



THE STRATEGIC PLAN OF EURASIA INTERNATIONAL
UNIVERSITY FOR 2014-2018

Tradition +
Progress =
EXCELLENCE



ԵՎՐԱՍԻԱ
միջազգային
համալսարան

www.eiu.am

Մեր ձեռքը դարի զարկերակին է ...

CONTENTS

ABOUT US.....	3
EIU IDENTITY	4
EIU Values.....	5
EIU Organizational Structure	6
EIU STRATEGIC GOALS FOR 2014-2018	8
GOAL 1. CONTINUAL IMPROVEMENT OF EDUCATION QUALITY.....	8
GOAL 2. STABLE DEVELOPMENT OF SCIENTIFIC POTENTIAL, ENSURANCE OF APPLICABILITY OF RESEARCHES AND INNOVATIONS	9
GOAL 3. BROADENING INTERNATIONAL COOPERATION	11
GOAL 4. ENSUARING BENEFICIAL INFRASTRUCTURES AND FINANCIAL INDEPENDENCE FOR TUTION	12
GOAL 5. CREATING FAVOURABLE ENVIRONMENT FOR THE DEVELOPMENT OF THE QUALITY CULTURE.....	13
Final Provisions	14

ABOUT US

Eurasia International University was founded in 1996 and initially was known as “Mkhitar Gosh” University. In March 2002, according to the Decision of the Ministry of Education and Science of the Republic of Armenia, the University was conferred state accreditation and was vested with authority to award state diplomas. In 2004 it was renamed to Eurasia International University and adopted the strategic route of an international university.

In 2005 EIU adopted the credit transfer system and initiated a number of exchange programs for students and academic staff. It is ten years since the EIU, abiding by its internationalization strategy, has been actively cooperating with international institutions, joining international grant programs and in this framework performing international programs on different levels, including student exchange programs and trainings for academic and administrative staff. In the recent years, the EIU has started the process of introduction of international academic programs.

In 2004-2005 the EIU introduced MA courses, moved to new premises and in 2013 began providing postgraduate education.

EIU IDENTITY

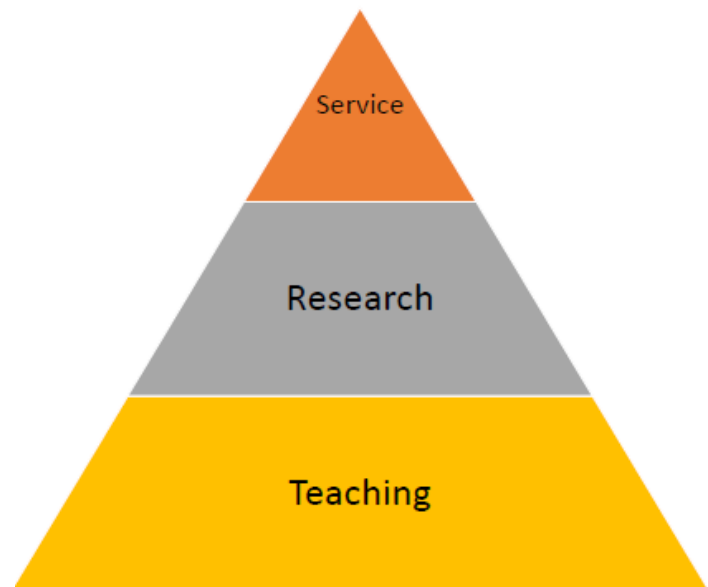
EIU Vision

To become a leading educational institution in the region with dynamic management directed to educating professionals with practical skills and abilities, as well as theoretical knowledge in line with ever-evolving labor market demands.

Mission

The University sets out its mission at three levels: Training, research and public service, where the primary role is given to the effective teaching and learning.

- Public service
- Research
- Teaching



Teaching

- To teach according to the national and European quality standards
- To implement higher professional and post-graduate education in the field of social, humanitarian sciences and information technology-as per the demands and needs of the labor market
- To ensure sustainable international cooperation by adapting best practices in teaching and quality assurance, as well as internationalizing the educational content
- To create a collaborative environment for education beneficiaries transferring and disseminating up-to-date knowledge, skills, and abilities
- By employing collaborative teaching and learning methods develop students' learning skills, as well as willingness to embrace new challenges, continuously improve ensuring their competitiveness in the labor market

Research

- To conduct research aimed at the modernization, internationalization of education content as well as encompass University's continuous development (R&D).
- To conduct applied researches aimed at the socio-economic progress and internationalization of the Republic of Armenia.

Service

- To spread and diffuse the progressive knowledge and experience gained in the field of teaching and research among wide public circles.
- To deepen cooperation with community institutions, by including research topics on

socio-economic development in the students' internships and graduation works.

EIU Values

Eurasia International University is an academic society where creativity, innovations and initiatives are encouraged. Owing to directed teamwork, the University has successfully met all the academic and economic challenges, sometimes taking up these challenges with pleasure viewing them as tokens of continual growth. We promote leadership and excellency by developing and disseminating the core values of the University among its copartners. We do realize that continual growth, improvement and in general lifelong learning have become essential in this ever-changing world. Due to small number auditoria and low student-to-lecturer ratio, our lecturers come to know students personally by applying collaborative methods thus enhancing teamwork skills, providing leadership opportunities, as well as developing creative and analytical thinking skills of the students.

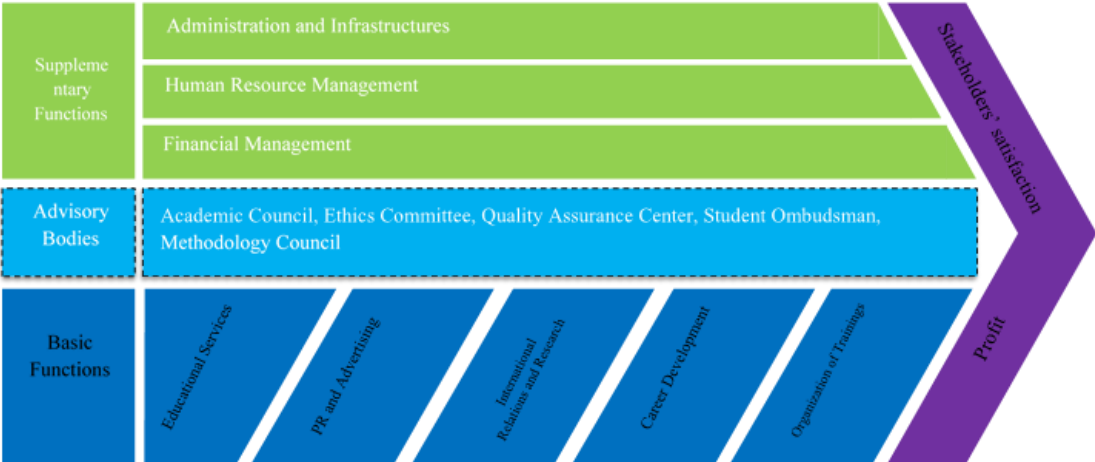
The EIU values are as follows:



EIU Organizational Structure



EIU Functions (Supplementary and Key), Advisory Bodies



EIU STRATEGIC GOALS FOR 2014-2018

As per the results of the EIU research on internal and external environments, the EIU has set the following goals for the period 2014-2018:

1. CONTINUAL IMPROVEMENT OF EDUCATION QUALITY,
2. STABLE DEVELOPMENT OF SCIENTIFIC POTENTIAL, ENSURANCE OF APPLICABILITY OF RESEARCHES AND INNOVATIONS,
3. BROADENING INTERNATIONAL COOPERATION,
4. ENSUARING BENEFICIAL INFRASTRUCTURES AND FINANCIAL INDEPENDENCE FOR TUTION,
5. CREATING FAVOURABLE ENVIRONMENT FOR THE DEVELOPMENT OF THE QUALITY CULTURE

To achieve the aforementioned goals, the EIU has set strategic objectives, taken respective measures and ensured availability of required resources.

Strategic objectives are directed towards achieving the strategic goals and the fulfillment of these objectives should ensure the achievement of the aforementioned goals.

GOAL 1. CONTINUAL IMPROVEMENT OF EDUCATION QUALITY

IT development, elimination of closed borders and creation of a single economic market have entailed the recent geopolitical globalization trends. As a result, the demand for professional education, change in content standards of educational materials as well as global educational shifts has increased. In 1998 the process of creating a single European educational area (Bologna) started. Armenia joined the process in 2005 and in consequence, the state regulatory bodies were obliged to revisit national educational and professional requirements and criteria. The RA Government launched the educational system reforms in compliance with these processes. The developers and performers of the educational policy, having studied and revealed the requirements of the educational system, initiated the process of developing the National Qualifications Framework (NQF) guided by European Qualifications Framework (EQF).

Objective 1.1. Introduce mechanisms for upgrading, improving and assessing existing educational programs, as well as mechanisms for launching new ones.

- Make annual analysis of the educational programs effectiveness,
- Based on the results of the analysis, if necessary, initiate revision of the content and form of educational programs, launch credit transfer system reforms, as well as introduce new educational programs.

Objective 1.2. Introduce mechanisms for continual improvement of educational quality, thus enhancing professional and methodical qualifications of the EIU academic staff and postgraduate students.

- Perform EIU professional, general and methodological trainings aimed at improving lecturers' professional qualifications, by applying differentiated assessment and payment system.
- Contribute to the increase in the number of practical activities (practicum) during the learning process.
- Engage EIU postgraduate students in the trainings by encouraging their integration into the EIU academic staff.

Objective 1.3. Develop an Internal System of Ensuring and Assessing Education Quality

- Develop an internal policy on assurance and assessment of the education quality
- Conduct monitoring of education quality assurance and assessment

GOAL 2. STABLE DEVELOPMENT OF SCIENTIFIC POTENTIAL, ENSURANCE OF APPLICABILITY OF RESEARCHES AND INNOVATIONS

The modern world is switching to postindustrial civilizational area of development where creation of knowledge and innovation based economy underlies the improvement of competitiveness. The up-to-date innovation systems form the basis of these economic models where academic institutions also play a significant role in creating and realizing new knowledge, along with providing classical education and having positive external impact on the society. On the one hand, the insurance of such niches by universities triggers the development of scientific thought and on the other hand, improves the innovative base of the country, as well as contributes to the establishment and propagation of start-ups thus bringing about certain economic activity.

The EIU signifies active participation in social and economic development of Armenia and takes certain measures towards it. We believe that scientific thought and innovations should be the

pillars of the stable economic growth and development of our country. The EIU, viewing innovations as its value, promotes approaches towards introducing innovative management and culture. Having set “Stable development of scientific thought, research works and innovations” as a strategic goal, the EIU has viewed the matter from the following perspective: currently, the EIU concentrates its efforts on introduction and embedding of research culture in the University. On the one hand, the EIU activities are directed towards improving the management performance and on the other hand, towards improving research skills of its academic staff. They also aim at encouraging researches conducted by them and introduction of the research results into the teaching process. It will contribute to the improvement of the teaching quality, introduction of new courses in the result of interdisciplinary and other researches, as well as increase the specific weight of lecturers with academic degrees, thus enhancing the reputation of the University. Moreover, the development of research skills among the lecturers will result in high quality researches in the future, attraction of additional funds for research purposes, diversification of financial resources of the University and strengthening of research culture.

In the nearest future, the development of the EIU research culture will trigger spreading of new qualities on the level of “EIU – outer copartners”. Besides, the EIU research works can be directed to the scientific society, state policy developers, as well as to the copartners of the real sector via various channels. Also, these products may be reflected in the EIU educational environment, for instance, may be included in the curriculum.

Taking into consideration the above mentioned, the EIU is planning to increase the importance of researches and innovations in the period 2014-201- by fulfilling the following objectives:

Objective 2.1. To increase the quantity of research projects and promote the involvement of faculty

- Revise the University's research directions by activating applied research.
- Encourage the research activities of the EIU academic staff through internal grant programs. Increase the visibility of the conferences organized by the International Relations and Research Centre of the EIU, contributing to the increase of the number of both national and international participants.

Objective 2.2. Promote EIU student involvement in research and innovative initiatives

Ensure joint participation of undergraduate and post-graduate students, as well as lecturers in research projects through providing grants and scholarships.

- Encourage student participation in university, national and international conferences
- Ensure research component in Bachelor's and Master's curricula
- Developing and implementing toolkit for assessing student research abilities

Objective 2.3. Promote joint research program implementation

- Involve external stakeholders in the undergraduate and postgraduate thesis topics selection, as well as ensure the smooth coordination.
- Assist in the implementation of joint research programs with scientific centers and other universities
- Assist in the implementation of joint research programs with employers and reflect of outcomes in educational programs

Objective 2.4 Expand research component in international cooperation

- Ensure the participation of professors, post-graduate and graduate students in exchange projects with research component
- Encourage joint research programs of professors, post-graduate and graduate student with foreign universities and organizations
- Encourage the publications of academic staff and postgraduate students in internationally recognized and indexed journals
- To organize international conferences and encourage the participation of academic staff and postgraduate students

GOAL 3. BROADENING INTERNATIONAL COOPERATION

Nowadays civilization transformation processes constantly entail social, economic and cultural integration, in the result of which no country can develop in isolation. The best way to ensure global competitiveness is to have an open economy by consistently following the global economy and having an input in it. Copartners of the ecosystem have different niches in the processes of integration into global social-economic and cultural systems. Nevertheless, academic institutions can play a significant role in that system in terms of ensuring long-term and stable results. During their activities, the latter can contribute to the turnover of knowledge and information, and accordingly to the integration into social-economic and cultural systems.

In fact, environmental analyses have pointed out the existing and growing demographic problems of Armenia, due to which the number of potential students have been decreasing over the recent years. This means that the wide usage of integration opportunities is, in a way, essential for Armenian academic institutions in terms of financial independence in the higher educational system as well.

Based on the aforementioned arguments, as well as the EIU values and mission, internationalization shall become a strategic goal for the EIU over the upcoming years. As a result, the EIU aims at becoming an active participant in the social-economic and cultural integration processes in Armenia. Through its activities, the EIU is planning to contribute to drawing the Armenian educational, scientific, social and economic areas near to that of the Eurasian continent in all directions (Europe, Asia, and Russia). In 2014-2019 the EIU shall be

developing its strategy on internationalization by fulfilling the below objectives.

Objective 3.1. Contribute to the increase in the number of the EIU educational, scientific and other collaborative international programs.

- Improve the EIU international visibility, by increasing the number of partners and the cooperation opportunities thus enabling the EIU integration into the international research and educational area
- Increase the number of the EIU educational programs conducted jointly with foreign universities.

Objective 3.2. Broaden the mobility opportunities of the EIU students, academic staff, postgraduate students and administrative staff to foreign partner universities and other copartner institutions and vice versa.

- Contribute to the increase in the number of the EIU international grant programs, thus ensuring mobility of academic staff, postgraduate students and students for educational, research and other purposes.
- Organize foreign language trainings for the EIU academic staff, postgraduate students and students to broaden the engagement in international collaborative programs.

GOAL 4. ENSURING BENEFICIAL INFRASTRUCTURES AND FINANCIAL INDEPENDENCE FOR TUTION

The continual improvement of educational quality calls for due environment to fulfill the established objectives, which require stable, and quality infrastructures, as well as respective resources. For favorable infrastructures, effective mechanisms for financial system management are to be installed.

Taking into consideration the challenges existing in the outer environment (the worsening of the RA demographic condition, state integral policy on entrance exams, social mentality, migration and the like) and the analysis of the internal environment (annually decreasing number of students in the educational system), it may be concluded that for the upcoming years the number of admissions will still be limited. Thus, in view of financial independence, on the one hand it is strongly advisable to ensure bases for constant flow of students and on the other hand search for alternative sources of income.

Based on the above mentioned, the EIU has set the following objectives:

Objective 4.1. Improve the EIU financial independence through constancy of the EIU financial inflows and diversification.

- Ensure stable student inflow by broadening the cooperation with partner organizations.
- Increase the number of international students.
- Contribute to the fulfillment of research and other projects and ensure diversification of the EIU financial inflows accordingly.

Objective 4.2. Improve the EIU financial management performance in compliance with the EIU strategic goals.

- Perform mid-term and annual budgeting and compliance monitoring according to the principle of diversification of financial inflows and the EIU strategy.
- Increase the EIU financial transparency.

Objective 4.3. Contribute to the insurance of infrastructures required for achieving the EIU strategic goals as well as to the improvement of the performance thereof.

- Replenish the EIU library resources.
- Improve the furnishing of the EIU auditoria, as well as auxiliary infrastructures (canteen, computer lab, bathrooms etc.)
- Improve the EIU heating system.

GOAL 5. CREATING FAVOURABLE ENVIRONMENT FOR THE DEVELOPMENT OF THE QUALITY CULTURE

Introduction of the quality culture is viewed in two systems – internal and external, where the internal system implies introduction of effective internal management mechanisms while the external system implies improvement of transparency level and insurance of feedback on the EIU activities with external copartners.

Internal Quality Assurance

Objective 5.1. Implement management system contributing to quality culture dissemination

- Based on the EIU strategic plan develop a mid-term and annual action plans and introduce respective mechanisms to monitor the performance thereof.
- Introduce an electronic system aimed at performing internal processes and disseminate the culture of paperless administration

In the framework of the external system of quality assurance the EIU will perform "Embedding quality culture" by ensuring constant feedback from external copartners.

Objective 5.2. Increase transparency of EIU activities, implementing accountability mechanisms

on degree qualifications, research work and on services provided

- Improve the transparency of the qualifications awarded by the University.
- Improve EIU students' level of awareness of the teaching and learning process.
- Improve the publicity level of the results of the seminars held by the EIU research center for internal and external copartners.
- Improve the EIU management transparency by broadening the framework of external copartners.

Objective 5.3. Promote the effectiveness of EIU's public responsibility mechanisms.

- Constantly organize profession orientation seminars at schools.
- Organize professional and methodological trainings and provide consultation to both internal and external copartners.
- Improve the level of public services provided via the EIU Research center activities.
- Set in the EIU culture and periodically perform voluntary work and charity actions engaging EIU students, academic and administrative staff

Final Provisions

- *The EIU Strategic plan is the General document, which underlines the EIU mission, long-term goals and the ways to achieve them.*
- *The EIU Strategic plan is based on the analysis of the EIU internal and external environments and aims at fulfilling the EIU vision and mission.*
- *In conjunction with the Strategic plan, the EIU action plan and structure are developed based on which the EIU annual action plans and annual budget per the EIU units are drafted.*
- *The EIU mission and Strategic plan may undergo certain revisions in case of legislative, educational priority and other changes*