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## QUALITY POLICY

The quality policy of the University of Applied Sciences Velika Gorica is aimed at quality assurance through the constant improvement of both the teaching and business processes and relationships' quality in realistic conditions, which enable the high-quality selection and high standards of the University's students.

The management of the University ensures quality appropriate for the University's strategic objectives. The policy provides the framework for the continuous improvement of the quality assurance system's efficiency. The quality policy is known and understandable to all University stakeholders.

The quality policy is periodically audited through the evaluation of the University Management of the quality management system based on the ISO 9001:2015 standard, internal audit report in accordance with the ESG standards and the external independent periodic audit.

The quality policy is implemented through:

- ✓ clearly defined objectives and standards of the development of the quality system in strategic and planning documents
- ✓ constant engagement in the implementation, evaluation, and revision of the quality system in the organization of all organizational units of the University, as well as the students and external stakeholders
- ✓ continuous improvement of the study programmes and lifelong learning programmes in line with labour market needs and based on the latest professional developments, technologies, and scientific-research work
- ✓ continuous improvement of the teaching process through the use of new technologies, digital tools and student-centred teaching
- ✓ continuous advancement of teaching and non-teaching staff, by encouraging and monitoring their work and professional development
- ✓ meeting the requirements for the improvement and enhancement of the teaching process set by the teachers, students, and all other stakeholders for the realisation of quality objectives
- ✓ motivating the staff, associates, students, and all stakeholders to adopt a responsible and creative approach to work obligations in order to realize strategic objectives and develop human potentials
- ✓ motivating and including students in the work and development of the University
- ✓ establishment of partnerships with external institutions and business entities upon which the efficiency of the teaching process depends, as well as the development and maintenance of good relations with state institutions
- ✓ promotion of quality culture at all levels of the University
- ✓ promotion of excellence and academic honesty
- ✓ development of the University as a socially responsible higher education institution which contributes to the development of the local community, region, and society
- ✓ promoting the scientific-research work of teachers in cooperation with students and the economy
- ✓ transferring practical knowledge from the business sphere and involving corporations in the teaching process
- ✓ supporting the development of its position as an important higher education institution which maintains and seeks high quality in the field of higher education, implementing lifelong learning and education programmes, as well as the implementation of scientific and professional projects
- ✓ quality improvement in accordance with the ESG standards, the international ISO 9001:2015 standard, legal regulations, and stakeholder requirements
- ✓ rational use of University's resources.



Prof. Tamara Čendo Metzinger, Ph. D.