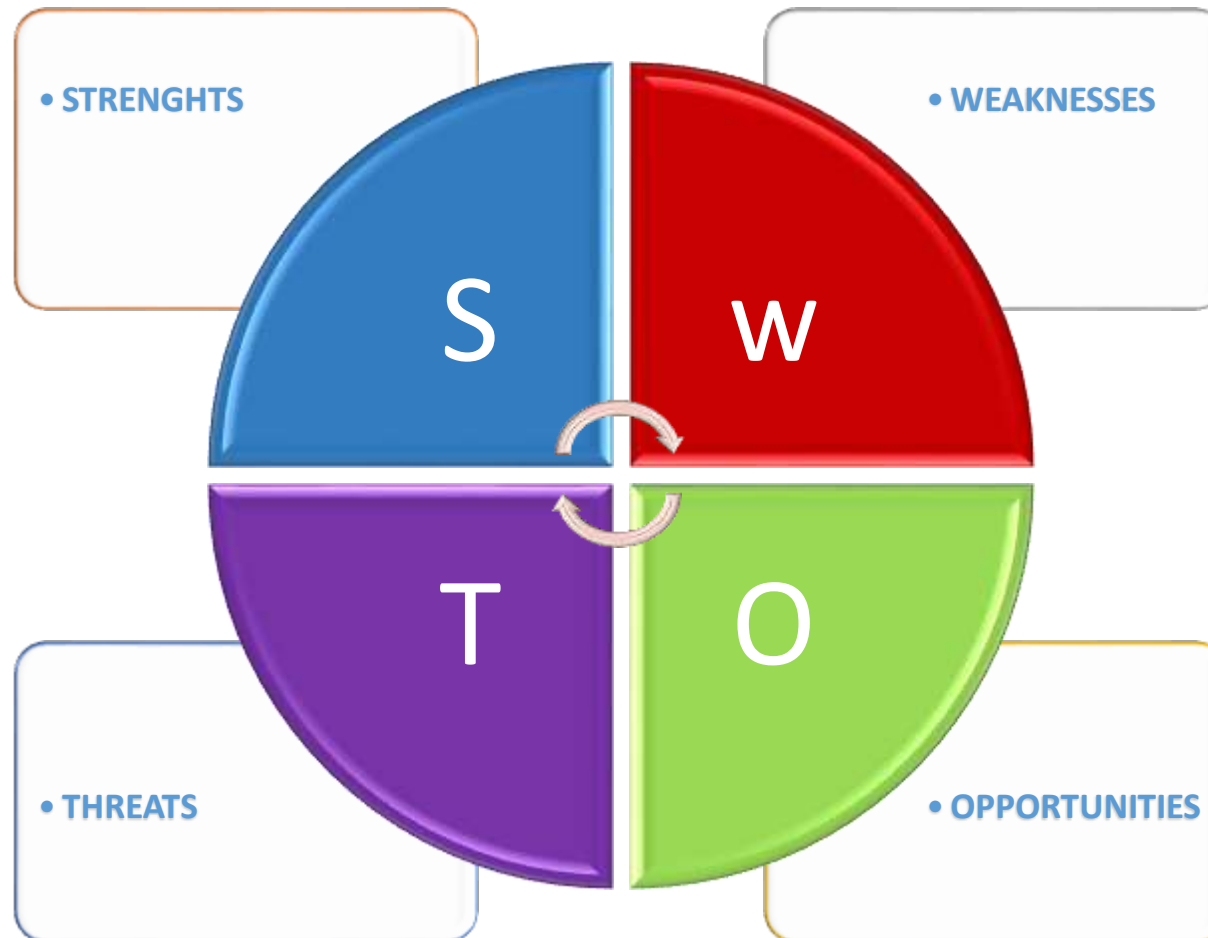




## SWOT ANALYSIS OF ODLAR YURDU UNIVERSITY



# STRENGTHS

## **-Mobility in decision-making**

- academic integrity and freedom and is vigilant against academic fraud (1.1)
- guarding against intolerance of any kind or discrimination against the students or staff (1.1)
- preparation for life as active citizens in democratic societies (1.2)
- include well-structured placement opportunities where appropriate (1.2)
- promotes mutual respect within the learner-teacher relationship (1.3)
- appropriate procedures for dealing with students' complaints (1.3)
- Assessment is carried out by more than one examiner (1.3)

-International students (1.4)

Promoting mobility - cooperation with other institutions (1.4)

**-Clear, transparent and fair processes for staff recruitment and conditions of employment that recognize the importance of teaching (1.5)**

**-Physical resources such as libraries or computing facilities (1.6)**

**-Human support in the form of tutors, counsellors, and other advisers (1.6)**

-Resources are accessible, and that students are informed about the services available to them (1.6)

-Career paths of graduates (1.7)

-Preparation and presentations of report (1.8)

-The learning environment and support services (1.9)

# STRENGTHS

-Recognition and positive critical acclamation among the local society as one of the first universities in the early days of independence

-Cooperation, dual diploma and exchange programs with local and international higher education institutions

-Financial freedom

-Registered with the status of private tertiary education institution (which means a more independent means of admission on the part of the university)

-Private infrastructure possibilities (endowment; involving companies in the educational and other industries)

-Mobility in decision-making

-Local and global cooperation in the areas of quality management, improvement of education, and innovations

-Competitive upper hand in the admissions to the master's programs

-Limitations in material base and existence of issues in the infrastructure

-Wish and will on the part of the university administration to commit the respective changes in the direction of adapting to contemporary requirements

-Favourable locale of the administrative building (in the city centre)

-Establishment of the "Quality Assurance Centre" and its emerging intense activity

-Establishment of the Management of Human Resources system

-Existence of various practical centres and institutions in numerous directions of activity

# WEAKNESSES

**To maintain relationship between research - learning - teaching - the involvement of external stakeholders in quality assurance (1.1)**

Programs are designed with overall programmed objectives that are in line with the institutional strategy and have explicit intended learning outcomes (1.2)

**Programs are not designed by involving students and other stakeholders in the work (1.2)**

**Programs benefit from external expertise and reference points (1.2)**

Programs are define the expected student workload (1.2)

**Criteria and method of assessment published in advance - Student centered learning and teaching (1.3)**

The assessment allows students to demonstrate the extent to which the intended learning outcomes have been achieved (1.3)

**Students are given feedback (linked to advice on the learning process) (1.3)**

Fair recognition of higher education qualifications, periods of study and prior learning, including the recognition of non-formal and informal learning (1.4)

**Professional development opportunity (Trainings, seminars) (1.5)**

**Link between education and research (1.5)**

**Monitor, review and improve the effectiveness of the support services available to their students (1.6)**

The content of the program (1.9)

The effectiveness of procedures for assessment of students (1.9)

**relationship between Internal audit/self assessment and external assessment (1.8)**

Assessment tools and questionnaires (1.8)

**Organization, planning and performing of internal audit/self assessment (1.8)**

**Key performance indicators (1.7)**

Students' satisfaction with their programs  
1.7

Learning resources1.7

# WEAKNESSES

A lower general rating among the higher educational institutions (by the admission coefficients and admission scores)

- Lower relative student potential
- Shortage of young professional personnel
- Non-optimal and non-automated internal processes
- Non-existence of long term improvement prospects and actions plan
- Weak relationships between students and the staff in the education and training process, as well as inadequate amount of surveys among the students
- Non-existence of an evaluation system of the academic and administrative staff until 2019

Non-existence of active cooperation with private companies and other corporative subjects

- Incompatibility of educational programs and methods to the contemporary requirements and standards (by the employment market, scientific research, innovation, social, and economic indicators)
- Inadequate intra-university communication and cooperation level (non-existence of cooperation and experience exchange among the chairs, faculty, departments, and centres)
- Non-existence of auto-management and central bureacracy
- Insufficient publishment of papers by the staff in internationally renowned scientific journals

Non-systematic analysis of educational process and its supervision (by the non-relation of the succession of related subjects, topics taught, exam results, other evaluation, etc.)

- Ineffective execution mechanism of the enacted acts
- Non-existence of public relations and marketing policies
- Non-existence of coordination and other relations with high school senior and graduates
- Shortage of foreign teaching staff
- Inadequate salary and professional motivation system

# OPPORTUNITIES

-Improvement of the general quality level and the competitive stance as a consequence of the committed changes

-Improvement of both local and global ratings

-Improvement of the existing (local and international) co-operations and coverage for new partnerships

-Effective coordination of the theoretical and practical areas and emergence as an irreplaceable player in the employment market

-Achievement of the competitive status in the areas of research and innovation

-Coverage of resources from additional and alternative sources

-Emergence as a more independent and active player in the employment market by the means of improving the auto-management system

-Emergence as an important participant in the coordination of private and state sectors

# THREATS

-Limitations to be applied in case of incompatibility to the government standards and requirements

-Increase in the risks (expenditure) and loss of long term competitive stance as a result of the coverage of the student segments with increasingly lower potential

-Repetition of the processes with their being non-optimal and non-automated and the consequent increase in financial risks (expenditure)

-Limited professional experts leaving jobs

-Ineffective divisions of the resources (financial, employment, technical, etc.) and limitation of the activity as a result of central governance

-Loss of the positive reputation and increase in the risk of negative image

-Limitations, or stoppage, of the local and international co-operations (with businesses, universities, the state, etc.)