

## The strategic plan for 2014–2020 for the University School of Physical Education in Cracow

### 1. Please describe your institution's international (EU and non-EU) strategy. In your description please explain

- a) How you choose partners,
- b) In which geographical area(s)
- c) The most important objectives and target groups of your mobility activities (with regard to staff and students in first, second and third cycles, including study and training, and short cycles).

**If applicable, also explain how your institution participates in the development of double/multiple/joint degrees.**

The development strategy for 2014–2020 for the University School of Physical Education in Cracow envisions the continuation of building up the University's image as an institution for lifelong learning, a vision compatible with assumptions adopted in previous years.

The mission of the University School of Physical Education in Cracow is to improve the quality of education through the development of international cooperation with partner institutions and enterprises as well as to support the mobility of students and the University's staff. The selection of partner institutions takes into account the compatibility of academic profiles. The decision to launch a cooperation is based on recommendations of partner institutions as well as research and academic contacts of the University's staff, particularly with regard to agreements concerning scientific cooperation.

The increase in the quality of education will be achieved by executing the following activities:

- Striving to maintain the highest position of the University in nationwide rankings of institutions of higher education in Poland.
- Striving to maintain the high category position of the University's research units: currently, the Faculty of Rehabilitation (Physiotherapy) holds category I and the Faculty of Physical Education and Sport holds category II. According to the ratings done by the magazine *Tourism News*, among public institutions of higher education that offer degrees in tourism the Faculty of Tourism and Leisure has a top nationwide ranking in terms of the quality of the professional preparation of students and graduates.
- Continuing our collaboration with regard to the mobility of I and II degree staff and students (study and traineeships) with proven partner institutions from Scandinavia (Finland), the Iberian Peninsula (Spain, Portugal) and the Apennine Peninsula (Italy), as well as France, Slovenia, Great Britain and Romania. The tightening of cross-border cooperation with the adjacent countries of Germany, Czech and Slovakia will be essential for the exchange of staff.

- Acquiring new partners. The University School of Physical Education in Cracow intends to develop cooperation by means of entering into agreements with partner institutions from Greece, Turkey and adjacent countries such as Lithuania. The expansion of cooperation will include partners from countries that have not participated in the Programme thus far. In particular, these are partner institutions from the Balkans (e.g., Croatia) and non-EU countries.
- Increasing the number of inbound and outbound students, lecturers, and administrative staff. The University School of Physical Education in Cracow plans to launch the international mobile activity of doctoral students beginning in 2014.
- Expanding the didactic offer through creating new majors and specialisations to adapt to the changing needs of the job market. Recently, two new study majors – sport and occupational therapy – were launched. The University School of Physical Education in Cracow was one of the first Polish academic institutions to introduce into its course catalogue occupational therapy as a highly innovative major. In accordance with binding European standards, the University annually increases the number of courses that are offered in English and available to foreign students.
- Applying the ECTS grading system in order to ensure full transparency in terms of procedures for awarding credit for the successful completion of study/traineeships.
- Developing collaborations with regional authorities and other academic institutions. The University intends to continue implementing the “Study in Krakow” project that is run by a consortium of higher education institutions in Cracow and Cracow City Hall. The aim of the project is to promote Cracow as an attractive destination for foreign students.
- Promoting the Erasmus programme through briefings, university open days and participation in European educational fairs.
- Promoting the European University Charter and the European Policy Declaration.
- Investment activities to improve the quality of education and to stimulate international exchange. It is assumed that in 2014–2020, the University will
  - acquire national and foreign funds for investment projects;
  - improve the standard of the existing didactic, social and sport infrastructure (repair and modernisation of facilities);
  - carry out comprehensive computerization of the University and implement the IT system in all of the University’s units (Integrated University Management System).

As in previous years, the University is determined to continue policies in support of non-discrimination, anti-racism, and anti-xenophobic activities. Our priority is also to eliminate architectural barriers and thus enable people with disabilities to study at the University.

**2. If applicable, please describe your institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training in relation to projects implemented under the Programme.**

Through its participation in European international projects, the University School of Physical Education in Cracow aims to achieve the status of a lifelong learning institution. The University is willing to participate in didactic and research projects as well as projects involving collaboration with entities from the service sector. Due to its participation in these types of programmes, the University School of Physical Education in Cracow successfully adapts its study programme offer to a growing number of different customers.

The best example is the participation of the University School of Physical Education in Cracow in the European project LLP Erasmus — Innovation and Learning in Spa Management (ILIS)-no. 142759-LLP-1-2008-1-FI-ERASMUS-ECUE.

The teams' efforts led to the creation of a report that contained the latest results of SPA market research.

**The outcomes of the research:**

- the creation of four e-learning courses in spa management, with 10 ECTS points attached to each module, in English (40 ECTS points in total);
- the development and creation of a II degree study specialisation programme in the Tourism and Leisure major at the University School of Physical Education (beginning in 2011), specialisation in Spa Management and Health Resort Tourism;
- publications;
- presentation of results at the International academic conference held in 2010 at the University School of Physical Education in Cracow as part of the project: *Spa product in the European Union*;
- scholarly articles;
- the scientific collaboration with partner institutions.

The participation of the University School of Physical Education in Cracow in international projects contributes to building its image as a creative and innovative institution. A strategic priority of the University in the next phase of the Programme is to maintain and expand multi-directional scientific research together with national partners and academic centres abroad.

**3. Please explain the expected impact of your participation in the Programme on the modernisation of your institution (for each of the 5 priorities of the Modernisation Agenda\*) in terms of the policy objectives you intend to achieve.**

The participation of the University School of Physical Education in Cracow in the Erasmus Programme is consistent with the guidelines of the Europe 2020 strategy. The University aims to achieve a high position on the international arena in compliance with its assumptions and strategic priorities. These include:

**1. Improving the level of education of graduates in order to create conditions conducive to further professional development and employability in the contemporary job market**

The University's 2014–2020 strategy will concentrate on carrying out the following activities:

- Developing and implementing national eligibility frameworks based on learning outcomes
  - Improving professional competencies of academics
  - Enabling academics to participate in research and development training

**2. Improving the quality of education and adapting it to the requirements of the contemporary job market**

In order to improve the quality of education, the University School of Physical Education in Cracow will undertake appropriate actions beginning in 2013. The supervision of these tasks has been entrusted to the University School Team for Education Quality and the Faculty Committees for Education Quality.

**3. Strengthening quality through mobility and cross-border cooperation**

The University School of Physical Education in Cracow aims to strengthen its position on the international arena by undertaking the following actions:

- Mastering the three-tier academic study system
- Ensuring transparent eligibility criteria for candidates applying for mobility activity within the Erasmus Programme
- Including academic mobility in teaching programmes
- Using the ECTS grading system and diploma supplement
- Implementing national eligibility frameworks that comply with the European system

**4. Meeting the objectives of the “knowledge triangle”: linking academic education, research, and business for excellence and regional development**

The University intends to continue undertaking activities involving inter-institutional cooperation through:

- Including research and innovative practices in the educational offer
- Expanding the scope of cooperation between academic centres and institutions related to education, economy and healthcare
- Expanding possibilities for mobile activity and traineeships abroad for students within the Erasmus Programme such that the students acquire additional skills and competences thus increasing their employability on the job market

## **5. Improving governance and funding**

The plan for enhancing the funding system of the academic institution assumes the diversification of funding sources (public investment will serve to obtain additional funds from other private sources as well).

In accordance with the 2014–2020 Strategy, the computerisation of all the University faculties and departments should enhance the management of the University (implementation of the Integrated University School Management System). This will contribute to better access to e-services and enable the institution to introduce a suitable administrative solution. In coming years, the activities the University conducts will be aimed at achieving the PN-EN ISO 9001:2009 certificate.