UNIVERSUM UNIVERSITY COLLEGE
Sharing Information on Progress (SIP)
July 2013

This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education.
Our mission is to provide high quality, accessible and affordable educational opportunities and services to a Kosovar and international student body through teaching excellence, lifelong learning, applied research and partnership building thus preparing students to be thoughtful, responsible and successful citizens and support the economic development of Kosovo and the region.

At Universum University College we employ innovative ideas in teaching and learning. We teach our students “how to question everything” and critically evaluate problems and situations in order to bring solutions for their own benefits and for the society as a whole. Our young faculty educated at the world leading universities, ensure that students get in-depth of their studies. We make our students think not only inside the box but when there is not box!

With our programs we prepare students to become responsible managers in dynamic and complex sustainable global economy. We do not only seek to create business leaders, but also social responsible citizens of our country and social responsible leaders.

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### Mission Values

- **Academic excellence**
  - Teaching excellence, academic freedom, knowledge

- **Innovation**
  - Critical independence, creativity, entrepreneurship

- **Integrity and Responsibility**
  - Transparency, openness and honesty

- **Community**
  - Service and good citizenship, collegiality, teamwork and mutual respect

### Facts about Universum University College

- **One of the first** private Universities in Kosovo
- The only University in Kosovo **ranked by EdUniversal** in the TOP 1000 business schools in the world
- The only University in Kosovo **approved by EDEXCEL**, the largest qualifying body to offer qualifications in professional skills
- More than **50 contracts signed** with well - known universities for the exchange programs for students
- With the **biggest library** in the region
- The only University in Kosovo with **international program and international students**
- **Leader in employability** with almost 80% of graduates in graduate-level positions within six months of graduation
**Principle 1 – Purpose**

As stated in our mission we tend to prepare our students to be thoughtful, responsible and successful citizens and support the economic development of Kosovo and the region. In order to achieve this mission, we focus not only on study programmes, but also on the formation of the good atmosphere among students for extracurricular activities.

Universum University College is continuously adding several experiential components to its academic program to help enhance the development of our students as future generators of sustainable value for business and society, nationally and internationally.

These components include: internships, live projects, guest speakers and case competitions. These components demonstrated that help students translate their academic learning into practical applications.

**Principle 2 – Values**

From 2010, Universum University College for all undergraduate programs offers the Business Ethics and Corporate Social Responsibility as compulsory course.

This course is designed to investigate the broad spectrum of business ethics issues that managers face today and will face in the future regarding the CSR and Business ethics related issues. The students in this course develop an understanding for the importance of ethics in business and the corporate responsibilities that business organizations must assume in business and society. This course emphasis contemporary trends in corporate responsibilities with respect to ethical, legal, economic and regulatory conditions in the global marketplace. The basic principles and concepts of ethics and corporate social responsibility are treated in the lectures, class discussions, through the select readings and research. This course uses the case analysis skills as the focus of learning. Case analysis is the basis of student exercises that involve the student in the thought process for business and life ethics.
Principle 3 & 4 – Method & Research

Our students learn not only in class but also after them. Universum University College spends a lot of energy in encouraging students and professors to be proactive – to take part and initiate various activities, projects and campaigns. As a result of this, during the last year, our professors and students initiated the “Why care?” campaign. This campaign was launched with the public debate in the fighting hunger international day, in a day when 18% of the population in Kosovo lived in extreme poverty.

This debate marked the beginning of a project initiated with the same title. This project is in the process of implementation and will be implemented four phases during three upcoming coming years. During the first awareness raising phase of the project, a photo exhibition was conducted by Universum College students, where different people became a part of the campaign “Why Care?” by sending personal messages through their pictures.

Now we are in the second phase of this project. Our students and our professors are in a process of conducting a first research of this type in Kosovo.

This project is being implemented through cooperation with Universities Fighting World Hunger where Universum is an active member. In partnership with the World Food Program of the United Nations, Universities Fighting World Hunger mobilizes universities from around the world to fight hunger and create an academic model against hunger that can be replicated or adapted by universities worldwide.
Principle 5 & 6 – Partnership & Dialogue

Universum University College since its establishment has always aimed at providing students with practical knowledge. Therefore, we always tried to be as close as possible to businesses and to promote dialog between academic and business community. By now, government representatives, politicians, national and international organizations are being more and more involved. The main objective of this partnership and dialogue is to ensure the sustainable development of Kosovo’s economy and its competitiveness.

Career Office & Special Lectures

From the research done by our Career Office, we saw that employers unanimously agree that students with at least some work experience will have an easier access to labor market. For this reason, career office offers practice placement. In order to place all of our students in internships, we pay too much attention in cooperating with business, institutions and organization.

This is not the only activity of our career center. Two times a month, we organize special lectures with corporate representatives, policy-makers, recruitment specialist, philanthropists in order to enable our students to learn from their experience and knowledge. For example, our voluntary club was formed right after a special lecture with a Kosovar known philanthropist.

Partnership with businesses

Universum in cooperation with the Business Alliance for Kosovo have undertaken a number of quantitative researches in the field of business climate, investment climate and employment analysis.

The following are just some of the most representative research studies and projects that Universum has been delivering and implementing in the last months:

- Sub-contractor in the Economic Growth through Tourism of EU Commission
- Provision of Business Development Skills Training for Young Entrepreneurs (USAID)
- Analysis of the Kosovar Commercial Real Estate Market
- Business Outlook
- Employment Barometer
- Business in Kosovo ‘Policy Paper Series’
- Sustainable socioeconomic development in the cross border region, through tourism and agriculture promotion
- Technical assistance in training needs and designing/tailoring of the training modules
As an institution of higher learning involved in the education of current and future leaders, Universum University College is committed to upholding the UN backed Principles of Responsible Management Education and to engaging in a continuous process of improvement in the application of PRME.

As a signatory to the principles, we believe that the values of social responsibility and sustainability are important in all areas of our activities. This includes the areas identified in the principles: the curricula, program design, courses and learning, research as well as in partnerships and dialogue with all our stakeholders.

Finally, we understand that our own organizational practices should serve as examples of the values and attitudes we seek to convey to our students and will continue to review and revise our policies and practices to achieve this.