



STRATEGIC PLAN FOR EDUCATIONAL AND CREATIVE ACTIVITIES



2026 - 2030

Faculty of International Relations
Prague University of Economics and Business



Objective

We are continuously improving the quality of educational and creative activities in an open international environment.





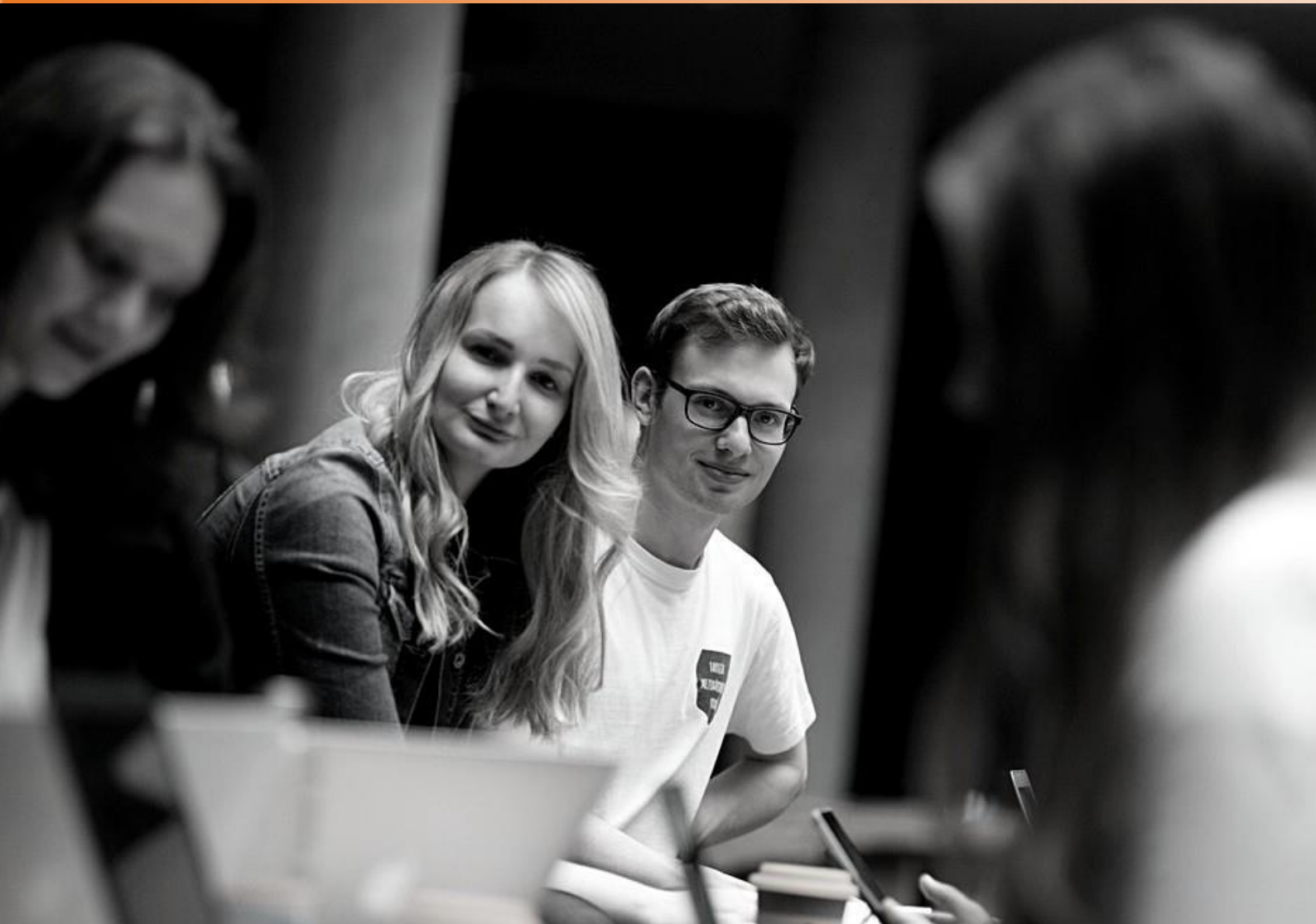
Mission

The mission of the Faculty of International Relations at the Prague University of Economics and Business is to educate responsible, adaptable and flexible graduates who are competitive in the labour market and prepared for changes related to the digital transformation of society and the implementation of AI, and who are aware of the need for lifelong learning.

Vision

The Faculty of International Relations provides top-quality education in the field of international economic relations and international political relations, or international and diplomatic studies respectively, in an open international environment, which is appreciated by graduates, employers and other stakeholders, and continuously improves the quality of this education. The Faculty:

- is highly innovative in its study programmes;
- is internationally open;
- systematically supports its human capital.





CONTEXT OF THE FIR VŠE STRATEGIC PLAN

For the period 2026–2030

The strategic plan for the educational and creative activities of the Faculty of International Relations for 2026–2030 builds on the strategic plan for educational and creative activities for 2021–2025 and is based on the approved strategic plan of the Prague University of Economics and Business for 2026–2030, as well as factors that will have a significant qualitative impact on higher education in the coming period. It is a response to the following social trends, which the Faculty must reflect:

- Young people entering higher education (the so-called Generation Z) are a generation that is permanently connected to the internet, accessible online, and shares information and ideas. English is their everyday language.
- Primary and secondary school students have been exposed to modern teaching methods and approaches, such as project-based learning, gamification, experiential learning, problem solving, etc.
- In terms of the modern study programmes offered by other universities, competition is growing both at home and abroad.
- Private companies are playing an increasingly important role in education, offering what is lacking in formal education (discovering potential, self-development, etc.). At the same time, companies as employers no longer place as much emphasis on formal education.
- Demographic trends are highly variable.
- Fundamental changes are taking place in the labour market as a result of advancing digitalisation and the implementation of AI in the economy.
- Lifelong learning, adaptability and flexibility are a necessity.

STRATEGIC PLAN OF THE FIR

The Faculty of International Relations provides education in bachelor's, master's and doctoral study programmes in two key areas:



international
economic
relations



international
political relations,
or international and
diplomatic studies

The key attributes of the study programmes taught at the Faculty of International Relations are their international character and emphasis on practical skills. These attributes are reflected in the content of the programmes taught, learning outcomes, high number of international mobility opportunities, above-standard language teaching and a relatively high number of foreign academic staff.

The Faculty has long maintained a leading position within the Prague University of Economics and Business and the entire Czech educational space in terms of internationalisation, resulting from the high number of foreign internships and student mobility programmes, high number of visiting professors from abroad and foreign students. In both key areas of specialisation, the Faculty offers study programmes in English at all levels of study.

The Faculty emphasises continuous education of academic staff, both to increase their expertise and to develop their teaching skills.



STRATEGIC PRIORITIES

"When choosing a study programme, new students no longer consider only the content and quality of teaching, but also the form in which teaching is provided and how interesting and attractive it is to them in this respect."

The Faculty of International Relations must respond to the arrival of young people – the so-called Generation Z – to higher education, for whom digitalisation, sharing information and ideas, and interconnectedness in an international environment are a matter of course. This needs to be reflected not only in the content of the study programmes, but also in the way teaching is delivered. Academic staff must be able to keep pace with this generation and know how to work with them. Teachers are no longer the sole source of knowledge, but rather guides, supporters and mentors in the study process. At the same time, academics are creators and bearers of scientific knowledge.

The Faculty pays and will continue to pay attention to the sustainability of its activities, which is why it places particular emphasis on seeking out talent and attracting talented people to academic careers, as well as providing systematic support to promising academic and research staff in the form of professional support, career development support and material support.

An open international environment is essential for the Faculty of International Relations, as it represents a benchmark, a source of knowledge and experience, an opportunity to participate in international networks, and thus a source of cooperation not only in education but also in science. The erudition of foreign researchers as members of the academic community is already an important factor for the Faculty in building scientific capacity.

The Faculty is aware of its social role, so-called third role, and therefore, in addition to providing further education within the framework of lifelong learning, it also focuses on greater real impact of expertise, science and research on the economy and society. The Faculty strives not only to participate systematically in public debate at a professional level (preparing studies for practical use by institutions and companies, lecturing), but also to engage in society-wide discussions on relevant topics and to deepen cooperation with the alumni community.

Faculty graduates face the need for lifelong learning throughout their professional careers in order to be able to cope with the changing demands of the market. At the same time, the Faculty sees cooperation with graduates as an opportunity for long-term partnerships in the field of practical experience, involvement in teaching, research and application projects, or participation in the Faculty's professional and social activities.

Strategic priorities

1

Fundamental innovation of study programmes in response to new trends in education and labour market needs

2

Systemic support for promising academic staff with significant potential for further development

3

An open international academic environment for study, teaching and creative activities

4

Increasing the Faculty's impact in the area of the so-called third role



Strategic priorities

Objectives, measures and indicators in priority areas



STRATEGIC PRIORITIES OF THE FIR VŠE

PRIORITY 1: FUNDAMENTAL INNOVATION OF STUDY PROGRAMMES IN RESPONSE TO NEW TRENDS IN EDUCATION AND LABOUR MARKET NEEDS

OBJECTIVE 1: INCREASING THE ATTRACTIVENESS AND EFFECTIVENESS OF STUDY PROGRAMMES

Measures:

- Shift from traditional forms of teaching towards modern ones
- Continuous training of academics in new forms of teaching
- Reaccreditation of study programmes and courses
- Application of research results in teaching

In implementing its study programmes, the Faculty of International Relations follows the Rules for the System of Quality Assurance of Educational, Creative and Related Activities and of Internal Evaluation of the Quality of Educational, Creative and Related Activities of the Prague University of Economics and Business. In its programmes, it strives to achieve the graduate profile that is binding. The aim is to prepare high-quality graduates for their future employment in a rapidly changing world. The Faculty must fulfil this profile in terms of **the composition and content of the courses taught, based on the current state of scientific knowledge**. It currently considers **a change in teaching methods** to be essential.

The Faculty faces its greatest challenge in the area of changing traditional approaches to teaching. The traditional understanding of higher education as frontal teaching in the form of lectures and seminars must be fundamentally transformed towards teamwork, colloquia, debates, gamification and case studies. When choosing a study programme, new students no longer consider only the content and quality of teaching, but also the form of delivery, and how interesting and attractive it is.

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The university is already preparing the material and technical background for these changes, i.e. structural modifications allowing for variability in teaching, mobile inventory, as well as other technical preparations for forms of teaching where there will be more teachers present in the room who will walk around the students' workstations, etc.

In addition to material and technical equipment, however, these new forms of teaching require, above all, the preparation of academic staff in the form of training, workshops and other forms of education. For a number of reasons, this change in approach appears to be relatively the most complicated. **In this regard, the Faculty will invest in preparing teachers for new forms of education, as it sees this as an investment in the future of the Faculty** and its competitiveness in the higher education market.

The Faculty will offer study programmes with authentic international content and links to international research activities, which will educate internationally employable experts with a balanced mix of analytical and communication skills.

INDICATORS IN AREA 1:

- Growing number of applicants for individual study programmes
- Increasing study success
- High employability of graduates on the labour market
- Number of academics successfully applying new forms of teaching
- Number of re-accredited study programmes and courses

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PRIORITY 2: SYSTEMIC SUPPORT FOR PROMISING ACADEMIC STAFF WITH SIGNIFICANT POTENTIAL FOR FURTHER DEVELOPMENT

OBJECTIVE 2: TO DEVELOP THE ACADEMIC CORE OF THE FACULTY

Measures:

- Create a system of professional, material and administrative support for human capital at all levels of the Faculty

For the Faculty of International Relations, a key factor is long-term thinking, i.e. **support to promising academic staff** who have the potential for further development and represent **the future of the Faculty**. Human capital is currently the most valuable asset for any institution or company, and this is even more true for educational and scientific institutions. **The Faculty will create a system of support for human capital. This support will be professional, material and administrative.**

- At the **bachelor's** level, motivation and support for talented students and their recruitment for master's studies at the Faculty.

The Faculty will strive to retain high-quality bachelor's students through **talent management** for the master's level. In addition, work with students who have a significantly higher interest in their field of study and want to improve beyond the curriculum will continue through student associations and in the form of work in the student PR team. Their expertise will thus be used for the benefit of the Faculty.

- At the **master's** level, support for talented master's students with prospects of working in an academic environment and attracting high-quality applicants for doctoral studies.

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The Faculty will specifically seek out talented students and motivate them to pursue doctoral studies at the Faculty through an individual approach and support. Where possible, master's students will already be involved in publishing and project activities.

- Targeted support **for doctoral** students, with an emphasis on their quality and excellence.

The Faculty will pay special attention to doctoral students: from the admission process, where emphasis will be placed on identifying potential for further development and motivation, to an emphasis on fulfilling study obligations and the quality of publishing and project activities. Excellence will be financially rewarded.

- Support **for postdoctoral students** and their further development towards qualification growth with the targeted building of a so-called Junior Faculty.

The Faculty will offer professional, financial and administrative support to doctoral graduates with the aim of involving them in the work of the Faculty and further qualification growth.

- **Creative leave** for staff as a tool to accelerate their qualification growth.

Under precisely defined conditions, Faculty staff will have the opportunity to take creative leave to meet the criteria for habilitation or appointment procedures.

- **Development of a system for the education of Faculty academic staff** through stronger links between identified educational needs and regular performance reviews and further career development guidance.

INDICATORS IN AREA 2:

- Number of participants in Faculty talent management
- Number of participants in the doctoral study excellence programme
- Number of participants in the postdoctoral programme
- Increasing academic success in doctoral studies
- Number of habilitation and professor appointment procedures
- Number of academic staff applying new forms of teaching
- Number of academic staff involved in educational events

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PRIORITY 3: OPEN INTERNATIONAL ACADEMIC ENVIRONMENT FOR STUDY, TEACHING AND CREATIVE ACTIVITIES

OBJECTIVE 3: TO PROVIDE STUDENTS WITH AN AUTHENTIC INTERNATIONAL EXPERIENCE TO IMPROVE THE QUALITY AND RELEVANCE OF RESEARCH TO UTILISE THE MULTIDISCIPLINARY NATURE OF THE FACULTY

Measures:

- Open international selection procedures for recruiting academic and research staff
- Time, material and administrative support for authentic international experience for students
- Thematic consolidation of research
- Time, material, project and administrative support for participation in international scientific projects

The 2025 International Evaluation Panel concluded that the Prague University of Economics and Business is still not sufficiently international. Although the Faculty of International Relations is relatively the most advanced in this regard within the university, there is still a need to continue deepening its internationalisation.

The Faculty of International Relations is international by definition: a number of specialist courses are taught in English, even in Czech study programmes; approximately 60 visiting professors come to the Faculty each year; a relatively significant part of the teaching consists of foreign language studies; the Faculty offers study programmes in English at both bachelor's and master's level; foreign students

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come for double degrees, an international environment is created for students in Czech study programmes by enabling them to meet foreign students in seminars and lectures. The Faculty has a relatively high number of academic staff from abroad. Some study programmes include a compulsory mobility window, i.e. an authentic foreign experience, either in the form of study at foreign universities or in the form of work experience in foreign companies and institutions.

In the area of study, the Faculty's long-term strategy is the full integration of English study programmes and their students among domestic students, the creation of a single common student community, **the ongoing support of authentic international experience** – student trips abroad – and high-quality administrative services for students.

The Faculty also employs academics and researchers from abroad. Particularly in the field of science, given its historical development, the Faculty considers it important to have contact with researchers who have obtained their academic education at high-quality foreign schools, who can transfer their knowledge and experience to the academic environment of the Faculty and who can be driving forces for domestic academics and PhD students. Valuable experience and contacts are particularly necessary in matters such as the strategy for submitting international projects, publishing in the world's most prestigious journals, educating PhD experts, etc.

Work on domestic and foreign international projects is crucial for the Faculty in terms of obtaining accreditation. In the past, the Faculty has been successful in obtaining scientific projects and gradually publishing in increasingly high-quality journals. In the field of science, the Faculty must clearly move **towards participation in international scientific projects** in the coming period 2026–2030. The Faculty will focus on **the thematic consolidation of its scientific activities** and, in these defined areas, will aim to submit high-quality scientific projects with foreign partners, utilising its involvement in international scientific networks. It will also target its support for science at these strategic priorities. The Faculty will create a high-quality supportive project and administrative environment which, in cooperation with university-wide departments, will provide support to project investigators.

Within the framework of an open environment, it is also desirable for academics teaching applied skills to be in contact with current practice in companies.

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The Faculty will also strive to create an open environment within the Faculty so that its relatively higher **multidisciplinarity** is used **as an advantage** and is reflected **in the interconnection of academics from different fields in pedagogy and science, regardless of their departmental affiliation.**

The Faculty also sees an open environment as an opportunity for academics and students to come up with their own **proposals and initiatives** to improve teaching, research and administrative activities, as well as to support a friendly community life at the Faculty.

The open environment also represents cooperation with **the Faculty's alumni community**, which is developing promisingly. FIR alumni are one of the Faculty's most valuable assets, as it has produced a number of top experts, successful businesspeople, leading representatives of public administration and others throughout its history. All of them are welcome at the Faculty, both for their knowledge and experience in the curricula of the courses and programmes taught, and as mentors to current students and in other Faculty activities.

The Faculty of International Relations considers the internal and external openness of the Faculty to be its contribution to the cultivation of society as a whole: to create an environment that respects cultural and opinion differences.

INDICATORS IN AREA 3:

- Number of open international selection procedures
- Number of foreign academic staff at the Faculty
- Number of trips by academic and non-academic staff of the Faculty
- Number of students with authentic international experience
- Number of students in foreign language programmes
- Number of courses taught by visiting professors
- Number of projects submitted or obtained
- Number of international projects at the Faculty
- Number of high-quality articles in individual fields
- Number of high-quality multidisciplinary articles and projects
- Number of events organised by the FIR alumni community
- Functional R&D support system and number of administrative staff involved

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PRIORITY 4: INCREASING THE IMPACT OF THE FACULTY IN THE AREA OF THE SO-CALLED THIRD ROLE

OBJECTIVE 4: MEANINGFUL SOCIAL IMPACT

Measures:

- Support for lifelong and executive education at the Faculty
- Support for cooperation with institutions and businesses
- Cooperation with the alumni community

The Faculty acknowledges its social role, i.e. its so-called third role, and intends to strengthen this role.

In line with the rapidly changing information society, turbulent economy, digitalisation and implementation of new technologies into practice, especially AI, the Faculty recognises the need **for lifelong learning**. It clearly intends to continue the activities of the Executive Academy of the Faculty of International Relations at the Prague University of Economics and Business, which will offer open courses and micro-certificates to business professionals, public institutions, the non-profit sector, students and graduates to develop their professional knowledge and skills. It will also continue to offer the MPA in Sports Diplomacy. Conversely, the Faculty will place emphasis on the participation of business experts in teaching and other events organised by the Faculty.

The Faculty will **participate in public debates** in state administration, round tables, and the popularisation of science, and will strive to provide expert opinions, knowledge transfer, and lectures for institutions and companies. The Faculty plans to establish and actively operate **an expert institute** in the field of blockchain and alternative forms of currency solutions.

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The Faculty will support **cooperation with secondary schools** in the form of lectures, interactive workshops, and participation in student competitions.

The Faculty will systematically work to deepen cooperation with its alumni community, which it sees as a natural and important partner that makes a significant contribution to its further development. This cooperation will enable the development of professional networking, mentoring activities, the involvement of graduates in teaching, and their participation in conferences and other professional or social events. The alumni community can contribute significantly to the development of the community as such, to students and to the Faculty, and help to strengthen the Faculty's reputation and promote it externally. Within an appropriate framework, it can also create space for the development of fundraising activities.

INDICATORS IN AREA 4:

- Number of courses open to the public within the FIR Executive Academy
- Number of micro-certificates issued
- Number of professional studies for institutions and companies
- Volume of funds obtained through contract research
- Establishment of an expert institute in the field of blockchain and alternative currency solutions
- Number of training courses and lectures for institutions, companies and secondary schools
- Number of events organised in cooperation with the alumni community
- Number of projects for the state administration

ALIGNMENT OF THE STRATEGIC PLAN

ALIGNMENT OF THE FIR STRATEGIC PLAN WITH THE VŠE STRATEGIC PLAN FOR 2026–2030

The FIR Strategic Plan reflects and further elaborates on the Strategic Plan of the Prague University of Economics and Business and applies it to the conditions and needs of the Faculty of International Relations in the period 2026–2030.

1. EDUCATION

The FIR reflects the objectives of the Strategic Plan of the Prague University of Economics and Business in the area of education, particularly in strategic priority 1. The Faculty will innovate the study programmes it offers, particularly in terms of teaching methods, which must be adequate for technological innovations and changes in the contemporary world. Students will be guided to be able to work with new technologies, or AI, in their future professional careers, while at the same time these new technologies will streamline the teaching process and allow for its individualisation.

2. CREATIVE ACTIVITY

Strategic priorities 2 and 3 reflect the intentions of the Prague University of Economics and Business in the area of creative activity. Excellent results can only be achieved if an environment conducive to this activity is created. Therefore, the FIR has set the creation of a comprehensive human capital support system as its strategic priority 2. The open international environment in strategic priority 3 represents a source of foreign experience, but also an opportunity for comparison and brings an element of competitive pressure.

3. THIRD ROLE

The third role of the university is directly reflected in strategic priority 4 of the FIR.

4. INTERNATIONALISATION

Strategic priority 3 of the Faculty's plan also includes internationalisation as a subset. An open environment towards the surrounding world is a source of foreign experience in the field of creative activity, a reservoir of foreign researchers, etc. In strategic

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priority 3, the Faculty also emphasises the full integration of study programmes in English into the structure of other study programmes, i.e. the creation of a unified student community of domestic and foreign students. The Faculty strives to provide students with authentic international experience in the form of study abroad programmes or internships abroad. Similarly, opportunities for academic and non-academic staff to travel abroad will also be supported.

5. PEOPLE AND COMMUNITY

In strategic priority 3, the Faculty will focus on openness not only externally, but also internally. The student community is strengthened by student club activities, Faculty-wide events, and other forms of activities that the Faculty will support (sports events etc.). Similarly, multidisciplinary, i.e. the interconnection of academics and researchers from different fields, will be supported at the Faculty. The Faculty's alumni are an important and valued community, with whom the Faculty wishes to continue to deepen its cooperation.

6. DIGITAL TRANSFORMATION AND AI

The FIR fully understands the need for digital transformation and the use of technology both in teaching and in the functioning of the Faculty itself, as this makes processes more efficient and faster. Working with AI is a prerequisite for future graduates of the Faculty to find employment.

7. INFRASTRUCTURE

As part of its strategic priority 2, the FIR intends to create systematic professional, material, administrative and project support for human capital at the Faculty in various areas of its activities.



