



VILNIUS UNIVERSITY BUSINESS SCHOOL STRATEGIC PLAN FOR 2023-2025

Mission

To develop socially responsible entrepreneurial people who create global change

Vision

An advanced Business School that creates transformational innovations for business and develops the entrepreneurship ecosystem, strengthening the role of Vilnius University in Europe

Values

Sustainability | Innovation | Entrepreneurship

Strategic priorities	Strategic directions
Global Business School	Development of high-level research and innovation
	Development of international studies
	Digitization of activities
	Development of international strategic partnership
Development of entrepreneurial and innovation competencies	Interdisciplinary studies preparing to work in a global business and innovation ecosystem
	Strengthening entrepreneurial competencies
	Development of lifelong learning activities
Sustainable environment	Sustainable environment and behavior
	Promoting a motivating and socially responsible organisational culture
	Development of an inclusive stakeholder system

Strategic priorities	Strategic directions	Progress indicators	Values of current indicators	Target values of indicators			Projects and measures
				2023	2024	2025	
Global Business School	1. Development of highest level research and innovation	Number of international level researchers	0	1	1	1	Agreements with scientific and study institutes of other countries regarding joint scientific research and supervision of doctoral students
		International cooperation projects promoting the development of research and innovation (number of projects)	1	1	2	2	Applications prepared and/or approved
		Participation in international conferences (number of reports)	1	1	2	2	Activity plan for the promotion and evaluation of participation in high-level international scientific conferences, where articles and/or a set of conference reports (proceedings) are published
		High-level publications	3	3	4	4	Action plan for the promotion and evaluation of articles published in journals with the highest SCImago rankings or parts of monographs published by recognized international publishers
	2. International studies	International recognition of programs (% of programs)	30%	30%	100%	100%	Certification of study programs, ACBSP (Accreditation Council for Business Schools and Programs) accreditation, recognition
		Number of foreign students for full-time studies (in %)	23%	23%	25%	30%	Plan of activities for attracting foreign students. Active marketing actions in foreign markets
		Number of incoming students according to exchange programs (all exchange students who have chosen VM study disciplines)	58	65	70	75	Activation of partnership agreements
		Išvykstančių studentų skaičius (studijoms ir tarptautinei praktikai)	50	60	70	80	Promotion of student mobility actions
		Lecturers who came to teach in VU BS (number of people)	3	4	6	8	Promotion of lecturer mobility actions
		Lecturers who went to teach in foreign higher education institutions (number of people)	14	14	17	20	
		Double diploma programmes	2	2	2	3	Selection of a strategic academic partner and signing of partnership agreement
		Foreign lecturers in study programmes	17	17	19	20	Search for additional/external funding sources
		Global Master's Degree Programme with USA, Europe, Asia (number of programmes)	0	0	0	1	Preparation of the study programme
	3. Development of international strategic partnership	Cooperation with foreign embassies in Lithuania and Lithuanian embassies abroad	3	3	3	4	Meetings with representatives of the USA, Israel, Azerbaijan, Scandinavia, Turkey and participation in study fairs
		Strengthening partnerships with high-level research institutions	0	0	1	2	Collaboration with universities in the top 200 in the world
	4. Digitization of activities	Integration of <i>Open university</i> principles (remote initiatives)	0	0	0	1	Guidelines for the Integration of Open University Principles
		Implementation of new <i>EdTech</i> tools	0	0	1	1	Technologies being implemented

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Development of entrepreneurial and innovation competencies	4. Interdisciplinary studies preparing to work in a global business and innovation ecosystem	Interdisciplinary study programmes (number of study programmes)	3	3	4	5	Interdisciplinary study programs with other VU departments/faculties
		Entrepreneurship projects with external partners	3	3	4	4	Action plan for promoting acceleration and commercialization of student inventions
		Businesses founded by students/graduates (English start-ups and spin-offs)	2	2	3	4	Prepared study subjects with virtual environment elements
		Subjects of individual studies (number of students from other VU departments)	0	0	20	40	Expert support and help for startups
		Flexible studies (number of micro-credentials in study programs)	0	1	4	6	Inclusion of micro-credentials in degree programs
		Implementation of dual learning (number of students)	0	0	2	4	Preparation of an individual tripartite study programme
	5. Strengthening entrepreneurial competencies	BS lecturers - business opinion leaders (number of participants)	7	10	12	14	Proactive presentation of VU VM experts within the VU organization and to external organizations
		Challenge-based learning (number of cases of real business challenges)	8	8	10	15	Intensive mobility program BIP (Blended Intensive Program), Business challenges in modules, Capstones
		Employee participation in EU, public institution work and project groups, volunteer projects (%)	5%	10%	15%	20%	Promotion of social responsibility
		Knowledge transfer initiatives	30	30	45	60	Science promotion events, public lectures, social initiatives
	6. Development of lifelong learning (LLL) activities	Development of lifelong learning activities and initiatives (number of participants)	0	50	250	350	Development and development of programs (micro-credentials, miniMBA, IMP (Individual Learning Account System) program, Afternoon with an Expert, customized programs for business, etc.)
		Initiatives for children (number of participants)	120	500	1000	1200	Development of children's university activities
		Involvement of the academic community of the VM in LLL activities (%)	10%	10%	15%	20%	Preparation of a package of motivational measures, familiarization of teachers with LLL activities

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Sustainable environment	7. Creating a sustainable environment	Environmental protection / sustainable consumption (%)	0	0	0	1	A unified ecosystem of sustainability. PRME (Principles for Responsible Management Education) activities
		Infrastructure improvement (%)	70%	70%	90%	95%	The infrastructure meeting the needs of the working environment, studies, science, LLL is being updated. Sustainable solutions
	8. Promoting a motivating organisational culture	Development of a system for motivating and involving employees	ND	ND	65%	75%	Measuring employee satisfaction
		Implementation of equal opportunities policy (initiatives annually)	6	6	7	7	Committee composition review, update, gender mainstreaming in studies, plan review and update, informational lectures
		Competence development (employee participation in %)	60%	60%	70%	80%	Training and project activities for the academic and non-academic staff
	9. Development of an inclusive stakeholder system	Promotion of alumni (number of engaged alumni)	30	30	40	50	Events and initiatives, projects (committees, commissions, participation in accreditations, focus groups, etc.)
		Cooperation with business partners (attracted investments (Eur))	83.000,00	83.000,00	90.000,00	240.000,00	Attracted investments
		Cooperation with business and other external partners (number of contracts)	9	9	11	11	Active cooperation contracts
		Participation of the BS community in NGO activities, charity campaigns, and other social initiatives	7	7	8	9	Events and initiatives, promotion of volunteering