



DOKUZ EYLÜL UNIVERSITY
FACULTY OF BUSINESS
STRATEGIC PLAN



2016-2020

Introduction

Faculty of Business is part of the Dokuz Eylül University, a state-owned public higher education institution. Hence, Strategic Plan of the Faculty has been drafted in line with the 2016-2020 Strategic Plan of the University.

Competence, tasks and responsibilities of higher education institutions in Turkey are specified within the framework of the Article 130 of the Constitution of the Republic of Turkey, as well as the Law Nr. 2547 on Higher Education.

In our Constitution, higher education institutions are defined as academically autonomous institutions with public legal personalities, functioning in line with the essential principles of contemporary education and teaching. The aims of these institutions are to educate the necessary workforce for the nation and the country, to do research, engage in consulting and as such serve for the country and the humanity.

In the Law nr. 2547, “university” is defined as “an institution of higher education, possessing academic autonomy and juristic personality, conducting advanced-level education, scholarly research, publication and consultancy; it is composed of faculties, graduate schools, schools of higher education and similar institutions and units”. Accordingly, aims, major principles and tasks of the higher education institutions are specified by this Law.

In the Strategic Plan of the Dokuz Eylül University, mission of the university is specified as “to contribute to the economic, cultural and social wealth of humanity through education and scientific research”. Mission of the University, which has been developed along with new priorities, current strategies and major themes is “to be one of the most entrepreneurial and innovative education and science centers of the world. Accordingly, the mission and vision of the University will be realized by means of values of rationalism, scientific approach, creativity, affection, cooperation, courage, tolerance, justice, entrepreneurship and innovation. In line with its mission and vision ,as well as current needs of the society, and in order to increase the traceability of its strategic plan, Dokuz Eylül University Specified three strategic goals, which are as follows:

- Development of scientific and innovative capacity,
- Development of education and teaching quality,
- Development of interaction with internal and external shareholders, as well as development of social service quality.

Mission, vision and values, as well as strategic aims, goals and performance indicators which are specified in line with the Constitution of the Republic of Turkey, Law nr. 2547 on Higher Education, our University’s priorities, as well as the founding rationales of the Faculty itself, are given below in detail.

Mission

In the light of universal values and science, dedicated to follow the ideals and ideas of Atatürk’s road for contemporary civilization, the mission of Dokuz Eylül University Faculty of Business is to contribute to discovery and development of individual and societal potential through its value-adding education approach and research.

Significance of our Mission

Goal of Contemporary Civilisation as specified by Atatürk¹: Our goal is to contribute to universal and contemporary development, achieved through; the adaption of oneself and their behavior according to the necessities of the time period in which one lives; the embrace of rationalism, logic, science and technology and the adoption of rules and methods thereof; to conduct high-level scientific study and research, to generate science and technology, to disseminate scientific data, to support national development, to become outstanding members of scientific community through national and international collaboration

Scientific Education and Research in line with Universal Values: To educate free, fair, reliable individuals endowed with scientific power of thought and consciousness of social responsibility, respectful to human rights and sensitive to humanity's problems.

Discovery of individual and social potential: To educate individuals endowed with knowledge, skills and culture in field of their specialization, as well as with the ability to apply these to different situations by means of analysis and synthesis; a learner-centered participatory environment of education and learning to achieve this goal; to widen this environment so as to involve the society.

To Contribute to the Society through Value-creating Education and Research: With the aim of increasing the wealth and happiness of the society through education and teaching programs, reliable, valid, high-quality scientific publications, contribute to and accelerate the economic, social and cultural development of the society.

In line with its mission, learning goals of the Faculty of Business emphasize the following:

- Enable the learners to acquire knowledge, skills and abilities in their relevant field;
- Conducting of scientific studies in line with the logic of scientific research;
- Analysis, synthesis and reporting of data;
- Critical and holistic viewpoint;
- Ability to work as individual or team;
- Creativity and innovativeness, efficient written and verbal communication;
- Lifelong learning;
- Ethical principles, human rights, social responsibility and supremacy of law.

Vision

With its approach to education and efforts to add value, the vision of Dokuz Eylül University Faculty of Business is to become one of the outstanding higher education institutions at the national and international level.

Core Values

Tolerance, unity, self-confidence, entrepreneurship, creativity.

¹ Like all of the higher education institutions in Turkey, our university is subject to the Law Nr. 2547 on Higher Education. In the Article 4 of this Law, under the title "Aim", there is reference to the goal of contemporary civilisation as set by Atatürk as the founder of the Republic of Turkey.

Strategic aim, goal and performance indicators of the Faculty of Business, which are specified in line with Faculty's mission and vision, and in accordance with Dokuz Eylül University's strategic aims, goals and performance indicators are given below.

STRATEGIC GOAL 1

EXPANSION OF THE SCIENTIFIC AND INNOVATIVE CAPACITY

Dokuz Eylül University is one of the leading science and research institutions in Izmir, Aegean Region, and Turkey. Our university is in line with Vision 2013 Technology Forecast of the Republic of Turkey, National Research and Innovative Strategies in priority areas set by Scientific and Technological Research Council of Turkey; research and innovation program Horizon 2020 calls of European Union that cover 2014-2020, and other international research priorities. By combining our strong research potential with national scientific priorities, we have adopted the principle to be on the risk rank in scientific research and innovation.

Increasing the competitive power of our country in information-based production falls under the title of "Goals and Policies" of the Tenth Development Plan. Therefore, the strategic titles of Dokuz Eylül University in the scientific research field are as follows: (1) designing researches and projects that are enriching; (2) strengthening the opportunities for access to information and establishing structures that will allow improvement of research activities of the research fellows; (3) directing research and information production opportunities in respect of "innovation" towards building a strong economic structure that has a high competitive power and functional mechanisms.

Abovementioned strategic titles are also adopted by the DEU Faculty of Business within its field of study.

The faculty of business has adopted the principle of qualitative scientific research and acts with the awareness that one of the basic responsibilities of universities is to contribute to the development of humanity by producing rational knowledge. To this end, we perform effective and fruitful collective research activities by collaborating with the public and private sector, and national and international organizations. By taking national and international research priorities and the necessity that the researches should contribute to society into consideration, our faculty takes steps towards the improvement of collaborative work with the other units of the University.

STRATEGIC GOAL 1.1

Improvement of academic skill, and qualitative and effective research capacity of the Human Resource

Strategy 1.1.1 Developing education programs that will improve the competition skill of the researchers

Strategy 1.1.2 Developing transferable postgraduate training programs for researchers

Strategy 1.1.3 Developing orientation programs (research methods, research ethics, foreign language skills, etc.)

Strategy 1.1.4 Encouraging researchers to participate in the training programs that will improve their academic knowledge and skill capacity

Strategy 1.1.5 Making bilateral/plurilateral agreements that will turn into scientific bridges

Strategy 1.1.6 Encouraging the employment of researchers that have experiences in a foreign country

Strategy 1.1.7 Making regulations that will incentivize instructors to gain research experience in abroad at least for three months

STRATEGIC GOAL 1.2

Improvement of physical and operational infrastructure related to research and innovation

Strategy 1.2.1 Expanding the printed and electronic source capacity in the reading hall of the faculty

Strategy 1.2.2 Encouraging the purchase of package programs which are used for research purposes through projects

Strategy 1.2.3 Updating and publishing the scope of the incentive directive by activating the research incentive system

Strategy 1.2.4 Increasing the activity of periodical publications of the faculty

STRATEGIC GOAL 1.3

Improvement of scientific and innovative outputs that creates added value

Strategy 1.3.1 Developing support mechanisms that are compatible with the off-institution support programs

Strategy 1.3.2 Encouraging researchers to increase the SRP applications

STRATEGIC GOAL 1.4

Development of the infrastructure that will support the entrepreneurship

Strategy 1.4.1 Developing entrepreneurship certificate programs

Strategy 1.4.2 Encouraging participation to off-institution entrepreneurship certificate programs

Strategy 1.4.3 Developing regulatory mechanisms that will ensure the integration of entrepreneurship courses, which are accredited by small and medium industry development organization, to the instructional plan

STRATEGIC GOAL 2

IMPROVEMENT OF THE QUALITY OF EDUCATION AND TRAINING

The Faculty of Business is an institution that provides association but also differentiation between the Faculty departments, which are always improved with our deep-rooted history,

qualified instructor staff, current requirements and contemporary expectations, that makes reconciliation possible and that is student-centered with its education programs supporting to take courses from the other units of the University.

For a long time, we are extensively making an effort to offer nationally and internationally high-quality education.

The Faculty of Business accepts sustainability as a priority in the improvement of the quality of education and training. With the education concept that is adopted and the studies that create value, in line with the vision of being one of the nationally and internationally recognized institutions the Faculty focuses on the strategies that will improve students' interdisciplinary skills.

Independent from time and space and with the technology-based learning management system, the Faculty aims to improve the quality of the education-training programs. Also, it places great importance to the improvement of the contemporary education environment and enrichment of this environment with digital opportunities for information access.

Under the framework of its internationalization goal with the help of the Dokuz Eylül University Rectorate, the Faculty has expanded its geographical reach with Erasmus+ Program that is directed at the European higher education institutions, with Mevlana Exchange Program that is directed at the non-European higher education institutions, and with Turkish Scholarships Program. In relation with the goal of improvement of the quality of education and training programs, in the 2016-2020 planning period, the Faculty of Business is determined to internationalize itself with the strategy of developing mutual and dual programs with its international partners.

In line with the goal of improving the students' eagerness and capacity to learn, the Faculty of Business develops strategies, which prioritize the improvement of students' adaptation to the institution, sense of belonging and commitment, the preparation of students' to the work-life by providing social and cultural activities, internship opportunities, and the introduction of the qualified human resource potential to the business world in order to graduate the students at an adequate level in their related fields and to improve their employability.

STRATEGIC GOAL 2.1

Making the Faculty of Business more appealing for more qualified students

Strategy 2.1.1 Increasing the activities of the Alumni Office in order to form a long term bond with the potential students

Strategy 2.1.2 Increasing the activities to introduce the Faculty of Business to the secondary education institutions

Strategy 2.1.3 Organizing special introduction events with the participation of successful alumni

Strategy 2.1.4 Participating to university introduction fairs

Strategy 2.1.5 Increasing the visibility of the events via social media

STRATEGIC GOAL 2.2

Improvement of the quality of the education and training programs

Strategy 2.2.1 Accreditation of the education programs

Strategy 2.2.2 Establishment of new curriculums that are compatible with the current expectations and requirements

Strategy 2.2.3 Increasing the number of courses that are supported by the technology-based learning management system

Strategy 2.2.4 Increasing the effectiveness of the distance education programs within the context of graduate and postgraduate education

Strategy 2.2.5 Diversification of the minor/double major programs in order to improve interdisciplinary learning skills

Strategy 2.2.6 Improving the opportunities for students to take courses from different departments in order to enhance interdisciplinary skills

Strategy 2.2.7 Increasing the effectiveness of the national exchange programs

Strategy 2.2.8 Increasing the effectiveness of the international exchange programs

Strategy 2.2.9 Developing the international mutual/dual diploma programs and increasing their effectiveness

Strategy 2.2.10 Domestic and foreign quality assurance applications in order to improve the education within the scope of National Qualifications Framework For Higher Education In Turkey

STRATEGIC GOAL 2.3

Improvement of the teaching qualifications of the instructors

Strategy 2.3.1 Encouraging instructors to participate in the training of the trainer programs

Strategy 2.3.2 Encouraging instructors to participate in the training programs as trainers in which the instructors are in collaboration with the industry

Strategy 2.3.3 Giving feedbacks to the instructors about the course evaluations within the scope of constant improvement of education

STRATEGIC GOAL 2.4

Improvement of the education infrastructure

Strategy 2.4.1 Improving the technological hardware in classrooms

Strategy 2.4.2 Improving the physical environment of the Faculty reading hall

STRATEGIC GOAL 2.5

Improvement of the students' eagerness and capacity to learn

Strategy 2.5.1 Activation of orientation programs that aims to ease the adaptation of new students

Strategy 2.5.2 Improving internship opportunities by taking actions that will prepare the students to work life

Strategy 2.5.3 Organizing orientation programs that aim the increase in the library use and improvement of literacy skills

Strategy 2.5.4 Developing mechanisms that support the student clubs and increasing their effectiveness

Strategy 2.5.5 Giving students carrier consultancy, coaching and mentoring support by activating carrier development services

Strategy 2.5.6 Increasing the effectiveness of training by diversifying the work-life preparation training activity

STRATEGIC GOAL 3

IMPROVEMENT OF THE INTERACTIONS WITH THE DOMESTIC AND FOREIGN PARTNERS AND SERVICE QUALITY

With reference to its deep-rooted institutional history, the Faculty of Business places “the Spirit of Being from Faculty of Business” to the center of the strategies that aim to improve interactions with the domestic partners. The Faculty, which does not limit its understanding of being student-centered only with academic improvements, improves the life quality of the students with the social, cultural and sports activities. One of the fundamental goals of the Faculty of Business is to improve collaboration with its alumni on whom it focuses as a priority partner for the improvement of institutional reputation and "the Spirit of Being from Faculty of Business".

The strategies, which are developed within the framework of the goal to strengthen the sense of belonging of the academic and administrative staff, are not only limited to the improvement of the quality of the working conditions, and service, but also the mechanisms that focus on the strengthening of the communication and collaboration between the domestic partners are being prioritized.

The Faculty of Business aims to turn the information it produces into mutual sharing with respect to social responsibility and social sensitivity.

STRATEGIC GOAL 3.1

Improvement of the reputation of the Faculty of Business

Strategy 3.1.1 Strengthening the institutional identity by designing a holistic communication strategy

Strategy 3.1.2 Increasing the effectiveness of the relations with the media

Strategy 3.1.3 Updating the Faculty access website in a way that it will meet the recent requirements

STRATEGIC GOAL 3.2

Improvement of in-institution communication collaboration, and the sense of belonging of the domestic partners

Strategy 3.2.1 Organizing orientation programs which are directed to the domestic partners that have recently joined the institution

Strategy 3.2.2 Organizing social activities that will strengthen the communication between

the instructors

Strategy 3.2.3 Developing mechanisms that will provide in-faculty communication

STRATEGIC GOAL 3.3

Improvement of the service quality for the students

Strategy 3.3.1 Improving the resting areas that are available for the students

Strategy 3.3.2 Improving the studying areas that are available for the students

STRATEGIC GOAL 3.4

Improvement of the working conditions of the academic and administrative staff

Strategy 3.4.1 Renovating the work environment of the academic and administrative staff with the contemporary systems and new technologies

Strategy 3.4.2 Improving the effectiveness of the infrastructure possibilities and support services that are presented to the academic and administrative

Strategy 3.4.3 Taking initiatives to improve the copyrights and social rights of the academic and administrative

STRATEGIC GOAL 3.5

Improving the interactions with the alumni

Strategy 3.5.1 Strengthening the face to face communication with the alumni through Alumni Office and activating the alumni tracking system

Strategy 3.5.2 Uniting the alumni and faculty members through annually organized "Welcome Home" and "Career Meet-Up" events, which are organized in order to improve the communication between the alumni and the students and the Spirit of Being from the Faculty of Business

STRATEGIC GOAL 3.6

Improvement of the actions, which are focused on sustainability in order to contribute to the life quality of the domestic and foreign partners, and effectiveness of the community-centered services

Strategy 3.6.1 Developing a central mechanism which will enable the academic units to organize a regular event in their respective fields in order to raise the awareness of the public

Strategy 3.6.2 Diversification of lifelong learning programs and increasing their effectiveness

Strategy 3.6.3 Encouraging the collaboration between the NGOs and the Faculty units and increasing its effectiveness

Strategy 3.6.4 Making community-oriented events such as panels, conferences, and seminars, etc. possible

Strategy 3.6.5 Improving the project partnership with the public institutions

Strategy 3.6.6 Popularizing social responsibility and public awareness oriented courses (diversification management, awareness towards disabled, sign language, social gender equality, etc.) in the curriculum

Strategy 3.6.7 Directing students towards social/communal subject especially in graduate level project

PERFORMANCE INDICATORS

STRATEGIC GOAL 1: IMPROVEMENT OF THE SCIENTIFIC AND INNOVATIVE CAPACITY

STRATEGIC GOAL 1.1

Improvement of the academic skill and ability to do quality and effective research capacity of the human resource

Performance Indicators	Measurement Unit of the Indicator	
The number of meetings that will improve the Faculty's competitiveness in the research field	The number of meetings	At least once a year
The number of participants to the training programs that will improve the Faculty's competitiveness in the research field	The number of participants	Annual 3% increase
The number of orientation programs that aims to introduce the education and research infrastructure of the Faculty to the new researchers	The number of orientation programs	(If there is any newcomers) 1 in every semester
The number of mutual/dual collaborations which will function as a science bridge	The number of collaborations	At least 3 in a year
The number of national publications per instructor (article/paper/book)	The number of national publications/instructors	Annual 1% increase
The number of international publications per instructor (article/paper/book)	The number of international publications/instructors	Annual 1% increase
The number of instructors with at least three months of foreign experience	The number of instructors	At least 1

STRATEGIC GOAL 1.2

Improvement of the physical and operational infrastructure of research and innovation

Performance Indicators	Measurement Unit of the Indicator	
The number of printed sources in the reading hall of the Faculty	The number of printed sources	Annual 5% increase
The number of package programs that aim to increase purchases for research	The number of package programs	3 in five years
The number of instructors who are benefitting from incentives	The number of instructors	Annual 1% increase

STRATEGIC GOAL 1.3

Increasing the scientific and innovative outputs that add value

Performance Indicators	Measurement Unit of the Indicator	
The number of externally supported national projects application/acceptance	The number of projects and the number of project acceptance	Annual 1% increase
The number of externally supported international projects application/acceptance	The number of projects and the number of project acceptance	Annual 1% increase

STRATEGIC GOAL 1.4

Development of the infrastructure that will support entrepreneurship

Performance Indicators	Measurement Unit of the Indicator	
The number of entrepreneurship certificate programs	The number of programs	Once a year
The number of participants to the entrepreneurship certificate programs	The number of participants	Annual 1% increase
Institutionally accredited entrepreneurship course	The number of courses	2 courses in five years
The number of students that are taking the institutionally accredited entrepreneurship course	The number of students	Annual 1% increase

STRATEGIC GOAL 1.5

Improvement of proactive role and visibility in the determination of national and international scientific and innovative policies

Performance Indicators	Measurement Unit of the Indicator	
The number of instructors that are one of the members of the boards of the scientific institutions and organizations	The number of instructors	5 membership
The number of instructors that are a member of the scientific institutions and organizations	The number of instructors	1% increase

STRATEGIC GOAL 2 IMPROVEMENT OF THE QUALITY OF EDUCATION AND TRAINING

STRATEGIC GOAL 2.1

Encouraging more qualified students to choose Dokuz Eylül University

Performance Indicators	Measurement Unit of the Indicator	
The number of students who enrolled in our university as their first choice	The number of students	Annual 2% increase
The number of students who enrolled in our university as their top five choice	The number of students	Annual 2% increase
The number of secondary education institution to which the University is introduced	The number of institution	Annual 5% increase

STRATEGIC GOAL 2.2

Improvement of the quality of the education-training programs

Performance Indicators	Measurement Unit of the Indicator	
The number of programs that are being accredited	The number of programs	4 programs in five years
The number of revised instructional plans	The number of instructional plans	1 program/department in a year
The number of new courses	The number of courses	1 course/department in five years
The number of courses which is supported by the technology-based learning management system	The number of courses	1 course/department in five years
The satisfaction level of the minor/double major common programs	Quintuplet scale	Annual 2% increase
The courses in the instructional plan which can be taken from other departments	Percentage	%2 increase
Elective courses in the instructional plan	Percentage	%2 increase
The number of students who come with the education movement of the ERASMUS international exchange program	The number of students	Annual 3% increase
The number of students who go with the education movement of the ERASMUS international exchange program	The number of students	Annual 1% increase

The number of students who come with the education movement of the MEVLANA international exchange program	The number of students	Annual 2% increase
The number of students who go with the education movement of the ERASMUS international exchange program	The number of students	Annual 1% increase

STRATEGIC GOAL 2.3

Improvement of the teaching qualifications of the instructors

Performance Indicators	Measurement Unit of the Indicator	
The number of training of the trainer programs	The number of programs	2 programs a year
The number of instructors who participate in the training of the trainer programs	The number of instructors	Annual 1% increase
The number of programs that aims the introduction and use of the education-training technology opportunities	The number of programs	2 programs a year
The number of instructors who participate in the education-training technology opportunities programs	The number of instructors	Annual 1% increase
The evaluation results of the instructors who give graduate level courses	Quintuplet scale	2% improvement

STRATEGIC GOAL 2.4

Improvement of the education-training infrastructure

Performance Indicators	Measurement Unit of the Indicator	
The satisfaction level of the students regarding the education-training infrastructure opportunities	Quintuplet scale	2% increase
The satisfaction level of the students regarding the reading hall opportunities	Quintuplet scale	2% increase
The satisfaction level of the students regarding the computer laboratory opportunities	Quintuplet scale	2% increase

STRATEGIC GOAL 2.5

Improvement of the students' eagerness and capacity to learn

Performance Indicators	Measurement Unit of the Indicator	
The number of students who attend the orientation	The number of students	Total
The students who did an internship at a national level	The number of students	Annual 1% increase
The students who did an internship at an international level	The number of students	Annual 1% increase
The satisfaction level regarding the internship support services	The number of negative feedbacks	Annual 1% decrease

The number of events per a student club or society	The number of events	7% increase
The satisfaction level of the students regarding the carrier development services	Quintuplet scale	Annual 2% increase
The number of courses/modules that aims preparation to work life	The number of courses	One course
The number of students who benefit from preparatory courses	The number of students	Annual 2% increase

STRATEGIC GOAL 3.1

Improvement of the reputation of the Faculty of Business

Performance Indicators	Measurement Unit of the Indicator	
The satisfaction level of the academic staff regarding the institution culture	Quintuplet scale	Annual 2% increase
The satisfaction level of the administrative staff regarding the institution culture	Quintuplet scale	Annual 2% increase
The number of news related to the institution in social media/press	The number of news	5% increase
The number of access page visitors	The number of visitors	10% increase

STRATEGIC GOAL 3.2

Improvement of in-institution communication collaboration, and the sense of belonging of the domestic partners

Performance Indicators	Measurement Unit of the Indicator	
The satisfaction level of the academic staff regarding in-institution communication	Quintuplet scale	1% increase
The satisfaction level of the administrative staff regarding in-institution communication	Quintuplet scale	1% increase
The satisfaction level of the academic staff regarding the social opportunities	Quintuplet scale	1% increase
The satisfaction level of the administrative staff regarding the social opportunities	Quintuplet scale	1% increase

STRATEGIC GOAL 3.3

Improvement of the service quality for the students

Performance Indicators	Measurement Unit of the Indicator	
The satisfaction level of the students regarding the available service	Quintuplet scale	Annual 1% increase
The satisfaction level regarding financial support and scholarship	Quintuplet scale	Annual 1% increase

STRATEGIC GOAL 3.4

Improvement of the working conditions of the academic and administrative staff

Performance Indicators	Measurement Unit of the Indicator	
The satisfaction level of the academic staff regarding the infrastructure opportunities and support services	Quintuplet scale	Annual 2% increase

The satisfaction level of the administrative staff regarding the infrastructure opportunities and support services	Quintuplet scale	Annual 1% increase
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STRATEGIC GOAL 3.5

Improving the interactions with the alumni

Performance Indicators	Measurement Unit of the Indicator	
The number of alumni contacted through the alumni office	The number of alumni	Annual 2% increase
The number of filled Alumni Information Forms	The number of information forms	Annual 1% increase

STRATEGIC GOAL 3.6

Improvement of the actions, which are focused on sustainability in order to contribute to the life quality of the domestic and foreign partners, and effectiveness of the community-centered services

Performance Indicators	Measurement Unit of the Indicator	
The number of lifelong training programs	The number of programs	Annual 1% increase
The number of participants to the lifelong training programs	The number of participants	Annual 1% increase
The number of events community-oriented (panels, conferences, and seminars, etc.)	The number of events	Annual 1% increase
The number of public institutions with which we collaborate	The number of institutions	Annual 1% increase
The number of courses related to social responsibility and communal awareness	The number of courses	At least 1 course/program
The number of NGOs with which we collaborate	The number of NGOs	10 organization in five years

DOKUZ EYLÜL UNIVERSITY FACULTY OF BUSINESS

2016-2020 STRATEGIC PLAN SWOT TABLE

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Highly intellectual capital; strong academic and administrative staff 	<ul style="list-style-type: none"> Administration and transportation problems because of the multiple campuses
<ul style="list-style-type: none"> An institutional understanding that is transparent, fair, compatible, attendant and protective of the copyright 	<ul style="list-style-type: none"> Insufficient financial resources
<ul style="list-style-type: none"> A deep-rooted and strong institutional structure 	<ul style="list-style-type: none"> The lack of Indexed Publication in certain fields
<ul style="list-style-type: none"> Different specialties 	<ul style="list-style-type: none"> The insufficient social life areas
<ul style="list-style-type: none"> Open-minded, democratic and peaceful workplace 	<ul style="list-style-type: none"> The insufficient financial resources for academic and scientific meetings
<ul style="list-style-type: none"> The effectiveness of sociocultural events 	<ul style="list-style-type: none"> The lack of national and international PR and introduction
<ul style="list-style-type: none"> The positive image in the public eye 	<ul style="list-style-type: none"> Different locations of the rectorate units
<ul style="list-style-type: none"> Social awareness 	<ul style="list-style-type: none"> The lack of focused themes
<ul style="list-style-type: none"> Education up to international and EU standards (ECTS and Diploma) 	<ul style="list-style-type: none"> The fact that the Practice Hotel is closed to the applied courses

<ul style="list-style-type: none"> The strong infrastructure of graduate and postgraduate education 	<ul style="list-style-type: none"> The fact that the spring fest is not held anymore
<ul style="list-style-type: none"> Rich library opportunities and diversity of databases 	
<ul style="list-style-type: none"> Double major and minor programs 	
<ul style="list-style-type: none"> The diversity of scientific publications 	
<ul style="list-style-type: none"> Effective hosting for national and international meetings 	
<ul style="list-style-type: none"> Good relations with trade associations and institutions 	
<ul style="list-style-type: none"> Agreements with the international universities, double diploma and capacity to internationalization 	

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Being in Izmir (The historic and cultural wealth of the city, and quality) 	<ul style="list-style-type: none"> Limitations of the related legislation, frequent changes, and strict bureaucracy
<ul style="list-style-type: none"> The increase in support and opportunities for national and international projects 	<ul style="list-style-type: none"> Determination of student quotas without any plan
<ul style="list-style-type: none"> The increase in the support and collaboration requests of industry and NGOs 	<ul style="list-style-type: none"> The competition to draw qualified staff away in the private sector and brain drain
<ul style="list-style-type: none"> The presence of innovative and entrepreneurial movements 	<ul style="list-style-type: none"> The lack of consultations with the universities regarding the determination of university-related local and national policies
<ul style="list-style-type: none"> Proximity to industry and free trade zones 	<ul style="list-style-type: none"> The inefficacy of pre-university education
<ul style="list-style-type: none"> Improvement of Turkish education and science policies 	<ul style="list-style-type: none"> The employment problem of the graduates
<ul style="list-style-type: none"> The capacity for distant education and an increase in the demand for it 	<ul style="list-style-type: none"> The insufficiency of the instructor salaries
<ul style="list-style-type: none"> The occupational positions of the graduates 	
<ul style="list-style-type: none"> The internationalization policy of the Council of Higher Education 	
<ul style="list-style-type: none"> The increase in the cooperation between the universities (The existence of Izmir Universities Platform) 	

Partners

Table 1: DEU Faculty of Business PARTNER TABLE FOR 2016-2020 STRATEGIC PLAN

PARTNERS		Employees	Service Receiver	Main Partner	Strategic Partner
Students	Domestic		*	*	
Academic Staff	Domestic	*	*	*	
Administrative Staff	Domestic	*		*	
DETTO/DEPARK	Domestic	*		*	
The Council of Higher Education	Foreign			*	
Student Selection And Placement Center	Foreign			*	
Ministry Of Finance	Foreign			*	
Ministry Of Health	Foreign			*	
Ministry Of Labor And Social Security	Foreign			*	

Ministry Of Science, Industry, And Technology	Foreign			*	
Ministry Of Education	Foreign			*	
Court Of Accounts	Foreign			*	
Judicial Bodies	Foreign			*	*
Ministry Of Development	Foreign			*	
State Personnel Administration	Foreign			*	
TÜBİTAK-TÜBA	Foreign				*
Trade Associations	Foreign		*		*
Governorate	Foreign		*		*
Local Administrations	Foreign		*		*
NGOs	Foreign		*		*
Domestic Universities	Foreign		*		*
Foreign Universities	Foreign		*		*
Other Public Institutions	Foreign		*		*
EU Units	Foreign				*
National and International Research Centers	Foreign				*
Employers	Foreign		*		*
Media Organs	Foreign				*
Alumni	Foreign				*
Parents	Foreign		*		
Suppliers	Foreign			*	
Izmir Development Agency	Foreign		*		*
Other Domestic and Foreign Agencies	Foreign		*		*
International Institutions And Organizations	Foreign		*		*

Short Information about Higher Education Law No 2547

The authority, duties, and responsibilities of the higher education institutions are regulated by Article 130 of the Constitution of the Republic of Turkey and Higher Education Law No 2547.

As stated in the constitution, the Higher Education institutions are defined as institutions, which do academic and scientific researches, publications and consultation based on the secondary education in order to raise human power suitable to the needs of the nation and the country in an order based on the contemporary education-training principles and which have legal personality consisting of various units and scientific autonomy.

In the Higher Education Law No 2547 a university is defined as a higher education institution, which has scientific autonomy, and legal personality and does academic and scientific researches, publications and consultation at a high level and which is consist of faculty,

institute, academy and quasi-institutions and units, and the purpose, principles of higher education and the responsibilities of the higher education institutions are defined as follows.

The Purpose of Higher Education:

In the 4th Article titled “Purpose” of the Higher Education Law No 2547, the purpose of the Higher Education is defined. According to this regulation, the purpose of higher education is;

- a. To raise students as citizens who;
 - (1) Are In the direction of Atatürk’s principles and reforms, dependent on Atatürk’s nationalism,
 - (2) Have the national, moral, humanitarian, spiritual and cultural values of the Turkish nation, and are honored, and happy to be Turk,
 - (3) Hold the benefit of the people above his/her own interests, and are filled with love for his/her country,
 - (4) Know his/her duties and responsibilities toward the Turkish Republic and behave accordingly,
 - (5) Have free and scientific power of thinking, and a wide word-view and respect human rights
 - (6) Balanced and healthy in terms of body, mind, spirit, morals, and emotions,
 - (7) Help the development of the country and meet the requirements with his/her interests and skills, and also have the related knowledge, skills, behavior and general culture of an occupation that will provide for his/herself.
- b. To become a constructive, creative and exclusive partner of the contemporary civilization by implementing programs which will contribute to the economic, social and cultural development of the country, in order to increase the welfare and happiness of the Turkish Government as an undividable whole with its country and nation,
- c. To do scientific studies and research at a high level, to produce information and technology, disseminate science data, to support national improvement and development, to become a distinguished member of the science world by collaborating with domestic and foreign institutions, to contribute to the universal and contemporary improvement.

Main Principle:

- a. In line with the Atatürk’s principles and reforms, the students are taught service awareness based on the Atatürk’s nationalism.
- b. Our national culture is protected with our own manners and features and improved based on our customs within the universal culture and the students gain spirit and will power which will strengthen national unity and solidarity.
- c. The academic union principle is protected by taking the features, academic branches and goals of the higher education institutions into consideration.
- d. The short and long term academic plans and programs are prepared and improved according to the scientific and technological principles and the necessities of the country and the region.
- e. The precautions are taken in order to sustain the equality of possibility and opportunity in higher education.
- f. The universities, high technology institutes, faculties, and academies are established in line with the principles and goals of the development plans and programs and within the framework of

the higher education planning based on the view or suggestion of the Council of the Higher Education.

- g. The academies affiliated with the ministries, which educate vocational employees, are established according to the principles set by the Council of Higher Education upon the Decree of the Council of Ministers.
- h. In order to improve the Higher Education institutions, increase their productivity, extend them and make them more common across the country, establishment of the new ones, employment and deployment of instructors in the country and abroad, establishment of balance between production-human power and education, distribution of the resources and specialization power reserved for the higher education, satisfaction of the needs of the county, environment and fields of application in line with the principles and goals of the national education policy and development plans are planned and implemented in a manner that includes organized, common, continuous and open academy.
- i. At higher education institutions, Atatürk's Principles and History of Turkish Revolution, Turkish, and foreign languages are required courses. Moreover, either p.e. course or a fine arts course is given as an elective course. All of these courses are planned and implemented at least for two semesters.