

**Teaching University**  
**„BAU International University, Batumi“**  
**Strategic Plan**

**Preamble**

The mission of Teaching University “BAU International University, Batumi” is to introduce educational policy in compliance to international standards. To train personnel that is competitive, has high moral standards, qualified, has a scientific point of view, a knowledge of innovative technology and liberal values.

„BAU International University“ educational network is spread on area of four continents and provides unique and invaluable opportunity to educate and train highly qualified citizens of the world, who have the necessary knowledge and skills of their specialty and have global world view.

Our priority is to promote innovation and creativity of students – highly qualified persons, who will be able to easily adapt in competitive and changeable environment.

**Vision**

Teaching University “BAU International University, Batumi” espouses a global vision which transcends political and cultural boundaries and which advocates utmost respect for human dignity, universal human rights and freedoms for all men and women regardless of race, color, creed or religion.

By developing and implementing joint educational programs and scientific-research projects, university supports integration professors and teaching personnel, students into the global educational and scientific area.

The University goal is to provide with high quality education and broad view of the world, which will be the basis for the world peace, welfare and happiness of mankind.

**Values:**

Values of Teaching University „BAU International University, Batumi” is to support democracy ideals, human rights, freedom and the supremacy of law.

- Strict adherence to commonly accepted ethical guidelines and principles;
- Respect for environment and reasonable and responsible use of the earth's resources;
- Uncompromising commitment to knowledge production, implementation and dissemination
- Mutual obligation with highly qualified academic and administrative personnel, whose qualification match our vision and mission.
- Establish kind relationships with international students community and respect their multicultural and religious values
- Combination the “Auditory/classroom” education with the “real world” experience, by building up practical skills
- Strong collaborative relationships with the private sector, government and non-government organizations.

**SWOT (strengths, weakness, opportunities a threats) analyses****Strong points**

- ✓ Educational programs developed on employer's demand
- ✓ Students oriented University surrounding (lecture halls, student's café)
- ✓ Reach library;
- ✓ Modern equipments and laboratories;
- ✓ High technology medical base;
- ✓ Qualified academic staff;
- ✓ Dynamic academic and administrative personnel;
- ✓ International / multinational professors and teaching personnel;
- ✓ Possibility to undertake internship in „BAU International University“ brabches worldwide.

## **Weak points**

In the starting stage University hasn't got:

- Student registration electronic system;
- Training and educational center for clinical skills;
- Examination center;
- Sports hall;

## **Opportunities**

- Financed by EU Grant projects;
- Exchange programs for students and academic personnel;
- International reputation of the university;
- Fill the gap in health service sector by highly qualified personnel

## **Threats**

- Increasing competition between universities

## **Strategic goals, tasks and plan**

### **Strategic goal**

Strategic goal of Teaching University "BAU International University, Batumi" is to manpower training who will be able to provide the society with high quality service, will have scientific point of view, skills to find the solution of different problems and use the innovation technologies.

### **Ways of achieving the set goals**

- ✓ Permanent improvement of educational programs and innovative development of the educational process ;
- ✓ Developing new programs considering the needs of employment market
- ✓ Improvement of educational program according to healthcare sector demands and development of new technologies;

- ✓ Ensuring that “BAU educational university Batumi” is in coordination with other international campuses, to ensure that the level of education is on a level of international standards aiding to develop co-working skills;
- ✓ Merged usage of practice and theory;
- ✓ Consideration of the interests of a potential employer and including them in the process of program development;
- ✓ Maximum support for the student to become a professional;
- ✓ Support of scientific researches and introduction of new studies;
- ✓ Development of international scientific cooperation;
- ✓ Support of student mobility;
- ✓ Support of international scientific-research oriented project development and execution
- ✓ Support of professors’ professional and career development.

### Action plan

N	Goals	Deadlines/ academic calendar	To-do work	Responsible person	Coordinating authority/person	Remark
1	Preparation for authorization and accreditation	2014 August - January	Creation of authorization documentation, development of infrastructure, creation of work groups	BAU-batumi administration quality assurance service, medical faculty dean’s office ,administration leader, Legal and financial office	„BAU international university Batumi” teaching University (subsequently BAU Batumi) administration, Founders	Founders’ frequent visits and meetings with the working groups.
2	Ensuring that he requests of medical educational program	Permanently	Constant monitoring of program	BAU-Batumi quality assurance service and	BAU-Batumi and Istanbul medical faculties	Faculty is conducting a meeting on this

	healthcare sector are executed with high quality standards		execution envisaged by national/local legislation	medical faculty academic personel		issue
3	Ensuring that BAU-Batumi and other international campuses are in constant cooperation to ensure the student receives education of an international level	Permanently	Content analysis of educational program	BAU-Batumi quality assurance service and medical faculty academic personel	BAU-Batumi and Istanbul medical faculties	Memorandum of cooperation between BAU universities
4	Development of new programs to suit the needs of the employment market and refreshing of the programs according to the changes in terms and conditions	Permanently	Constant communication of interested persons with the university	Academic and administrative personel of BAU-Batumi faculties	Employer, NGOs and BAU-Batumi quality assurance service, university administration	Constant exchange of information between the shareholders
5	Orientation on development of practical skills, merging of theory and practice	Permanently	Support of the cooperation of the university and the baseline hospital	Academic and administrative personel of BAU-Batum medical faculty	BAU-batumi and university clinic	Constant exchange of information between the shareholders.
6	Development of cooperation on an international level	2015-2021	Scientific-research and joint programs between BAU branches and BAU-Batumi	Academic and administrative personel of BAU-Batum medical faculty	University administration and BAU branches	Keeping the cooperation
7	Cooperation with the universities in Georgia (Batumi Shota Rustaveli State University,	2015-2021	Memorandum of cooperation between BAU-Batumi and BSU, TMSU and TSU.	Administrative personel of BAU-Batumi medical and other faculties.	University administration, dean of medical faculty	Support of cooperation.

	Tbilisi medical state and Ivane Javakishvili state university medical directions) development of joint scientific-research projects.		Development of joint projects			
8	Support of student entertainment, sport and leisure activities.	2015-2021	Development and creation of university environment for the students, involvement in local and international student events.	Head of BAU-Battumi administration, student service agency and faculties.	BAU Batumi administration	
9	support of the chosen medical direction, professors' professional and career development.	2015-2021	Support of exchange programs, exchange of professors, conducting remote lectures.	BAU Batumi medical faculty academic personel	BAU Batumi administration, dean of medical faculty.	
10	Increasing the prestige and rating of the university	Permanently	Advertisement of the university, preparation and distribution of special booklets and flyers, commercials. E-advertising, E-commerce.	University marketing department	University administration, dean of medical faculty.	Coordination of founders
	Study of the employment market	Permanently	Meetings with the employers,	University marketing	University administration,	Coordination of founders

of Georgia, attraction of entrants and students.		providing information about the university to the entrants.	department	dean of medical faculty.	
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## Conclusion

Strategic plan represents the strategy and goals of “BAU International University, Batumi in the years 2014 to 2021. The plan will be revised every year and changes will be made accordingly if necessary.

In order to appraise the effectiveness of the strategic plan execution, a monitoring and assessment system will be implemented.

## Appendix 2

### Annual (2014–2015 years) action plan

N	Goals	Deadlines/ academic calendar	To-do work	Responsible Person	Coordinating authority/person	Remark
1	Preparation for authorization	2014 August - September	Creation of authorization documents, forming the infrastructure, creating of a work group	BAU-Batumi administration, quality assurance service, dean of medical faculty, head of administration, legal and financial office	“BAU International university, Batumi” educational university and (subsequently BAU- Batumi)Administ ration, founders.	Frequent meetings of founders with working groups
2	Improvement of medical educational program and preparation for	August - January	Correction of the syllabi included in the program, conducting	BAU-Batumi quality assurance service and medical faculty	„BAU International univeristy, Batumi”	

	accreditation		meetings with the leading tutors of the course, consultation with the module leaders	academic and administrative personnel, head of the program	Educational university Rector.	
3	Support of executing the learning process in English language during the medical program	November-December	For the personnel involved in this program which is not able to present a language certificate, a test of a lecture should be conducted.	Dean, dean's assistant, specialized committee	BAU international university, Batumi" rector, quality assurance service.	
4	.Development of remote tutoring	January - July	Development of remote teaching between Batumi and Istanbul universities, as well as with the Tbilisi Medical University.	Dean, dean's assistant, IT specialist, Relevant lecture course leader lecturers.	BAU international university, Batumi" rector, quality assurance service.	Will be executed with the support of the founders.
5	Development of cooperation on an international level.	Permanently	Support of cooperation, getting acknowledged with BAU-Istanbul medical faculty experience, business visit.	BAU-Batumi faculty dean, dean's assistant, quality assurance service, vice rector.	University administration, founders of BAU	Will be executed with the help of the founders.
6	Successful execution of the learning	After the accreditation	Monitoring of lectures and	BAU-Batumi faculty dean,	BAU-Batumi quality assurance	



	process	as soon as the semester begins	practical lessons.	dean's assistant, other helping personnel of the faculty.	service, university administration	
7	Cooperation with the universities in Georgia (Batumi Shota Rustaveli state university, Tbilisi medical state and Ivane Javakhishvili State University medical directions)	As soon as the term starts	Preparation of the memorandum meant for between the universities, conducting meetings.	University administration	University rector.	Memorandum of cooperation between BAU-Batumi and BSU, TMSU and TSU. Development of joint projects
8	Support student entertainment activities	after the semester starts	Creation and development of an university environment for the student	head of BAU-Batumi administration, student services service and faculty	BAU Batumi administration	Involvement in local and international student activities
9	Determining direct and indirect rivals	Permanently	Study of state and public medical universities in Georgia	Marketing department of the university	University administration and dean of medical faculty	With the coordination of the founders.
10	Raising the awareness of medical faculties and the university	Constant regime after the accreditation	Advertisement of the university, preparation and distribution of special booklets and flyers, commercials. E-advertising, E-commerce, conducting induction meetings.	University marketing department	Dean of medical faculty, administration	Attracting the entrants to the medical program

11	Improving the website of the university	Permanently	Constant refreshing of the website, Developing a design concept	University marketing department, IT manager	Administration, quality assurance service, dean of medical faculty.	
12	Introduction and reinforcement of scientific-research activities,	Permanently	Obtainment of scholarships by the tutors and the students, participation in local and international conferences.	Dean of medical faculty, invited and academic personnel	Administration, quality assurance service, dean of medical faculty	