



**AZERBAIJAN STATE UNIVERSITY OF ECONOMICS (UNEC)**  
**UNEC BUSINESS SCHOOL**  
**STRATEGIC PLAN 2023-2030**

**GOALS AND STRATEGIES**

**BASIC VALUES OF UNEC BUSINESS SCHOOL:**

diversity and inclusion, professionalism, innovation, and social impact.

**MISSION OF UNEC BUSINESS SCHOOL:**

The UNEC Business School designs and delivers quality programs and services that:

- provide a premier educational experience that fosters professionalism and commitment to impactful business practices.
- create a transformative learning environment that not only provides our students with the skills and knowledge they require to achieve success but also empowers them to make a positive and lasting impact on the regional business community.

**VISION:**

Our vision is to be recognized as a premier business school in the region, known for our professionalism and significant impact on our local community. We aspire to establish ourselves as a leading institution that not only excels in delivering high-quality education but also plays a transformative role in shaping the business landscape of our region.

**PURPOSE OF THE STRATEGIC PLAN:**

Organize programs (BBA, MBA, Distance MBA, EMBA and DBA, professional certification programs) that meet international educational standards, are competitive, transparent and have a strict management and control mechanism. and ensuring sustainability.

## INTRODUCTION

The last 20 years have seen dramatic changes in people's lifestyles and lives. Rapidly evolving technology is fundamentally changing people's lifestyles, learning environments and forms of communication. People are becoming part of the global economy. In addition, people's expectations are changing and people no longer want to accept what the state offers them as good and want to use public services in newer forms. The desire of people with limited resources to earn more has become an integral part of everyday work life. The rapid growth of the world's population and growing demands make states think to meet complex requirements. The new situation poses new challenges for the global and national education system. UNEC Business School, the largest business school in Azerbaijan, understands these challenges and has six strategic goals to adapt to the new environment and succeed.

## STRATEGIC REVIEW 2023-2030

### STRATEGIC TARGET:

As mission of UNEC Business School states “*to educate future leaders*” **Strategic target: Learning and leader's experience and skills**’ objective is to create quality educational programs in a technology-rich educational environment and training graduate students as managers and leaders who meet the requirements of the labor market by developing their critical thinking, problem-solving and leadership skills: Student-centered centers meet the highest standards in a technology-rich learning environment that develops all students for their graduate roles in society and in the workplace: Continuously evaluate the quality of our curricula.

### **The main success indicators of the UNEC Business School are grouped as follows:**

- Our international and national ranking;
- MBA graduate job acceptance;
- Number of our research works and international recognition;
- Our potential to learn and teach;
- International student number and reputation;
- Existing strategic projects collaboration with international partners;
- UNEC Business School is the leading school of region.

Our MBA program boasts a legacy of alumni in prominent leadership roles across diverse industries, leaving a profound impact and representing the excellence cultivated by our rigorous curriculum.