AUEB's strategic directions are:

- **Strengthening Research and Attaining Research Excellence.** The accomplishment of this strategic goal aims at increasing both the number and quality of research programs, scientific publications and international research collaborations. As a result, this will enhance AUEB's reputation and its comparative placement in international rankings and will contribute to the strengthening of its research activities; it will also constitute a growth factor for the University's income streams and a chief incentive for the development of modern research infrastructure.

- **Excellence in Education.** The provision of high quality undergraduate, graduate and doctoral studies is a core choice for the University. For this reason, the University monitors international scientific developments and constantly enriches its study programs both in terms of content as well as through highly specialized and innovative modules and the use of advanced teaching methods. These goals produce modern and competitive programs of study, more effective teaching methods. Furthermore, they place emphasis on the link between theory and practice and construct a high caliber teaching faculty. Last but not least, they establish strong connections among students and alumni regarding their areas of expertise.

- **Utilization of knowledge.** The University aims at disseminating knowledge delivered to the non-privileged and needy groups, promoting intramural and extramural innovation and youth entrepreneurship in the frame of the broader national effort of restoring the Greek economy and reducing youth unemployment. To further fulfill its mission, the University collaborates with companies and organizations for research purposes, utilizing academic results and offering student internships. In the context of these collaborations it promotes the principles of corporate social responsibility.

- **Internationalization.** The University aims at actively participating in the global academic environment, developing international high quality collaborations and the continuous strengthening of its international appeal and eminence through excellence in research and education. Moreover, it aims at enriching not only its present international graduate and undergraduate programs but establishing new ones. Finally, it promotes collaborations with high caliber Institutions with the goal of realizing common research and study programs and exchanging students and members of its academic and administrative staff.

- **A Modern University Environment.** The University aims at promoting collaboration with every member of the academic community to improve the operational conditions of Greek Universities. AUEB can accomplish this goal by adopting a modern internal regulation and administrative model and upgrading its technological infrastructure. In this context, the University seeks to acquire contemporary IT infrastructure, to implement flexible and practical procedures of operation and methods of internal control, and to evaluate regularly its administrative services. The combined outcome will be a more effective and prompt servicing of its students, teaching staff and alumni.

As far as AUEB's facilities are concerned, it aims at rationalizing their use, upgrading and improving their maintenance, as well as strengthening the safety standards for both students and staff.

In conclusion, the University aims at making useful amendments and additions to encourage and uphold the students' sharing of information and participation in University activities, thus promoting their academic and professional orientation.