



## **Quality policy: general framework**

### *Azerbaijan Tourism and Management University*

Azerbaijan Tourism and Management University (ATMU) has committed itself to pursuing a policy of continuous improvement with an eye to following objectives:

- ATMU aims to provide excellent education to its students to prepare them for the international and domestic job markets.
- ATMU aims to become a hub for research and the key driver of evidence-based policymaking in tourism and hospitality.
- ATMU aims to establish sustainable partnerships with international and local employers to expand opportunities for the employability of its graduates.

ATMU's success in accomplishing the foregoing objectives depends on its ability to establish and maintain a high standard of quality across three respective areas – education, research and industry engagement. This requires of the university to take bold, but attainable steps toward instituting an all-encompassing quality policy and a clear roadmap for its execution. Building in reliable internal quality assurance is contingent on the university's success in taking stock of core stakeholders' evolving needs and expectations. This means the university cannot simply rely on a fixed set of procedures to gauge its institutional performance. Rather it must institute a dynamic framework for quality assurance, readily adaptable to the institution's shifting needs. The university leadership is dedicated to maintaining open and frank dialog with its internal and external stakeholders to address vulnerabilities in its quality procedures and use opportunities for its continuous improvement. The university recognizes the value of fast-developing technological innovations for improving student experience and aims to better employ these resources to gain a competitive edge in regional and domestic higher education markets.

### **Our core values**

ATMU capitalizes on its institutional reputation as a value-driven organization. The core values guiding the university's operations are the following:

- **Integrity:** ATMU staff are expected to adhere to high ethical standards in their personal and professional conduct at all times.
- **Transparency:** ATMU's procedures for making decisions and implementing them shall be transparent. The university respects and values the right of its core stakeholders to access information about its activities.
- **Accountability:** ATMU's ability to honor its commitments to its stakeholders depends on its staff members' devotion to and timely discharge of their individual and group responsibilities.
- **Rationality:** Decisions made at different positions of leadership shall be justified on rational grounds only and arbitrary styles of decision-making shall be avoided.
- **Collegiality:** Relevant staff members shall be involved in the decision-making process and every effort shall be made to avoid the style of decision-making, in which employees are relegated to a secondary role of mere executors.
- **Academic professionalism:** ATMU staff are expected to demonstrate a high level of academic integrity and professionalism in their teaching and research capacities.
- **Curiosity:** ATMU is determined to instill and reinforce a sense of curiosity in its students, the oft-ignored quality that is intrinsic to any intellectual endeavor.

- **Creativity:** ATMU encourages the use of creative and innovative methods of teaching and learning, placing a premium on the idea of “learning by doing”.

### **Regulatory framework**

Due to the differences in regulatory regimes of quality assurance and control in the European Union and the Republic of Azerbaijan, ATMU recognizes the need for setting up a quality policy that is informed by these diverse needs:

- **International:** The respective regulations of the executive and legislative bodies of the European Union, including “The Standards and Guidelines for Quality Assurance in the European Higher Education Area”<sup>1</sup> and “The European Qualifications Framework for lifelong learning” (EQF)<sup>2</sup>
- **National:** The respective regulations of the Government of the Republic of Azerbaijan, including “The National Qualifications Framework for lifelong learning in the Republic of Azerbaijan”<sup>3</sup> and “The rules of accreditation of educational institutions”<sup>4</sup>;
- **Institutional:** The university’s internal regulations.

*Quality policy: Action Plan* for the implementation of ATMU’s Quality Policy is attached as a separate file.

### **Teaching, learning and assessment**

ATMU recognizes the need to revamp the teaching and learning methodologies currently in use to enhance student experience and to increase the university’s attractiveness to current and prospective students. The university has had its tourism and hospitality curriculum and procedures re-evaluated by external consultants with the purpose of upgrading the quality of education. The evaluation was conducted as part of the university’s ongoing efforts to acquire UNWTO’s TedQual and ISO 9001:2015 - Quality management systems certificates.

The following are the areas, which shall constitute part of the university’s Quality Policy and be reviewed on a regular basis:

- The use of foreign languages (in particular, English) in the curriculum;
- The integration of transferable employability skills into the curriculum;
- The redesign of study programs’ curriculum and subject syllabi;
- The redesign of assignments;
- The re-structuring of study programs;
- The redesign of assessment and grading;
- The use of module-based teaching and learning.

**Disclaimer:** This document is a draft and is provided for information only. The information contained herein is subject to approval and does not yet commit the university.

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<sup>1</sup> [The Standards and Guidelines for Quality Assurance in the European Higher Education Area \(in English\)](#)

<sup>2</sup> [Information on learning opportunities and qualifications in Europe \(in English\)](#)

<sup>3</sup> [The National Qualifications Framework for lifelong learning in the Republic of Azerbaijan \(in Azeri\)](#)

<sup>4</sup> [The rules of accreditation of educational institutions \(in Azeri\)](#)