

Policy and Objectives

Title	Bachelor Degree in Business Administration Bachelor Degree in Economics
Centre	Faculty of Economics and Business

Our main objectives are to offer top-quality undergraduate and postgraduate education aimed at fully developing the professional and personal skills of our students, as well as conducting scientific research focused on excellence. We address both objectives to contribute to the development, growth and competitiveness of our economy and enhance the wellbeing in society as a whole.

We seek to be a benchmark faculty with renowned national and international prestige that is able to attract, retain and motivate talent from all those who are part of the faculty: students, lecturers, researchers, and admin and services staff. Our ongoing commitment is to create value for society through transmitting and generating knowledge aimed at providing a response to those challenges and at solving those problems that limit or jeopardise social and economic wellbeing. In order to achieve all this, efficiency, transparency and sustainability criteria must underscore all our activities.

Our faculty shares the same values promoted by the University of the Balearic Islands as a whole: integrity, equality and solidarity. We seek to be up-close and strengthen ties, as well as ensure social harmony that respects diversity. Moreover, we believe in effort and perseverance as drivers of personal progress and growth, and we are committed to recognising merits achieved through these perspectives to support and strengthen justice and equity.

We feel strongly rooted to our community and its values, and seek to construct and bolster a knowledge-based society that is ever fairer, more equal and more advanced.

Mission

One of our main objectives is to educate people who wish to develop a career in the field of economics and business management. This is why we must strengthen and implement rigorous, innovative and high-quality educational models that enable the transfer of solid scientific knowledge. The training we offer to all students must ensure they acquire the necessary skills, as well as know how to apply them properly, to guarantee their future professional success. Specialised, technical, general and transversal skills must ensure they are ready for and adapt to the demands of current, changing and complex environment to propose and successfully resolve complex professional problems, both individually and as part of a team. Our programmes seek to boost the concern for and interest in continuing education, and cover lifelong vocational training requirements for individuals.

Another essential aim is to generate and transmit core and applied scientific knowledge in the

economics and business management sphere that is innovative, forward-thinking and beneficial for society. This objective means we need to drive, develop, support and encourage human capital through solid skills in rigorous, innovative and quality scientific research, whilst making it work for society in general so as to sustainably improve standards of wellbeing. Highly qualified lecturing and research staff who are committed to quality teaching and excellent scientific research should be attracted, retained and motivated. We need to be leaders in R&D&i (research, development and innovation) in our area of knowledge within our Autonomous Region and uphold a standout, relevant and benchmark status at a national and international level.

Vision

We seek to stand out as a dynamic, modern and international faculty with effective transparent governance, committed to ICT, with a vocation for service and aimed at providing answers for requirements across the academic community (students, teaching and research staff, and admin and services staff) and society as a whole. We consider ourselves to be an institution that is deeply committed to continual improvement as a way to ensure excellence in teaching and research.

We want to attract the best students from Spain and overseas, who show a high level of commitment to their training and are motivated by hard work. After finishing their training, we want them to have developed solid critical thinking skills and the ability to apply, transfer and generate new knowledge, materialising the return on investment society has made in them. We want our students to attain excellent levels of achievement and to show a clear committed vocation for service when undertaking their professional career.

We seek to be a regional, national and international benchmark when it comes to teaching. This is why we consider ourselves to be an institution that can attract highly qualified lecturers from Spain and overseas. We want to modernise education systems and processes, and we are fully committed to investing in the training and continual improvement of our teaching staff.

We believe we are a centre that is able to bring together research teams of highly qualified individuals who undertake leading, top-flight research with a major impact on generating knowledge in Spain and overseas. Achieving this aim cannot be done without seeking out and strengthening partnerships with international universities and research institutes. Our *raison d'être* is to provide society with a range of new knowledge and scientific progress that contribute to the development of our Autonomous Region in particular, and to society as whole.

We seek to lead, facilitate and promote close, ongoing collaboration with businesses and organisations at home and abroad. This collaboration must feed into the areas of teaching and research with the strategic aim of bolstering R&D&i in our Autonomous Region.

We wish to obtain external national and international certification to signal the quality management system we have implemented for our programmes. In this sense, we seek to provide transparent and credible accountability to our stakeholders (the academic community, public administrations and society).

Values

In addition to internalising the values adhered by the University of the Balearic Islands in terms of integrity, equality and solidarity, we also strongly believe in and defend freedom as an essential prevailing value at our faculty.

We wish to be an institution that is home to upstanding, responsible, ethical and fair individuals who are committed to equal opportunities, solidarity, generosity, altruism, integration respecting all kinds of diversity, debate and tolerance, and the use of ideas, thoughts and conversations.

In order to achieve the high levels of quality and excellence we seek across all our activities, we commit to rigorousness and transparency at different levels: academic, scientific, professional and personal. Through this rigour, we aspire to foster and uphold solid critical thinking in the pursuit of truth.

We believe that meritocracy must prevail across all areas in the faculty and, therefore, perseverance, effort and recognition must play a fundamental role within our process systems.

We define ourselves as an institution with a strong commitment to our region and to defending its culture and identity. We are convinced that we can stand out internationally through this identity in an attractive way, whilst being integrated into an ever more global, international world.

Strategic Areas	
Area	Objectives
Students: access, admission, tutoring, support, participation...	Efficiency
	Continual improvement
	Transparency
	Proximity
Curriculum management and development: schedules, methodologies, administrative management, placements, mobility, comprehensive training activities, meetings...	Innovation and modernisation
	ICT
	Quality assurance system and continual improvement
Teaching, admin and services staff: training, motivation, selection...	Attracting, retaining and motivating talent
	Excellence in research
	Attracting resources
	Efficiency and training
	Professional development and career pathway
External stakeholders and society in general: relations with professional associations, placement centres, agreements...	Tightening and fostering collaboration with public and private organisations in all possible ways
	Nurturing debate



Accountability and internal and external communication: <i>image, public information, internationalisation...</i>	Transparency
	Improving our public image and presence on the internet and social networks
	Accreditation and certification
Material, technology and service resources: <i>technology, halls...</i>	Improving and modernising facilities with material and technological resources: public spaces, halls, rooms, etc.