



PANEURÓPSKA  
VYSOKÁ ŠKOLA

**THE LONG-TERM PLAN  
PAN-EUROPEAN UNIVERSITY**

**2020 - 2026**



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## **Rector's opening speech**

If we talk about the future of colleges and universities, we get a range of different answers. Some call for solid secondary education, others for more funding, others for more rigorous curricula, others for transparent redistribution of funds, others for more competition, etc. All these demands are logical and can be justified.

Universities will find it difficult to meet the demands of students. It will be difficult to provide a few courses of study at the top level. Universities urgently need more resources, not only for scientific staff and supervisors, but also for quality teachers and for a range of other needs.

The current state of our education system does not allow for the development not only of fields of study, but also of faculties and thus of individual schools, because everything is under a glass bell that prevents development. Unfortunately, this is the case not only in public state but also in private schools. However, it is not our task to look for the causes.

What does the public, politics and the labour market expect from universities and colleges? It is mainly to ensure that our students acquire the necessary skills that they will need in practical life and to provide science and research that will contribute to solving pressing economic, social and political problems.

In the years to come, we will need divisions of scientists, experts, technicians to manage the complex problems of our world, to ensure our internal and external security, as well as the necessary standards of civilization and our well-being. Our survival, our life, depends increasingly on the level of scientific education. Given this situation, it is not surprising that its usefulness plays a significant role in education; schools are called upon to cooperate with practice to prove themselves as the future engine of development, and this is also becoming one of the key requirements of the times. These demands are not new; they were already heard from the Enlightenment in the 18th century, where they called for teaching to be adapted to the needs of the economy.

The desire to search for truth has never died out and is still at the heart of the classical universities. Even Kant says that practical application is a secondary task of universities. Karl Jasper writes, "Universities have the task of seeking truth in society in the cooperation of teachers and students." For Josef Piper, the university is a zone of truth, a space where we freely engage with reality, where we are constantly questioning, discussing how truth will prove itself. Jacques Derzida says, "the university's search for truth fulfils its mission".

Certainly, many of the definitions no longer fit our times. In our vision we do not want to focus on pure philosophizing, we are more concerned with the evolution and the needs of the times. It would be a mistake to think that universities and colleges today are only here for the pursuit of truth. However, to abandon this challenge would mean their demise. Nevertheless,

today there is also an indispensable role in seeking and finding practical applications of knowledge.

Today, science and research, the 'search for truth', forms an unconditional part of every institution of higher learning. This is all the truer nowadays because the results of research are essential for practice, mainly for the following reasons:

Scientific training is essential for practical application. Those who have acquired the skills of independent research can cope more easily with unusual challenges, find answers more easily and find employment more easily than those who have not acquired this knowledge.

Acquiring scientific knowledge leads to independence later in practical life. It broadens horizons and provides distance.

Experience teaches us that without theoretical basic research no development is possible: if this were not the case, the whole of society would be harmed.

In the above three points is the added value of universities. On one point there is agreement, university studies impart not only knowledge but also new scientific insights, and this is no small thing. Those who know nothing must believe everything. Communicating knowledge is the main task of the educational process. The student must learn and try to acquire new knowledge during his studies.

What we want to achieve in the future. We must decide. Do we want an institution that focuses solely on education, or do we want a research institution that will focus on the search for new knowledge alongside education. Let us hope that we can achieve the latter.

## THE CURRENT STATE OF THE PAN-EUROPEAN UNIVERSITY

Pursuant to the provisions of § 2 (10) of Act No. 131/2002 Coll. on Higher Education Institutions and on Amendments and Additions to Certain Acts, each higher education institution is obliged to regulate its mission and tasks in detail in the form of a long-term plan, which it draws up for at least six years.

The Pan-European College was founded in 2004 as a private college with the original name of the Bratislava College of Law. According to the Statute of the Pan-European College, the Pan-European College, with the legal form - non-profit organisation, is a legal entity established for education and research, which has been authorised to operate as a private school. Since the academic year 2010/2011 it has been operating under the name of Pan-European College, n.o. (hereinafter referred to as "PEVŠ"). PEVŠ currently has five faculties in the order of their establishment - Faculty of Law, Faculty of Economics and Business, Faculty of Mass Media, Faculty of Informatics and Faculty of Psychology. The main mission of PEVŠ is the preparation of university-educated professionals capable of satisfying the social order at a high level and responding to the challenges and needs of contemporary social life.

PEVŠ offers accredited, bachelor, master, and doctoral studies in 20 study programmes. Two faculties of PEVŠ have been granted habilitation and inauguration rights. At the same time, it is authorised to carry out rigorous examinations at four faculties (Law, Mass Media, Psychology and Computer Science). The Quality Assurance and Evaluation of Higher Education is overseen by the Development Council.

The following study programmes are offered at **the Faculty of Law**:

- at the bachelor's degree level (1st degree) the study programme Law in the field of study Law and the study programme International Relations in the field of study Political Science,

- at master's level (2nd cycle), the study programme Law in the field of study Law and the study programme International Relations in the field of study Political Science,

- at the doctoral level (3rd cycle) in the study field of Law in the study programme Criminal Law,

- at the doctoral level (3rd cycle) in the study field of Law in the study programme International Law,

- in the doctoral degree (3rd cycle) in the field of study Law in the study programme Administrative Law,

- in the doctoral degree (3rd cycle) in the field of study Law in the study programme Civil Law.

**The Faculty of Economics and Business** provides higher education in the following study programmes:

- at the bachelor's degree level (1st degree) in the study programme Economics and Business Management included in the study field of Economics and Management.

- at the engineering level (2nd cycle) in the study programme Economics and Management of International Business included in the study field of Economics and Management.

- at the doctoral level (3rd cycle) in the study programme Economics and Management of International Business included in the study field of Economics and Management.

**The Faculty of Mass Media** also implements study programmes at all three levels of study:

(a) in the bachelor's degree (1st degree):

- study programme Media Communication in the field of study Mass Media and Communication Studies.

- the study programme Media Design in the field of study Mass Media and Communication Studies.

2) in the master's degree (2nd cycle):

- study programme Mass Media and Marketing Communication in the field of study Mass Media and Communication Studies,

3) at the doctoral level (3rd cycle), the study programme Mass Media and Communication Studies in the field of study Mass Media and Communication Studies.

**The Faculty of Informatics** provides studies in an accredited study programme:

- Bachelor's degree (1st degree) in the study programme Applied Informatics in the field of study Informatics.

- in the master's degree (2nd cycle) in the study programme Applied Informatics in the field of study Informatics.

**The Faculty of Psychology** implements study programmes at all three levels of study:

- at the bachelor's degree level (1st degree) in the study programme Psychology

in the study programme Psychology,

- in the master's degree (2nd degree) in the study programme School and Occupational Psychology in the study field Psychology in the external form,

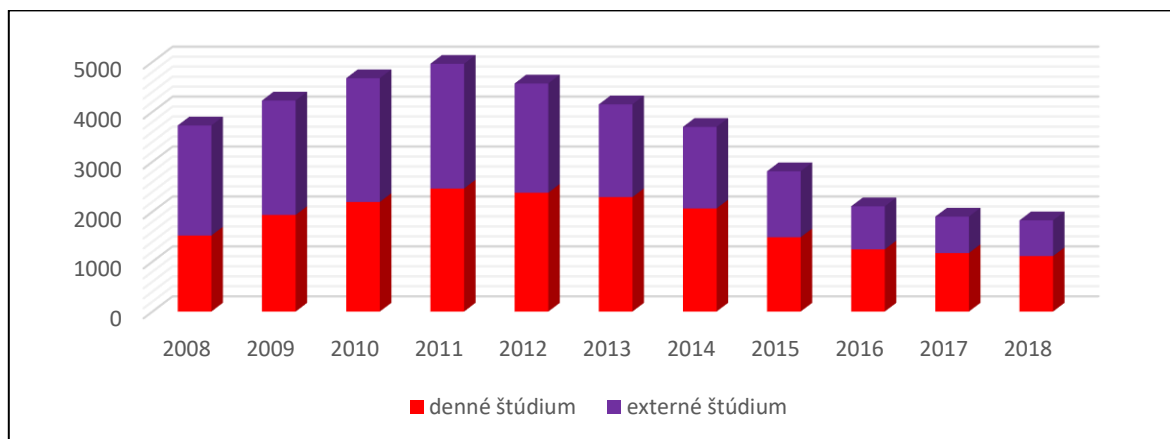
- in the master's degree (2nd cycle) in the study programme Psychology in the field of study Psychology in full-time form,

- in the doctoral degree (3rd cycle) in the study programme School Psychology in the field of study Psychology.

As of 31 October 2018, a total of 1,827 students were studying at all five faculties of the Pan-European College.

Currently, there is a progressive proportion of full-time students (1,111 students) compared to part-time students (716 students), with the trend stabilising over the last two years. A decrease is recorded in the external form of study, with this trend following the current legislative set-up in the Slovak Republic. The trend is shown in Table 1.

Table 1: Evolution of the number of students at PEU for the years 2008 - 2018



The exact numbers of students (Table 2) as of 31.10.2018 by PEU faculties, forms and degrees of study are as follows:

Table 2: Number of students at PEU as of 31.10.2018

Faculty	Bachelor		Master		PhD		Total
	Full time	Part time	Full time	Part time	Full time	Part time	
Faculty of Law	154	112	130	184	13	46	<b>639</b>
Faculty of Economics and Bussines	115	64	82	81	4	1	<b>347</b>

Faculty of Media	219	0	95	0	2	3	<b>319</b>
Faculty of Psychology	121	136	71	21	1	12	<b>362</b>
Faculty of Informatics	70	36	34	20	-	-	<b>160</b>
<b>Total</b>	679	348	412	306	20	62	<b>1.827</b>

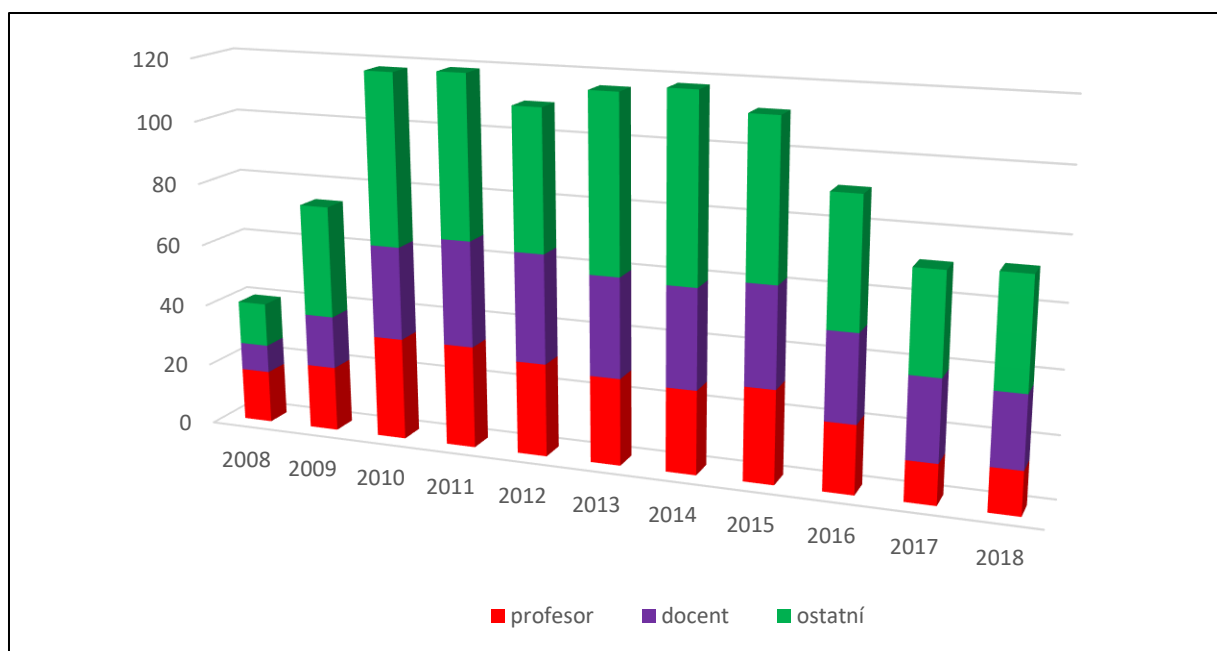
Student mobility is an important area for development and needs to be continuously improved. The emphasis on the international orientation of the PEVŠ is also fulfilled through the intensive involvement of students in the Erasmus LLP international education project. There is a great interest among students in 1-semester or 2-semester study stays at the respective faculties at almost 70 foreign partner universities and practical internships in foreign organisations and institutions.

In the fourteen years of its existence, PEVŠ has prepared 14,160 graduates for professional practice (data as of 31 October 2018) at all levels of study. According to the internal findings of PEVŠ, its graduates do not expand the ranks of the unemployed and, from the point of view of their own employment, have not been forced to fundamentally change the nature of their study approbation. Also from a national perspective, the college is not among the schools that produce educated unemployed and teaches fields of study that are in demand in practice.

Since its foundation, the Pan-European College, n.o. has profiled itself as a research and educational institution whose aim is to establish itself in the Central European but also in the European area. Our goal is to improve our cooperation with foreign private universities, and at the same time to establish partnerships with public universities in several areas of our activities.

Its exclusivity is confirmed by the uniform quality of its university teaching staff, with the proportion of professors of working age and associate professors in the total number of its employees. The evolution of the proportion of professors, associate professors, and other teaching staff for the years 2008 and 2018 is shown in Table 3.

Table 3: Evolution of the proportion of professors, associate professors, and other teaching staff



## THE MISSION, VISION, AND VALUES OF A PAN-EUROPEAN UNIVERSITY

### MISSION AND VALUES

The mission of the Pan-European College is to provide higher education at all three levels (Bachelor, Master/Engineering and Doctoral), creative scientific research and creative artistic activity, and the subsequent acquisition, application, and dissemination of new knowledge internationally.

The core values of the Pan-European College are quality education with an emphasis on the development of critical thinking, respect for rules, professionalism, innovation and progress, which on the one hand help to create opportunities in society for individuals to further their development, but also ensure the sustainable development of society as a whole.

To maintain quality growth and competitiveness in the market, it is essential to systematically educate the teaching staff and to continuously improve the qualifications of the scientific and teaching staff.

### VISIONS

The Pan-European College is building its status as an internationally recognised university providing quality education in promising study programmes, and thus strengthening its prestige at the national level. Its aim is to contribute to the development of science and research, and to the overall social and economic progress of society. The long-term goal of the Pan-European College is to compete successfully with the best universities in the Central European region.

The aim of the Pan-European College is to become by 2026:

- A university in Slovakia with internationally respected scientific research and development, artistic and creative activities.
- a university whose graduates are in demand on the labour market at home and abroad.
- a university which provides education based on active cooperation with major employers in the various sectors.
- a university that is recognised in international rankings of universities around the world.

# INTENTIONS IN INDIVIDUAL AREAS OF ACTION

## AREA 1

### HIGHER EDUCATION AND LIFELONG LEARNING

#### Primary objective

- to provide high quality, attractive and accessible higher and lifelong education in accredited study programmes and to prepare graduates who will be able to perform competently in the work environment at national and international level.

#### Sub-objectives

- to continuously improve the quality of education at all levels of higher education provided by the Pan-European University;
- to provide the education process with qualified local and foreign university lecturers who are recognised authorities in the professional community and who are also active in the field of science and research, and to ensure a close link between scientific and pedagogical activities;
- to place emphasis on ensuring the professional development of its own young university lecturers;
- Ensure the link between higher education and practice and also involve recognised practitioners in the education process, especially from abroad (through the SABATIKA programme, Fulbright....);
- ensure compliance with ethical rules;
- establish joint study programmes with foreign universities and independent study programmes, mainly in English;
- develop lifelong learning, e.g. in the form of short specialised courses for practice.

#### Tools

- to make studies more attractive for the most talented students at PEU and to develop the scholarship system;
- motivate prospective students and create attractive conditions for attracting the best quality applicants;
- to strengthen the development of high-quality and effective study programmes that reflect the needs of practice and the labour market, thus ensuring high competitiveness of graduates;
- to make teaching methods more attractive, to use modern teaching methods and to continuously implement the latest scientific and methodological knowledge in the pedagogical process;
- to hold lectures by national and foreign personalities on socially relevant topics and to motivate students to develop their knowledge by participating in events;
- introduce a system of advisory and consultancy services that will help to improve the success rate of studies;
- involve students in research and other creative activities, projects and international competitions;

- to create special study conditions for the most talented students of the PEVŠ involved in scientific research and artistic activities who achieve success in Slovak and international competitions (evaluation of these activities in the form of credits, financial rewards, entitlement to an individual study plan, etc.);
- ensure an effective feedback system between students and university teachers, thus ensuring the growth of the quality of the education provided;
- increase the number of courses taught in foreign languages, thus making teaching more attractive to both foreign and domestic students;
- expand the opportunities for students to complete part of their study programme at a foreign university;
- seek opportunities to develop joint study programmes with foreign universities with a view to issuing double diplomas;
- to improve the internal system of evaluation of the quality of higher education provided at regular intervals as a comprehensive regulation at the level of the higher education institution in accordance with the legislative rules, to evaluate it regularly and to draw up appropriate measures and control their implementation,
- to take an active and qualified approach to the suppression of plagiarism by both students and teachers;
- develop activities in the field of the University of the Third Age,
- develop activities in the field of lifelong learning.

## AREA 2

### **SCIENCE, RESEARCH AND ARTISTIC ACTIVITY**

#### **Primary objective**

- to develop science, basic and applied research, development and artistic activities, thereby strengthening the position of the Pan-European University in the field of science and research (PEU will only support and subsequently carry out cutting-edge research at the national and international level);
- building a modern research and creative base will be considered as the most important priority of the PEU, which will strengthen the innovative and creative capacity of the institution.

#### **Sub-objectives**

- to prepare the conditions for the transition of PEU to the fundamental priorities of the knowledge and information society, the development of a knowledge-based and creative economy, in which knowledge and information, their creation and distribution are the main goal and an important business commodity;

- to improve the Pan-European University's cooperation in science and research with other relevant actors, to strengthen international cooperation in research;
- increase the publication of results in the field of science and research in reputable sources of knowledge, in particular in renowned international scientific journals;
- increase the number of scientific publications and the appearance of individual research and creative activity results in the international environment;
- to increase the involvement of PhD students in scientific, research and artistic activities at PEU;
- to involve gifted students in the scientific research and artistic creative activities of the university and its individual faculties;
- to make the results of the University's activities visible to the general public.

## **Tools**

- develop publishing activities, especially in carentered or specialized professional and scientific journals or foreign peer-reviewed journals, especially of PEVŠ professors and associate professors;
- intensify the publishing and creative activity of other teachers (assistants and assistant professors) and doctoral students, in particular by increasing the number of publications and SCI citations in peer-reviewed journals as outputs of basic research;
- to update and provide recommended study literature through self-publishing activities and to ensure its publication for students of all PEVŠ faculties;
- to reward the publication of Category A output to stimulate faculty to increase their publication activity;
- encourage and facilitate active participation in international conferences and other scientific events, including financial support;
- continue to organise seminars and conferences, workshops, both national and international;
- support the holding of international scientific conferences at the Pan-European University;
- engage in inter-national cooperation projects in the field of science and research and create conditions for the inclusion of research teams of individual faculties in international networks and international research teams (in particular by promoting bilateral and multilateral cooperation between universities and international mobility of teachers);
- Involving internal PhD students in at least one-month/one-semester study stays abroad during their PhD studies;
- gradually increase the number of research projects and projects for artistic activities;
- encourage the participation of university lecturers and students as researchers in grant projects (APVV, VEGA, KEGA, JEAN MONNET PROGRAMME);
- the creation of the so-called "Knowledge Triangle", which is the interconnection of research, education and innovation and the promotion of mutual synergies between these components;
- to streamline cooperation between individual faculties and departments in the field of science and research (support of interdisciplinary research so as to create research teams between individual institutes and faculties of the PEVŠ), to follow the trend, i.e. close interconnection of social sciences with artistic disciplines and with informatics;

- to continue to promote the involvement of students of all levels of study in scientific, research and artistic activities, to develop student scientific and professional activities, which are of particular importance for the identification of talented students and the use of their potential for the development of science and research and the arts at the PEVŠ, as well as to promote their results and, in general, to make the participation of students in the field of science and research and the linking of science and practice more attractive;
- to create conditions for the qualification growth of scientific staff and to carry out habilitation and inauguration procedures of the most renowned scientific and pedagogical staff, especially the internal staff of the PEVŠ (each faculty shall prepare a plan for the qualification growth of its scientific and pedagogical staff in order to ensure a balanced qualification structure and the smooth sponsoring and co-sponsoring of study programmes with a view to their expansion);
- comply with rules to ensure the quality and ethics of teaching, research and artistic activities (in line with the internal quality assurance of PEU).

### AREA 3

## INVESTMENT AND DEVELOPMENT INTENTIONS

### **Primary objective**

- to provide and maintain high quality facilities for the delivery of educational programmes and other activities.

### **Sub-objectives**

- to ensure the economic prosperity of the Pan-European University;
- to guarantee material security for the university's teachers and other staff.

### **Tools**

- to streamline the revenue and expenditure of the Pan-European College with a view to its long-term sustainability;
- Guarantee jobs attractive to highly qualified staff;
- Adapt and streamline financial reallocation according to current challenges;
- develop a realistic plan for the physical development and renewal of the movable assets of the Pan-European College;
- revise the technical provision of the educational process, modernise and improve the premises in which education is provided;
- develop the PEVŠ library and increase the availability of access to scientific and professional information, including electronically, in particular by expanding the range of available national and international sources;
- to focus on building a modern fully digitised university library that would provide quality services for the needs of cutting-edge research (the library will provide services at least at the level of the Slovak standard and will gradually move up to the European level);

- Participate in grant projects, including a project to improve library facilities.

## AREA 4

### **KNOWLEDGE TRANSFER, COOPERATION WITH PUBLIC ADMINISTRATION, PRIVATE SECTOR, AND IMPACT ON THE DEVELOPMENT OF SOCIETY**

#### **Primary objective**

- to improve the transfer of knowledge from science and research into the education process and to develop coordination of the education process with the activities of public authorities and the private sector.

#### **Sub-objectives**

- to expand the opportunities for cooperation between the Pan-European University and public authorities and the private sector;
- to act as a public forum for discussion of academic and societal issues;
- to produce graduates who will find employment in the labour market;
- to increase student and graduate awareness of science and research outputs.

#### **Tools**

- Disseminate the University's information and promotional materials to the general public;
- Provide up-to-date information on University events to the media;
- promote cohesion and belonging of Pan-European University alumni and their relationship with the Pan-European University after graduation; establish cooperation programmes (through the ALUMNI CLUB);
- expand the possibilities of cooperation between the Pan-European College and public authorities, develop the possibility of various internships and excursions for its students and graduates;
- expand the possibilities for effective cooperation between the Pan-European College and the private sector, internships and training courses;
- improve the link between internships and training courses and the educational programme;
- inform graduates about employment opportunities and the possibility to upgrade their qualifications;
- conduct regular surveys of PEU graduates and their potential employers with the aim of developing the educational programme and the attractiveness of education at the Pan-European University.

## AREA 5

### INTERNATIONAL RELATIONS

#### Primary objective

- To consolidate the position of the Pan-European University within the international space of university education providers and to develop international activities and cooperation with partners abroad at the highest possible level.

#### Sub-objectives

- To develop bilateral and multilateral cooperation, to strengthen partnership relations with Slovak and foreign universities;
- Support the development of joint study programmes with partners abroad;
- Increase mutual mobility (number of students and teachers sent and received to and from abroad);
- to build the prestige and reputation of the Pan-European University not only in the Slovak Republic but also internationally.

#### Tools

- Expand the network of partner universities, improve and deepen cooperation with partner universities;
- expand multilateral cooperation in the framework of European Union international projects;
- in the context of further professional development, to extend the use of reciprocal mobility, for students, teachers and researchers;
- create and make more attractive the conditions for the study of foreign students, in particular by providing more courses in English and developing study programmes in English;
- to promote the involvement of the Pan-European University College in international university networks and consortia of universities;
- hold international conferences and scientific events and create platforms for cooperation

## AREA 6

### MANAGING AND DEVELOPING EXCELLENT STAFF CAPACITY

#### Primary objective

- To support the professional development of the professional staff and to guarantee their presence at the Pan-European University

#### Sub-objectives

- To continuously develop the intellectual potential of the Pan-European University, consisting of its professors, associate professors, other lecturers, researchers and other staff, and to strengthen their qualification development;
- to continue to stabilise human resources, in particular the research staff with the best track record in the fields of science, research, artistic activity and project work;
- provide special financial and employment support, especially to those scientific and teaching staff of the PEU who have excellent teaching and research results within the PEU and who do not have an employment relationship with any other university or institution in the public administration or private sector (i.e. their work activities are actually exclusively for the PEU);
- the creation of conditions for the qualification development of young teachers, in particular in the context of the possibility to undertake doctoral studies and subsequently to undergo habilitation procedures;
- improving the working environment and conditions.
- and strengthen their skills development;
- continue to stabilise human resources, in particular researchers with the best track record in science, research, artistic activity and project work;

### **Tools**

- To create working conditions that both preserve and attract capable teachers and researchers to work at the Pan-European University;
- to motivate existing staff to upgrade their professional qualifications and to create conditions for the use of the qualification criteria;
- stabilise supervisors and other key co-guarantors and teachers;
- promote the use of inter-university exchanges of teachers and strengthen the mobility of teachers between faculties;
- streamline internal and external communication and marketing;
- Align the qualification structure with the needs of the Pan-European University and the individual faculties, in particular for the purpose of stable accreditation of individual study programmes;
- Continue to improve the quality of the salary regulation based primarily on the principle of individual performance of individual teachers;
- to improve cooperation and management among the teaching staff within the Pan-European University

## AREA 7

### **ACADEMIC TRADITIONS AND IDENTITY**

#### **Primary objective**

- To strengthen the position of the PEU in the field of education and science in the Slovak Republic and the European Union.

#### **Sub-objectives**

- To build a tradition of high quality and wide-ranging educational and research activities;
- to continuously innovate while preserving the intellectual, moral and academic tradition;
- to provide higher education and to conduct research for the development of man and society as a whole;
- to enhance the international prestige of the Pan-European University and to strengthen the development of relations with excellent foreign universities;
- Respect the coexistence of traditional values and modern trends in education.

## **Tools**

- Modernize traditional teaching methods and equipment;
- provide both traditional and electronic services;
- build a tradition of organising regular annual scientific conferences and professional seminars;
- engage more in international university and scientific research activities and exchange programmes;
- increase publication activity in reputable international journals;
- make available the use of items bearing the name, symbol or other identification of the Pan-European University.

The long-term plan of the Pan-European University 2020 - 2026 was discussed at the meeting of the Scientific Council of the Pan-European University on 20.03.2019.

The Pan-European University Long-term Plan 2020 - 2026 was approved by the Academic Senate of the Pan-European University on 09.12.2019.