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The Stakeholders Map of Mingachevir State University

1.Introduction: The organization and implementation of quality education at each higher education institution depends on the level of relationships established with stakeholders. It is important to take into consideration the wishes and needs of all interested parties during the teaching process at Mingachevir State University. Studying, monitoring, analyzing and evaluating the needs of all stakeholders (whether internal or external, as well as primary and secondary), regardless of their ability to influence the learning process, contributes to their interaction. Map and geography of stakeholders play an important role in maintaining the quality assurance system at the university. Stakeholders mapping identifies internal and external stakeholders, strategic partners and consumers.

Stakeholders that influence the quality of the institution can be divided into two groups, being internal and external. The internal stakeholders of HEIs include personnel and students, while the external stakeholders include partners and customers. However, this division is conditional, since some groups can be considered to be both internal and external stakeholders at the same time. Higher education institutions typically have an obligation to set up a quality assurance system reviewed by external stakeholders or quality audits that reflect the responsiveness of the institution on the society.

As a result of the cooperation with the stakeholders (interested parties) the University improves the quality of its product (graduates) and services, taking into consideration the customer's requirements; defines its value, mission, strategy, commitment and action plan; establish a more reliable relationship with their partners, and so on.

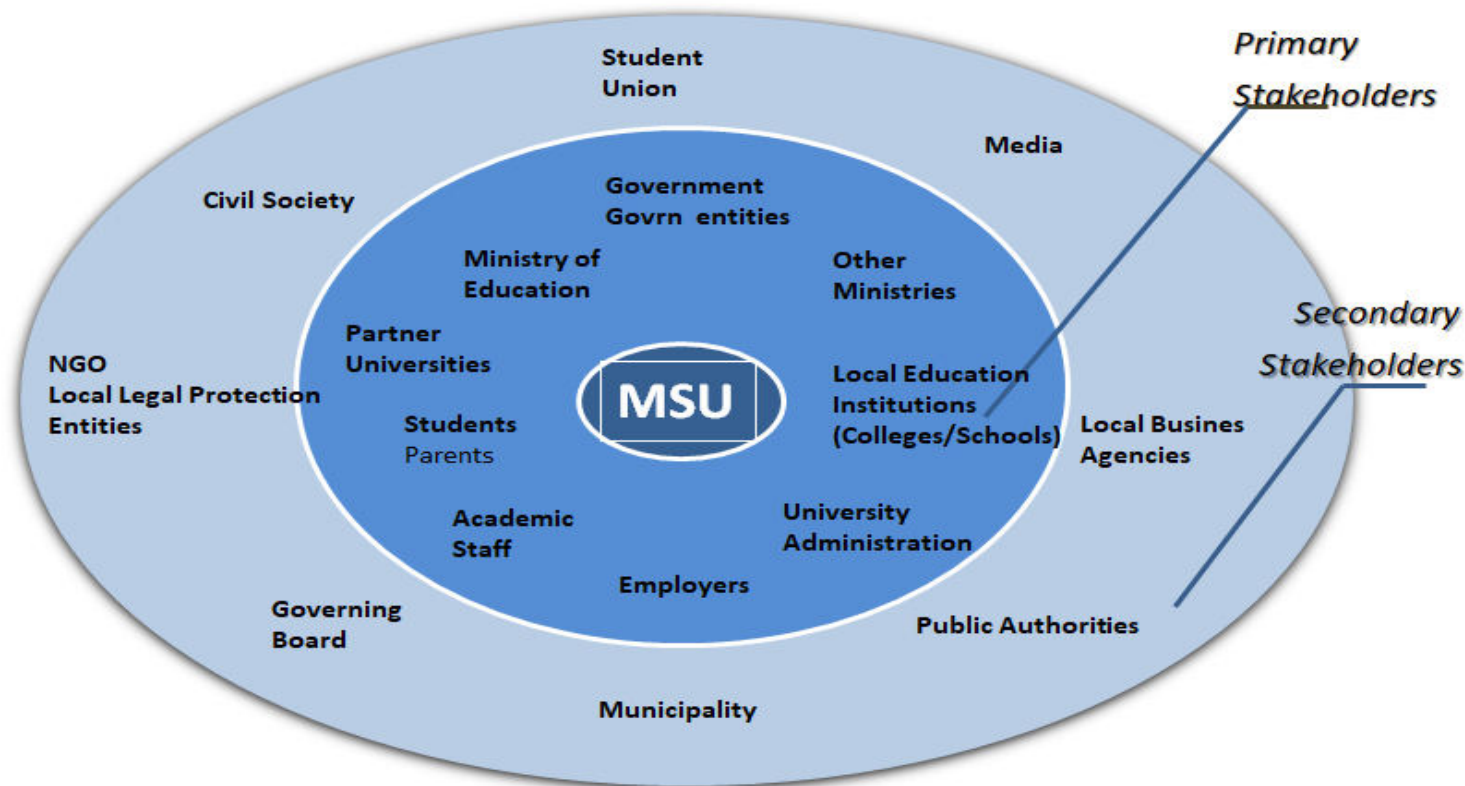
2. Identify the position of stakeholders in the quality assurance system:

It is necessary for the institution to build and describe such stakeholder relations, which are linked with the mission and future success of the institution. The importance of stakeholders is described in the Strategic Development Plan of Mingachevir State University. The Strategic Development Plan includes:

- Implementation of new educational technologies, strengthening the integration of scientific researches and educational process in order to earn a high position in the region and around the world and creating innovative educational environments at the university by transferring educational technologies to the preparation of internationally competitive professionals for high-tech industries;
- Ensure regular internal and external audits of educational, training and educational programs.

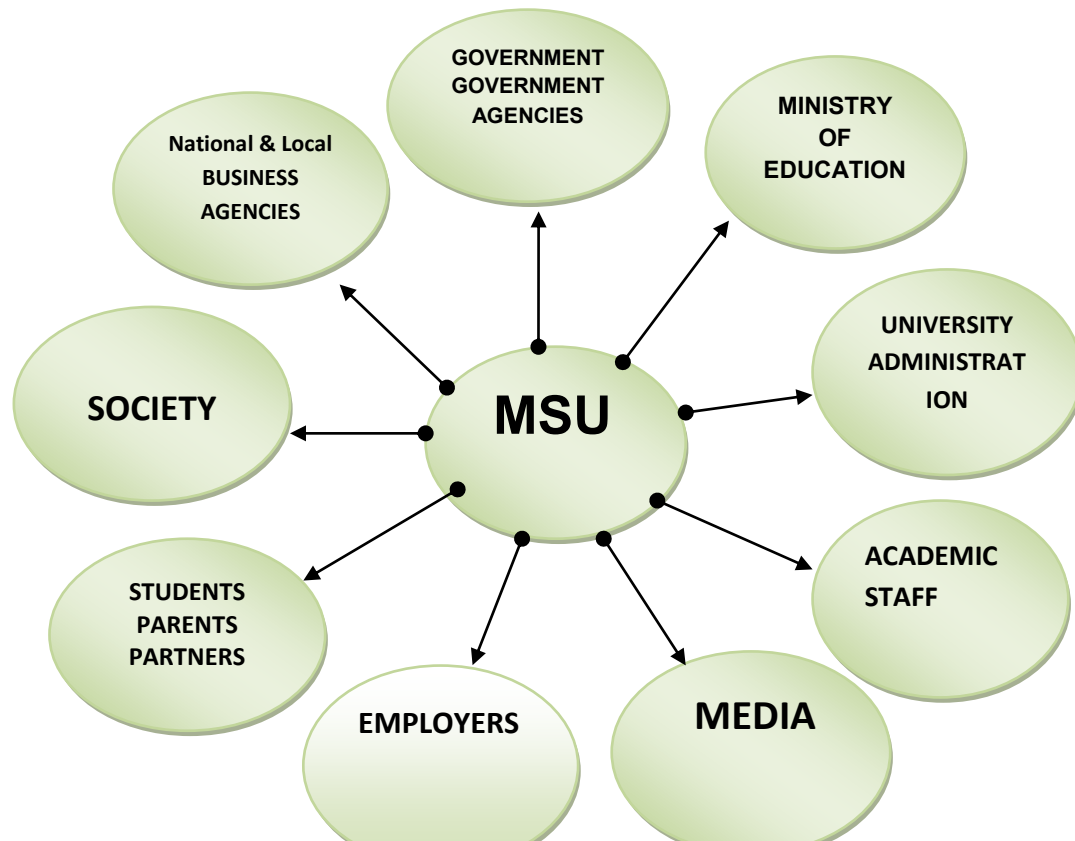
- Certification of the quality control system in accordance with international standards;
- Carrying out monitoring on the basis of deep integration with the national economy and science and leading industrial enterprises of the region in order to increase the level of specialist training and ensure more organized and effecting specialist training;
- Identify the needs of enterprises in the region for graduates, educational programs and increase the focus on the training of specialists in priority areas, based on the real demand of the region's political, economic and social development.

Stakeholder map of MSU



3.Stakeholder categories of MSU:

Stakeholders	
<i>Internal</i>	<i>External</i>
Students	National and local business agencies
Parents	alumni society;
Administration	strategic partners;
professor-teaching staff	public, ictimayyet,KİV;
<i>Primary</i>	<i>Secondary</i>
Government	Students
Ministry of Education	Employees
Faculties	Competitors
Society	



Stakeholder	Goals and interests	Influence	Impact on project	Role in HEI
Government, Government Agencies	Development of human capital, Forming competitive human resources for rapidly changing labor market	Create a legal framework for staff preparation and increases potential capabilities	High	Affects the decision-making process at the University, closely participates in strengthening the material-technical base
Ministry of Education	Prepare qualified staff	Monitors the organization of the training process in accordance with established educational standards and organizes accreditation	High	Defines rules and regulations of training process (organization) at universities
Other ministries:				
The Ministry of Labor and Social Protection;	Development of employment, social security, social development and workforce	Provide employment through employers	High	<ul style="list-style-type: none"> - to participate in the preparation of the curriculum in accordance with the requirements of the labor market; - participation in specialist training; - to participate in the creation of a healthy environment; - information provision of the enterprise
The Ministry of Finance	Formation of tax knowledge, training the culture of taxpayers	Efficient planning of budget expenditures		
The Ministry of Environment and Natural Resources	Training of highly qualified specialist in the direction of environmental protection, environmental cleanness and so on	Promoting environmental education		
The Ministry of Culture and Tourism	Preservation and promotion of cultural heritage	Training of required skills in the field of tourism and hospitality		
The Ministry of Transport, Communication and High Technologies	Preparation of highly qualified specialists, information provision of enterprise			
Ministry of Public Health	Disease prevention and health protection			
University Administration	Higher education, increase the number of capable students (because of the low acceptance scores), strengthening material and technical basis Specialist training, salary, self-development, enrichment of personnel	Responsible in organizing education, making decisions	High	making decisions on all activities of the university, organizing the training process taking into account the changing labor market
Academic Staff	Specialist training, salary, self-development, enrichment of personnel	Successful implementation and improvement of curriculum, methodical aids, textbooks and textbooks, quality assurance of teaching	High	Participates in the process of teaching and decision-making in the university
Students/Parents	To master knowledge, skills and	Since they are considered as major	High	Takes part in training organization, in the

	competencies in training/teaching programs and become highly qualified specialists To have children under control and to have them provided with higher education, disciplined and employed ones	commercial customers, they can influence service changes and education based business interests in the university. Parents have influence on their children's major choice		process of decision making and defining needs
Partners, Employers/ International and National Business Agencies	As graduates are considered direct customers, they play an integrating role between software and practice and are interested in specialist training in relevant fields.	Makes suggestions for the training of personnel according to the labor market	Medium	Takes part in the organization of production practice and defining the needs
Local educational branches, schools and colleges	Ensure that the graduates get higher education and highly qualified specialist are prepared	To have a strong impact on the defining needs in teaching process and attract highly qualified specialists to the training process	High	Identify needs as a result of organizing pedagogical practice
Partner Universities	To enhance the quality of education by means of staff-student mobility	have an impact on the formation of a competitive environment in the organization of quality education	High	Help to create a healthy competitive environment
Media, Civil society, NGOs, Law Enforcement Agencies	To form civil society with democratic values with the help of highly qualified specialist To form a society ensuring health protection, human welfare and human rights protection	Organization of joint events on training democratic values	Low	helps in delivering public opinion and creating a transparent environment to the university administration
Local Executive Power, Business Agencies Yerli İcra Hakimiyyəti, biznes dairələri, Trade unions	To meet the demand for personnel and to create a local staff bank; to meet the needs for highly qualified specialists in the business sector	Creating employment opportunities for local staff	Low	promotion of different specialties in order to improve the city's economic well-being

4. Actions implemented:

Identifying and taking into consideration the needs of stakeholders in the system of quality assurance plays an important role. Activities carried out by Mingachevir State University in this direction:

Several measures have been taken for this purpose. For example, a Labor fair for graduates of our university was held in October, and a scientific seminar on "Improvement of modern business skills and knowledge for small and medium

entrepreneurship entities" was held on 23.11.2018 at the Faculty of Economics and Management at MSU. On 21.12.2018 a scientific-practical conference with participation of heads and leading teachers of secondary schools of Mingachevir has been planned.

1. Regular surveys are conducted to identify the student, teacher, graduate and employer's satisfaction.
2. Trainings, seminars, round tables for the further enhancement of relations with national and regional business organizations as well as production practices in advanced enterprises are organized.
3. Monitoring of changing requirements of the labor market, as a result, new admissions for new specialties are being planned.
4. To be closely involved with the organization of labor fairs with employment agencies;

Each interested party has its own specific interests. The weak relationships of the University with foreign stakeholders face difficulties in identifying their interests, needs and demands and taking them into account in their future activities.