

The Strategic Plan FIS 2021-2025

The strategic plan was discussed by the FIS Scientific Council on 2 December 2021 and approved by the FIS Academic Senate on 19 January 2022

Vysoká škola ekonomická v Praze

Starting points

- The strategic plan of the Faculty of Informatics and Statistics is based on the mission, vision and values of the Prague University of Economics and Business, of which FIS is an integral and important part.
- The key strategic goal of FIS is to provide modern education in the progressively intertwining fields of computer science and quantitative sciences, to conduct basic and applied research in these fields, to strengthen the social role of the faculty and to interconnect these three roles.
- An essential prerequisite for achieving these goals is a friendly and open environment for both staff and students of the faculty.
- The fulfilment of the individual strategic objectives is evaluated using key indicators (metrics). The annual implementation plans set out the values of these metrics and any other relevant operational indicators for a certain year, including the prospects up to 2025.

Development objectives for the period 2021-2025 are formulated for the following areas:

1. Study and teaching activities
2. Creative activity
3. Social role of the faculty
4. Faculty staff development
5. Communication and marketing

1. Study and teaching activities

1. Study and teaching activities

- A. Study programmes
- B. Modernization and efficiency of teaching
- C. Consistency of accreditation and actual student workload
- D. Changing state examinations and thesis defenses
- E. Evaluation of the quality of educational activities
- F. Development of foreign language study programmes
- G. Further internationalisation of teaching

1. Study and teaching activities

A. Study programmes

Objectives:

1. To continuously develop the content of study programmes in relation to students' future employment in practice.
2. To link the IT and quantitative branches of the faculty more, to share more teaching as well as thesis supervision.

Measures:

- Regularly evaluate the content of study programmes in collaboration with alumni and partners from practice.
- Develop existing professional programmes, strengthen internships and placements in academic degree programmes.
- Adapt study programmes to identified labour market expectations.

Metrics:

- ❖ 1A1: Conducted evaluation of each programme with alumni and faculty partners. (Note: 2x by 2025.)
- ❖ 1A2: Number of reaccredited study programmes and specialisations.

1. Study and teaching activities

B. Modernization and efficiency of teaching

Objectives:

1. Use modern flexible forms of teaching, new methods and tools to improve the quality of teaching.
2. Make teaching more efficient.

Measures:

- Train the teachers.
- Create methodological and technical infrastructure.
- Make use of the possibility of non-periodic teaching (block teaching).
- Use e-learning (E-L) and blended-learning (B-L) forms of teaching in FIS subjects.

Metrics:

- ❖ 1B12: The number of E-L supports created and used and their use in the form of B-L in FIS courses.

1. Study and teaching activities

C. Consistency of accreditation and actual student workload

Objective:

1. Bring ECTS course grades into line with reality in all types and forms of study programmes.

Measures:

- Review course syllabus.
- Carry out and evaluate a special survey directly on this topic, then in the case of non-compliance either adjust the teaching of the course to match the declared workload or change the accreditation of the course.

Metrics:

- ❖ 1C1: Results of the ex-post survey after the implementation of the changes.

1. Study and teaching activities

D. Changing state examinations and thesis defenses

Objective:

1. To make a significant change SFE to a single subject, where the content of the SE is defined by the graduate profile and topic areas based on the core (profiling) subjects, it relates to the final thesis and the purpose is to verify that the student can think and formulate conclusions in context, not knowledge of detail.

Measures:

- Implement the change gradually from SS 21/22.
- To continuously evaluate, develop and improve the new way of completing studies, including the control of the verification of knowledge and skills in individual subjects.

Metrics:

- ❖ 1D1: Results of the evaluation of the implemented change.

1. Study and teaching activities

E. Evaluation of the quality of educational activities

Objective:

1. Develop a comprehensive system of quality assessment in educational activities in relation to school-wide processes.

Measures:

- To set rules for the evaluation of subject surveys, inspections and teacher training, and to put these rules into practice.
- To train teachers and programme supervisors in the area of quality assurance and internal quality assessment in educational activities.

Metrics:

- ❖ 1E1: Results of the course evaluations conducted after the full implementation of the system.

1. Study and teaching activities

F. Development of foreign language study programmes

Objectives:

1. Increase the number of applicants and students of foreign language programmes, further diversify the geographical structure of applicants.
2. Maintain or obtain international accreditation of foreign language programs.

Measures:

- Strengthen the marketing of foreign language programmes.
- Strengthen the administration of the foreign language programmes (by 0.5 post and by a further 0.5 post after 2025).
- Start the preparation of the Bachelor's programme in English.

Metrics:

- ❖ 1F1: Number of newly enrolled students in foreign language study programmes.
- ❖ 1F2: Maintain EMOS accreditation and obtain international accreditation (or inclusion in the international network) of the ISM programme and the DAM specialisation.

1. Study and teaching activities

G. Further internationalisation of teaching

Objectives:

1. Increase the number of courses taught in English (also in Czech study programmes), increase the offer of courses for incoming foreign students.
2. Prepare at least one joint degree (JD) or double degree (DD) study programme.
3. Increase student and staff mobility (in both directions).

Measures:

- Strengthen financial motivation for further development of English teaching, involve foreign teachers (not necessarily in the whole subject and with the possibility of online form).
- On the basis of the evaluation of the first year of the B-DA study, start the search for a suitable JD/DD partner with a possible start of cooperation in the WS 2023/2024.
- Increase the number of visiting professors.

Metrics:

- ❖ 1G1a: Percentage of teaching in English of the total amount of FIS teaching.
- ❖ 1G1b: Percentage of FIS teaching of exchange students.
- ❖ 1G2: JD or DD accreditation.
- ❖ 1G3a: Share of FIS in outgoing mobility.
- ❖ 1G3b: Number of staff mobilities (in/out) with emphasis on long-term mobilities.

2. Creative activity

2. Creative activity

- A. Strengthening publication activities
- B. Strengthening project activities
- C. Defending the accreditation of habilitation and professorship proceedings
- D. Modern and flexible doctoral studies

2. Creative activity

A. Strengthening publication activities

Objectives:

1. Maintain the number of publication outputs.
2. Continue to improve the publication profile (share of D1, Q1, Q2 according to AIS in WoS).

Measures:

- Develop a set of FIS motivational tools (DKRVO, POKR, support for PhD students, "publication points"), limit publications in in-house journals, or (with justified exceptions) in journals in the Czech Republic.

Metrics:

- ❖ 2A12: Number and structure of publications by each category.

2. Creative activity

B. Strengthening project activities

Objective:

1. Increase the number of external research projects with emphasis on international, CSF and TACR projects.

Measures:

- Support the preparation of projects under the POKR.
- Use existing contacts of FIS staff with foreign institutions.
- Encourage the reworking of promising and high quality rejected projects at the level of the whole preparatory team.
- Support existing and emerging research teams, including interdisciplinary teams (financial support for the whole team with clear objectives, training, travel to coordination meetings, etc.).
- Support and promote internal grant schemes of the Prague University of Economics and Business and thus create a project base, but in such a way that internal projects do not crowd out external projects.

Metrics:

- ❖ 2B1: Amount of special-purpose funds received for R&D from sources outside the Prague University of Economics and Business

2. Creative activity

C. Defending the accreditation of habilitation and professorship proceedings

Objective:

1. Defend the accreditation of the habilitation and professorship procedure in all three areas.

Measures:

- Engage in a school-wide discussion of the criteria for habilitation and professorship procedures, consider possible modification or clarification of the interpretation in the FIS conditions.
- Support the creative activity and qualification growth of young staff in particular (D4.0, POKR, use of school-wide tools).

Metrics:

- ❖ 2C1: Defend the accreditation of habilitation and professorship in all three areas.

2. Creative activity

D. Modern and flexible doctoral studies

Objective:

1. To build a modern and flexible doctoral programme that meets the strategy of the Ministry of Education, Youth and Sports and is open to foreign doctoral students and teachers.
2. Increase interest in studies, reduce academic failure, increase the level of internationalisation.

Measures:

- Increase the number of PhD students with a longer stay abroad.
- Increase the number of PhD students coming from outside the Prague University of Economics and Business (especially from prestigious schools) and from abroad.
- Develop the D4.0 programme and use it also to support PhD students from abroad.
- Increase the proportion of dissertation thesis in English, involve foreign experts in the activities of the Area Council, state doctoral exams committees, commission for doctoral dissertation defences and as opponents of dissertation thesis
- Continue to strengthen the role of supervisors, create the necessary facilities for their activities and increase their qualifications.
- Encourage the involvement of PhD students in IGA and IGA/A, engage in a school-wide discussion on the modification of the IGA rules, or modify them internally for FIS.
- Respond flexibly to requirements arising from the of the Ministry of Education, Youth and Sports strategy.
- Monitor and evaluate the academic failure rate of doctoral students.

Metrics:

- ❖ 2D1: Share of graduates of doctoral students with a foreign trip of at least 2 months.
- ❖ 2D2a: Academic failure rate in doctoral studies
- ❖ 2D2b: Average duration of doctoral studies at FIS.

3. Social role of the faculty

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- A. Strengthening lifelong learning
- B. Strengthening the role of the faculty as a social authority
- C. Strengthening cooperation with partners and practitioners
- D. Development of cooperation with alumni

3. Social role of the faculty

A. Strengthening lifelong learning

Objectives:

1. Significantly strengthen the role of professional and lifelong learning in the areas of accredited study programmes and creative competences of the FIS.

Measures:

- Prepare thematic groups of LLL courses (schools, academies, programmes) aimed at the development of selected professions in practice. Focus not only on professional professions (e.g. data analysts, business architects, actuaries) but also on selected specialisations of teachers in secondary schools and possibly also primary schools.
- Introduce the concept of LLL training as a normal part of the FIS employee's job description.
- Increase the use of E-L and B-L forms of teaching within LLL

Metrics:

- ❖ 3A1: Number of participants in lifelong learning.

3. Social role of the faculty

B. Strengthening the role of the faculty as a social authority

Objectives:

1. To make the faculty an authority to which people from practice, public administration and other schools will turn for advice and consultation.

Measures:

- The results of educational and creative activities are used to strengthen the professional reputation of the faculty and its staff.
- To develop the range of services for the professional public, institutions and enterprises.
- Further develop competence centres and link them to taught programmes and specialisations.
- Use external grant programmes to co-finance contract research.
- Participate in the activities of professional societies and associations.

Metrics:

- ❖ 3B1: Financial volume of projects and actions implemented.

3. Social role of the faculty

C. Strengthening cooperation with partners and practitioners

Objectives:

1. Develop a stable and long-term network of FIS partners.
2. Systematically develop cooperation with practice.

Measures:

- Maintain and develop a network of commercial and non-commercial partners.
- Establish and implement internships and placements for students in cooperation with partners.
- Develop partners' involvement in teaching (professional lectures and professional courses by partner representatives at FIS).
- Involve academic staff FIS in the training of partner companies' employees.

Metrics:

- ❖ 3C1: Number of commercial and non-commercial partners.
- ❖ 3C12: Amount of funding raised from partnerships.

3. Social role of the faculty

D. Development of cooperation with alumni

Objectives:

1. Systematically develop cooperation with alumni.

Measures:

- To develop the system of work with alumni at the faculty, to take advantage of synergies with the activities of school-wide departments focused on work with alumni.
- Use alumni to obtain feedback on degree programs.
- Engage alumni in recruiting additional FIS partners and opportunities for contract research and student internship sites.
- Reach out to alumni in terms of offering doctoral study opportunities.
- Involve the 4FIS association in collaboration with alumni.

Metrics:

- ❖ 3D1: Results of the evaluation of the programme of cooperation with alumni.

4. Faculty staff development

4. Faculty staff development

- A. Development of personnel and qualification structure
- B. Optimization of the number of students, courses and staff
- C. Internationalisation in the personnel area
- D. Digitalization of agendas

4. Faculty staff development

A. Development of personnel and qualification structure

Objectives:

1. Develop human resources in the long term.
2. Increase the level of the age-qualification structure.

Measures:

- To prepare a plan for the development of the faculty qualification structure in the areas of education, the domains provided and at the level of individual departments.
- Evaluate the structure of activities and outputs at staff and departmental level.
- Work systematically with candidates for habilitation and nomination procedures.
- Develop tools to support staff development (e.g. POKR, D4.0).
- Deepen collaboration across departments and learning areas in all faculty activities.
- Promote faculty staff training.

Metrics:

- ❖ 4A1: Staff and student satisfaction.
- ❖ 4A2: Age-qualification structure of FIS academic staff.

4. Faculty staff development

B. Optimization of the number of students, courses and staff

Objectives:

1. Optimise the number of students, courses and teaching load of academic staff.

Measures:

- Respond to the demographic curve and the demand of the Ministry of Education, Youth and Sports for increased number of graduates.
- Based on the target numbers of students, optimise the structure of courses and teaching load.
- Minimize duplication in course structure and take advantage of greater integration of lecturers across departments.
- Promote the use of modern forms of teaching at faculty and school-wide level.
- Adapt the performance system to the forms of teaching used.

Metrics:

- ❖ 4B1: Volume of performance per teacher.

4. Faculty staff development

C. Internationalisation in the personnel area

Objectives:

1. Increase the number of long-term stays of foreign academic staff.
2. Increase the number of FIS academic staff going on long-term placements abroad.
3. Increase the degree of internationalisation of selected FIS bodies and commissions.

Measures:

- To prepare the environment for an internationally open faculty.
- Motivate foreign staff for long-term stays at FIS.
- Involve foreign staff in the creation of publications dedicated to FIS.
- Motivate FIS staff to undertake longer-term international internships and consider linking the completion of these internships to qualification growth criteria.
- Provide long-term and short-term intensive language courses, especially for English teachers and administrative staff.
- Create a list of basic documents to be maintained in both Czech and English.
- Involve foreign experts in the activities of various FIS bodies and commissions.

Metrics:

- ❖ 4C1: Share of academic and non-academic staff with a language certificate (calculated separately);
- ❖ 4C2: Number of FIS staff who have had at least one month abroad in the last 5 years.
- ❖ 4C3: Number and share of foreign members of bodies and commissions.

4. Faculty staff development

D. Digitalization of agendas

Objectives:

1. To digitalize the agendas implemented at FIS and to strive for digitalization of agendas implemented at the level of the Prague University of Economics and Business.

Measures:

- Implement electronic signing of documents inside the faculty and initiate greater expansion of digitization at the school level.
- Significantly strengthen digitization in doctoral studies.
- Minimize paper archives.

Metrics:

- ❖ 4D1: Share of document types that cannot be signed and processed electronically.

5. Communication and marketing

5. Communication and marketing

- A. Strengthening the FIS brand
- B. Strengthening faculty PR
- C. Strengthening faculty marketing communication
- D. Strengthening internal faculty communication

5. Communication and marketing

A. Strengthening the FIS brand

Objective:

1. To develop the faculty's brand in the long term, to build a clear identity and to evoke appropriate associations among target groups.

Measures:

- Define and synergistically develop the supporting internal characteristics of the faculty. Develop their communication and visual identity of the faculty accordingly.
- Strengthen the mental associations with the faculty among persons within and outside the faculty in accordance with its priority domains.

Metrics:

- ❖ 5A1: Share of correct associations when randomly asking target groups.

5. Communication and marketing

B. Strengthening faculty marketing communication

Objective:

1. To build a long-term PR of the faculty for communication of pedagogical, professional and creative outputs of the faculty and to increase the awareness of FIS as a part of public life in the Czech Republic.

Measures:

- Create and manage a PR strategy - a system for the ongoing collection, writing and publication of topics within a list of relevant media and partnerships with journalists in a balanced ratio of expertise and social impact.
- Through press releases, derivative articles and media outlets, popularize professional topics related to the teaching, creative and complementary activities of the faculty in order to educate and explain professional topics to the general public.

Metrics:

- ❖ 5B1: Monthly number of professional outputs or contributions in the public media space captured by media monitoring.

5. Communication and marketing

C. Strengthening faculty marketing communication

Objective:

1. Develop long-term marketing communication of FIS study programmes and specialisations in order to optimise the number and structure of applications and attract quality applicants.
2. Set up and develop marketing communications for lifelong learning, public courses, contract research and complementary activities.

Measures:

- Based on the analysis of the target groups, verify the functionality of the set communications at two- to three-year intervals and update them towards the fulfilment of the set objectives and higher marketing performance.
- Establish a system of long- and short-term cooperation with secondary schools to develop contact with secondary school students and to introduce them to the professional focus of the faculty's studies through lectures, workshops, competitions and other professional activities.
- Consistently develop materials and supports for teaching mathematics, computer science, social sciences and geography in secondary schools.
- To support the training of secondary school teachers in the areas of expertise of the faculty.
- Integrate communication of pedagogical and creative competencies to implement contract research and complementary activities depending on market demand.
- Use synergy with the professional focus of the faculty in marketing communication.

Metrics:

- ❖ 5C1a: Ratio of enrolled students (by programme).
- ❖ 5C1b: Number of applications to degree programmes and specialisations.
- ❖ 5C2a: Number of enrolments in lifelong learning.
- ❖ 5C2b: Share of lifelong learning courses delivered relative to courses offered.

5. Communication and marketing

D. Strengthening internal faculty communication

Objective:

1. Develop a system of communication with students and faculty staff through internal communication channels.

Measures:

- To prepare relevant content in the long term that will lead to awareness and fulfillment of faculty goals.
- Manage and develop the faculty's communication channels, especially the website, intranet, email newsletters, social networks and tools for discussion of content topics.
- Work closely with the 4FIS student association.

Metrics:

- ❖ 5D1a: Faculty student response to internal communication channels.
- ❖ 5D1b: Faculty staff response to internal communication channels