

BIOTERRA UNIVERSITY BUCHAREST

STRATEGIC PLAN 2016-2020



STRATEGIC PLAN
OF THE
"BIOTERRA" UNIVERSITY BUCHAREST
FOR THE PERIOD 2016-2020

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STRATEGIC PLAN OF BIOTERRA UNIVERISTY BUCHAREST

The leadership of Bioterra University Bucharest, based on the current university law, has established the coordinates for the design and development of the university's strategic development plan.

The present Strategic Plan materialized taking into account the mission of the university, the current situation identified at the level of the faculties and the university as a whole, the diversity of the educational offer, the existing human and material resources as well as on the basis of the following documents:

- Law on National Education no. 1/2011, as amended and supplemented;
- University Charter of Bioterra University Bucharest;
- Scientific Research and Technological Development Law no. 324/2003, as subsequently amended and supplemented;
- The Equal Opportunities for Women and Men Law no. 202/2002;
- The Good Conduct in Scientific Research, Technological Development and Innovation Law no. 206/2004
- The National Strategy for Lifelong Learning 2015-2020;
- National Strategy for the Development of Tertiary Education in Romania 2015-2020;
- National Strategy for Research, Development and Innovation 2014-2020;
- National Strategy for Sustainable Development of Romania Horizons 2013-2020-2030;
- National Strategy for Employment 2014-2020;
- EC Directive no. 55/2013 on the recognition of professional qualifications and EU Regulation no. 1024/2012 on administrative cooperation through the Internal Market Information System;
- EC Regulation no. 1080/2006 on the European Regional Development Fund;
- EC Regulation no. 1082/2006 on a European Grouping of Territorial Cooperation (EGTC);
- Communication of the European Commission on education, innovation, jobs;
- Government Strategy and the Ministry of Education and Research;
- Europe Strategy 2020;

The elaboration of the strategic plan of Bioterra University Bucharest represents the continuation of the organizational and qualitative evolutionary process that allows for the development of our faculties in full harmony with the economic and social realities and at the same time allows the optimization of the human and financial resources.

The strategic plan is a necessary tool for leading the whole Higher Education in our faculties and it is a support at the basis of the decisional, operative decisions of the university leadership. It mainly refers to the University's outlook on: structure of faculties and specializations, university leadership, laboratories and research centers; homes and student canteens; the number of students per faculty; specializations and forms of education, the number of teaching staff and scientific researchers.

Academic Structure existing at Bioterra University Bucharest

Bioterra University Bucharest has the following academic structure:

<i>No. crt.</i>	<i>Faculty</i>	<i>Domain of license</i>	<i>Specialization / form of education</i>	<i>Status (accredited or)</i>
1.	AGRICULTURAL MANAGEMENT	Engineering and Management in Agriculture and Rural Development	Engineering and Management in Public Food and Agrotourism Bucharest FE;	Accredited
			Engineering and Management in Public Food and Agrotourism Bucharest LFE;	Accredited
			Engineering and Management in Public Food and Agrotourism Focsani Branch FE;	Accredited
			Engineering and Management in Public Food and Agrotourism Buzau FE;	Accredited
2.	ENGINEERING FOOD PRODUCTS	Engineering Food Products	Engineering of Food Products Bucharest FE;	Accredited
3.	CONTROL AND EXPERTISE OF FOOD PRODUCTS	Engineering Food Products	Control and Expertise of Food Products Bucharest FE;	Accredited
			Control and Expertise of Food Products Bucharest LFE;	Accredited
			Consumer and Environmental Protection Bucharest FE;	Authorized
			Control and Expertise of Food Products Alexandria FE	Accredited
			Control and Expertise of Food Products Slobozia FE;	Accredited
			Control and Expertise of Food Products Buzau FE;	Authorized
4.	LAW	Law	Law Bucharest FE;	Accredited
			Law Bucharest LFE;	Accredited
5.	GENERAL MEDICAL ASSISTANCE	Health	General Medical Assistance Bucharest FE	Authorized

Mission of the Bioterra University Bucharest

The strategic program of Bioterra University Bucharest is to become a nationally recognized institution at European level, a professional partner in educational and research activities in the fields of specialization that it promotes in the educational offer.

Bioterra University Bucharest is the only private university accredited in Romania to promote faculties and specializations in the field of agri-food, this being in full compliance with the mission and strategic objectives it proposes.

The mission of the university is didactic and it is meant to train specialists with a high professional competence, enabling them to integrate immediately into the productive economic and social activity. The university also has the mission of scientific research that consists in organizing and carrying out applied and fundamental research activities, obtaining results in scientific consultations, specialized expertise, publications, as well as in internal and international meetings, congresses, symposiums, round tables.

These missions are accomplished by:

- ✓ Development of a high-quality university management;
- ✓ Planning and streamlining modern and balanced development based on the social demand of the educational offer;
- ✓ Democratic decision making of university transformation and extension;
- ✓ Applying the principles of total quality management in the organization and management of institutional activities.
- ✓ Improving scientific and research activity.

Scientific research as an essential activity will incorporate teachers, researchers and students into collectives and research centers, generating knowledge and innovation to develop science, technology and socio-economic progress.

The University proposes the development of a comprehensive area through research activities in the fields of natural sciences, agriculture, social sciences, humanities, law, engineering, economics.

The transfer of the scientific, specialized and humanistic-cultural knowledge to the students is a priority objective, as well as the didactic-scientific development and modernization and the applicative practice of the education, especially the computerization of education in all its compartments.

General strategic objectives

All activities of Bioterra University Bucharest and the entire institutional management will have as their main focus the student-centered education.

According to the University Charter of Bioterra University Bucharest and starting from the mission statement, the mission of Bioterra University Bucharest will be achieved by assuming the following objectives:

- Continuous development of methods regarding the quality of university education, taking into account, on the one hand, the national and international standards, on the other hand, by the specificity of the study programs of our university
- Development of new partnerships with Higher Education Institutions, from the country and abroad, on three priority levels:
 - Scientific Research Partnerships;
 - Academic Collaboration Partnerships;
 - Exchange Partnerships with students.
- Accessing National and International Programs to improve the quality of education and research.
- Promoting a staff policy based on the principles of didactic and research

performance, as well as on the professional evolution and attachment to the university.

- Respect and strengthen the autonomy of study directions, according to the University Charter.
- Collaboration with other institutions in order to carry out student internships;
- Establishment of Scientific Research Consortia. In addition to this, we collaborate with universities from other countries from Canada, France, Germany, Italy and Egypt, in order to create a publication with an international impact;
- Applying a quality management, which will effectively correlate the requirements of teaching and research with the financial and material resources of the university.
- Permanent consultation of students for objectively and unequivocally record to their needs and desiderata. The management of the university is centered on the student, it is necessary to have permanent information about the "pulse" of those who give the purpose of our activity.
- The annual correlation of the number of students with real possibilities of the University, both from the point of view of the teaching staff, as well as of the spaces and facilities we have for the didactic and research process.
- Organizing new masters to meet the professional needs of graduates, a pedagogical masters (imperative for those who want a teaching career);

General Operational Objectives

- Implementation of the national qualifications framework in higher education, including degrees, diplomas or certificates of attestation of qualification level, expressed in terms of learning outcomes;
- Evaluating how to implement and use ECTS points to give students mobility within and between institutions in the country or abroad;
- Improving the teaching conditions in order to impose a good teaching activity;
- Developing a database on scientific activity;
- Objective evaluation of the performance of the teaching staff, on the basis of legally constituted instruments: management assessment, student assessment, inter-college assessment;
- Increasing the number of participants at the Annual Scientific Research Conference and turning it into a prestigious international conference;
- Promotion and popularization of educational offer in all areas of the country;
- Involving the University in the implementation of exchange programs for the benefit of the students of each specialization, applying the transferable credits system;
- Involvement of stakeholders, especially employers, in the process of absorbing graduates into the labor market;
- Organizing a scientific research circle for students and graduates;
- Continuing the policy of occupying vacant teaching positions with holders;
- Attracting young people with intellectual, didactic and research availability to the university career;
- Strengthening the collaborations with specialized universities in the country and abroad;
- Involving the teaching staff of the University in carrying out scientific research projects.

Didactic development

The main mission of BUB is didactic, training of the specialists that society needs. Therefore, a correlation of the learning process centered on the learning outcomes and the teaching methods centered on the student, with the requirements on the labor market, correlation focused on

the increase of the satisfaction of the beneficiaries of the educational act, whether it is about the graduates or employers.

Among the measures envisaged we mention:

- Appropriate dimensioning of the tuition capacity, depending on the existing resources, as well as the requirements on the labor market;
- Improvement of the learning standards within the University and the training of the teaching staff starting from the principle of combining the didactic activity with the scientific research;
- Elaboration and development a specialized education of European level;
- Promote an innovative education where research will make a major contribution to intellectual training;
- Continuously improve the content of the educational process by permanently adapting the offer of the study programs by reviewing the curricula and the discipline sheets in accordance with the new national and international requirements for all study cycles;
- Stimulating and expanding innovative teaching-learning-evaluation methods and techniques;
- Expanding and developing, in formal and non-formal learning contexts, entrepreneurship and transversal social interaction skills and developing creative and independent thinking;
- Adaptation/refinement of modern, interactive teaching methods, improving student-centered education, not teacher, as well, as problem-based learning rather than reproduction of textbooks;
- Stimulating communication skills of the teaching staff in the international languages;
- Realizing a real partnership with students and student representatives;
- Stimulating and rewarding the publishing of current and high-level teaching materials, the acquisition of new treatises and reference magazines, preferably in electronic format;
- Stimulate lifelong learning and the development of vocational education by adding new scientific skills and continually updating the skills acquired in the initial training process;
- Develop collaboration relations with universities in the country and abroad in order to increase the incoming and outgoing mobility of teachers and students;
- Creating an institutional register of all strategic partnerships and collaboration agreements to identify geographic areas and action lines in order to attract new international students and promote university programs and activities;
- Lifelong learning programs are essential in the knowledge-based society, so that, in collaboration with interested institutions, new opportunities will be identified to attract graduates into nicely targeted niches that are attractive and successful; this university training area will have to be defined and developed;
- Promoting the principles of sound professional ethics and deontology, firmly combating practices of exam fraud or plagiarization of diploma, bachelor or dissertation papers;
- Diversification of typology of study programs: low-frequency education, postgraduate courses / programs, modular education, continuing education for adults.

Scientific development

- Develop a coherent, medium and long-term strategy for scientific research in the BUB so that the research activity integrates in the educational activity and allows the implementation of the results in the economic environment;
- Identification of strategic research directions that can provide a competitive advantage at national and international level and support the formation of research teams in the respective fields;
- Supporting interdisciplinary research teams for the elaboration of national and international funding projects;
- Support and involve the university, faculties, departments in public-private partnerships in order to guide research;
- Reorganization of "Bioterra" publishing house and its integration into the main flow of

national and European book publishing books;

- To train students in scientific circles and to stimulate them for research and publishing, and the special works to be awarded;
- Increasing the number of ISI publications with impact factor and influence score;
- Supporting project managers by optimizing research-related services of administrative departments (financial-accounting, human resources, etc.).

Developing human resources

Develop a coherent, medium and long-term strategy for scientific research in BUB, so that the research activity integrates unitarily in the educational activity and allows the implementation of the results in the economic environment.

Concern about human resources becomes visible through:

- Promoting and recruiting cadres through honest competitions, transparent based on clear hierarchy criteria;
- Dissemination of job descriptions, in accordance with the criteria for evaluation and appreciation of teachers' activity;
- Creating the prerequisites for increasing teachers and research revenues by diversifying the activities and sources of funding through their involvement in service and research activities;
- Periodic identification of the needs for continuous training;
- Establishing procedures for measuring the satisfaction of teaching and research staff;
- Supporting the appointment/participation of the teaching staff of the university in international, regional, local, specialized bodies;
- Ensure decent working conditions so that each teacher has an adequate workspace (office and computer);
- Ensuring a favorable environment for professional achievement, by creating opportunities for access to higher teaching positions, by harmoniously combining the institutional interest with those of the persons;
- Encourage initiative, teamwork, diversity of viewpoints and critical spirit;
- Improving communication and transparency in decision-making;
- Honest management of the teaching career through the improvement of the function states, which will cover the entire range of professional and research concerns of university teachers, differentiated, correct, non-partisan.

Relationship with students

Students are partners and equal members of the academic community, representing the greatest wealth of a university. Starting from this consideration, we mention some specific objectives:

- An education centered on the student's personal development so that he/she gains personal satisfaction and can contribute to the development of society;
- Encourage student participation in the university management and assert greater receptivity to students' proposals in areas of academic interest;
- Encourage extracurricular activities in collaboration with other student organizations, non-governmental organizations, the private and public sectors, participation in summer schools;
- Improving secretarial services in order to reduce bureaucracy and make work more efficient;
- Including students in research project teams, along with coordinating teaching and research staff;
- Supporting any activity organized by students: educational, scientific, cultural, social,

tourism or humanitarian;

- Supporting student involvement in volunteer civil society actions;
- Making partnerships with economic agents that contribute to the award of additional scholarships to the scholarships;
- Clear, transparent student information on study options;
- Increase the number of international mobility and improve the procedures for drafting mobility agreements and credit recognition (ECTS) obtained;
- Designing and conducting extra-curricular courses for entrepreneurial education to train students as future employers;
- Involvement and active involvement of students in decision-making in quality assessment and quality assurance colleges, including regular review of the curriculum;
- Increasing the absorption rate of the graduates on the labor market by diversifying the typology of the study programs: postgraduate courses, continuous education for adults;
- Continuous improvement of the study conditions, accommodation and mass of the students, continuation of the modernization process of the communication networks;
- Identify the problems of students with disabilities, Roma people, socially disadvantaged people, those in difficulty, in special situations, and build, in partnership with the student organizations, special programs dedicated to them;
- Monitor the professional insertion of graduates.

Lifelong learning

The process of training and professional training from BUB should be oriented not only to the formation and development of basic skills necessary to acquire a higher qualification, but also to specific competencies of the institution's profile by:

- Facilitating access to vocational training programs for vulnerable young people and adults through the prior development of online learning and training forms and infrastructure;
- Encouragement and development of continuous professional training and education programs in collaboration with various other institutional structures, bodies, companies, etc.

Developing the material base

- Ensuring the efficient use of available financial and material resources to ensure high-quality and efficient higher education;
- Rethinking the use of existing resources to make their use more efficient;
- Developing the material base at university / faculty / department level by attracting funds and their judicious use;
- Equipping rooms with multimedia equipment to allow the use of modern teaching / learning tools;
- Developing and upgrading, primarily with the help of digital technologies, of libraries and peer-learning centers for students and beneficiaries of training and continuous professional development;
- Establish a centralized and transparent inventory of the situation of all university buildings, in terms of their legal status, their technical condition, of the endowments, installations and facilities, and the investment needs for the next period;
- Efficiency of current expenses with utilities;
- Ensuring conditions for the safe deployment of all activities.

Attracting financial resources to the University

The budget of the university must provide adequate education, ensure an acceptable personal / student relationship at European level, ensure adequate endowment and supply, which means:

- Intensify efforts to identify new sources of funding from European or governmental investment funds or from research and development projects and / or collaborative projects with the business environment;
- Attracting alternative resources by strengthening links with the business environment and the community environment;
- Establishment of partnerships with farmers, with representative food industry units, for collaboration in research programs, access to funds, organization of student practice;
- Supporting laboratories to obtain accreditation or to maintain it in order to obtain financial resources as a result of providing services to members of the academic community or to third parties.

National and international visibility

Cultivating scientific collaboration relationships with national / international institutions and personalities is an objective of any academic community wishing to be aware of the scientific and organizational trends and organizational trends of the profession and wishing to assert itself. To increase visibility, the following are required:

- Promote a more effective image of the university through web pages;
- Improving the image of the university;
- Ensuring transparency through a continuous flow of useful and up-to-date information on the university site;
- Developing and maintaining up-to-date modern university webpages to provide useful information to the academic community;
- Supporting the participation of teachers, researchers, students at congresses and national and international conferences;
- Increasing the number of ISI publications, participating with oral presentations at international congresses and participating in international editorial collections;
- The permanent representation of the university in the ministerial, academic, professional associations ARACIS, CNATDCU, ANC, etc., in order to develop strategies and decision-making favorable to the university and members of the academic community;
- Extension of partnerships with pre-university education units in order to attract students;
- Involvement of managers with extensive experience in agriculture, food industry in developing university strategy, and curriculum of study programs.

University Management

- Establishing a transparent, co-operative cooperation between the Board of Directors and the University Senate, centered on the financial, educational and prestigious interests of the university and the academic community;
- Effective collaboration between the structures and leadership positions of the university will

generate compliance with the tasks and attributions established by the law and the regulations of the university;

- Monitor the movement of documents and track the stage of completion of the works;
- Eliminating communication barriers across the institution to highlight the university as a whole;
- Involvement of university members in making important decisions regarding day-to-day work.

Final considerations

An important objective is to ensure a favorable working environment, which allows the development of strategies adapted to the conditions and opportunities that have arisen. Also, the most important component of relational management is communication within the academic community.

The timelines for each of the main activities included in the Strategic Plan 2016-2020, the implementation teams and the stakeholders of the actions are outlined more concretely in the annual operational plans, which can also mention the measurable indicators, as the case may be.

Approved in the Senate meeting of Bioterra University Bucharest on 15.04.2016 and updated in the Senate meeting of 19.01.2018.

Rector,

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