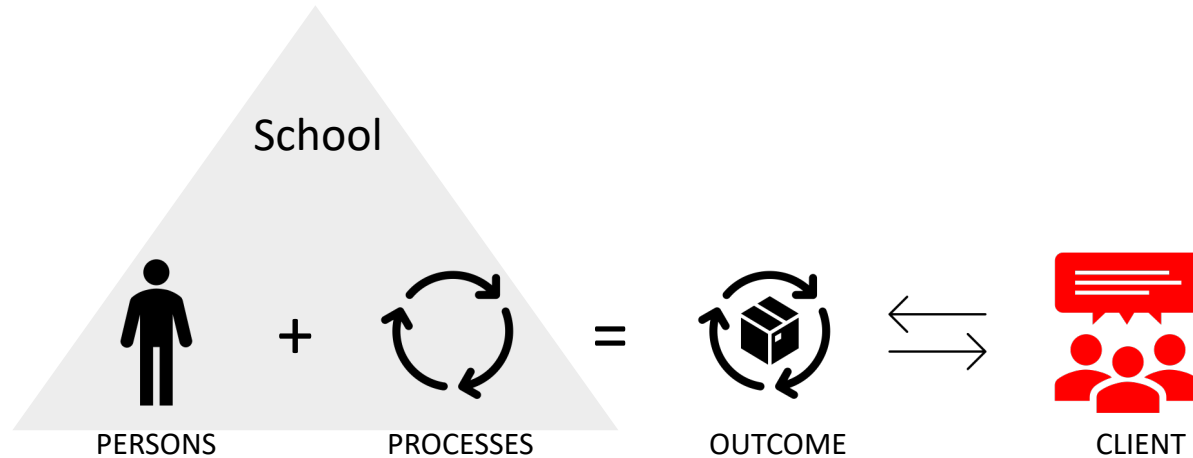


Attributes of learning (teaching) process in universities



What is an outcome?

Who is the Client?

Where to get energy to power the university?

What is process – learning or teaching?

Roles in study process

“Student as Client” concept

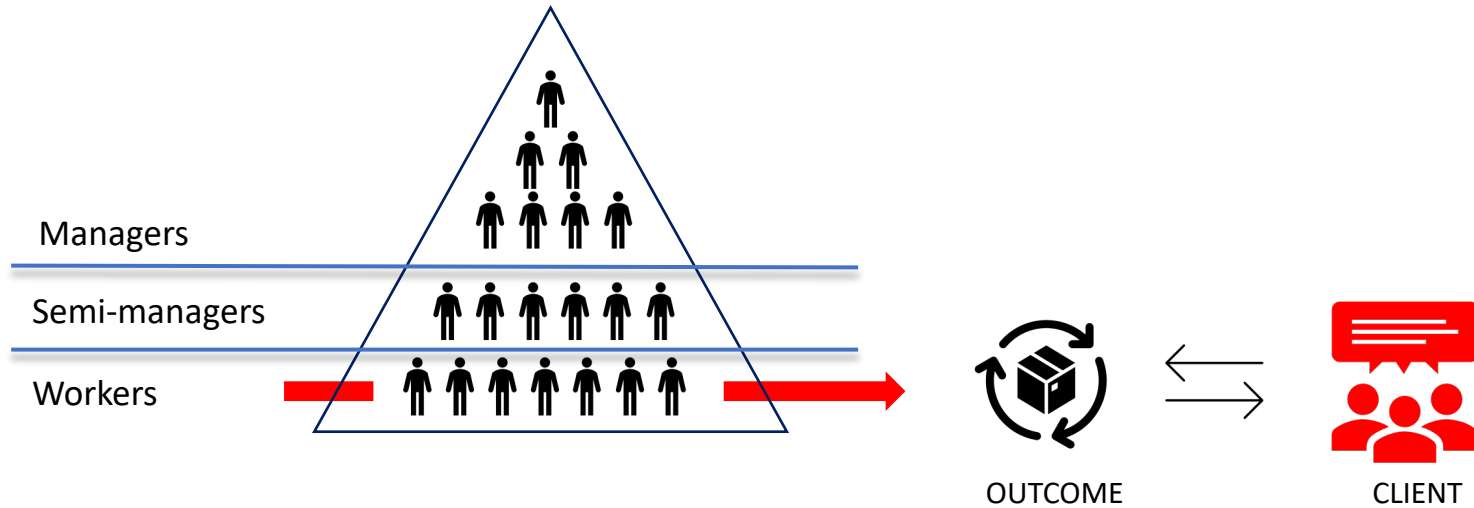
Lifelong learning



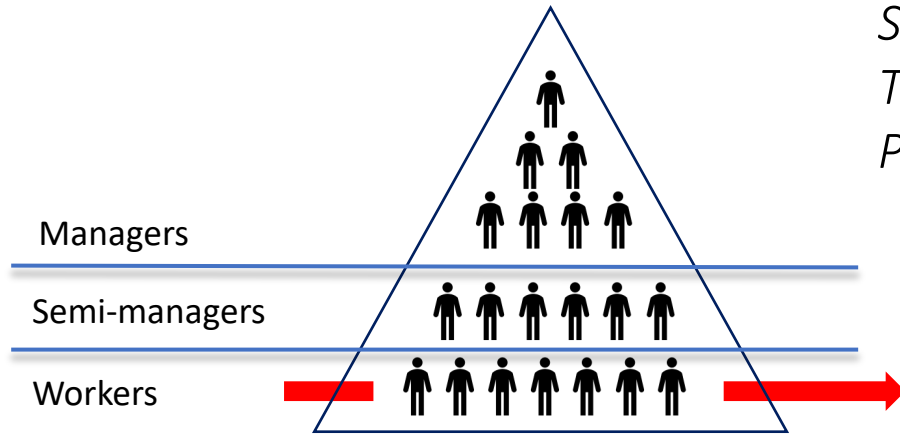
Changing world



Hierarchy and Roles in any organisation



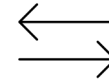
Hierarchy and roles in any organisation



Student - Client or Worker?
Tutor -> Attributes of Semi-manager
Purpose of faculty



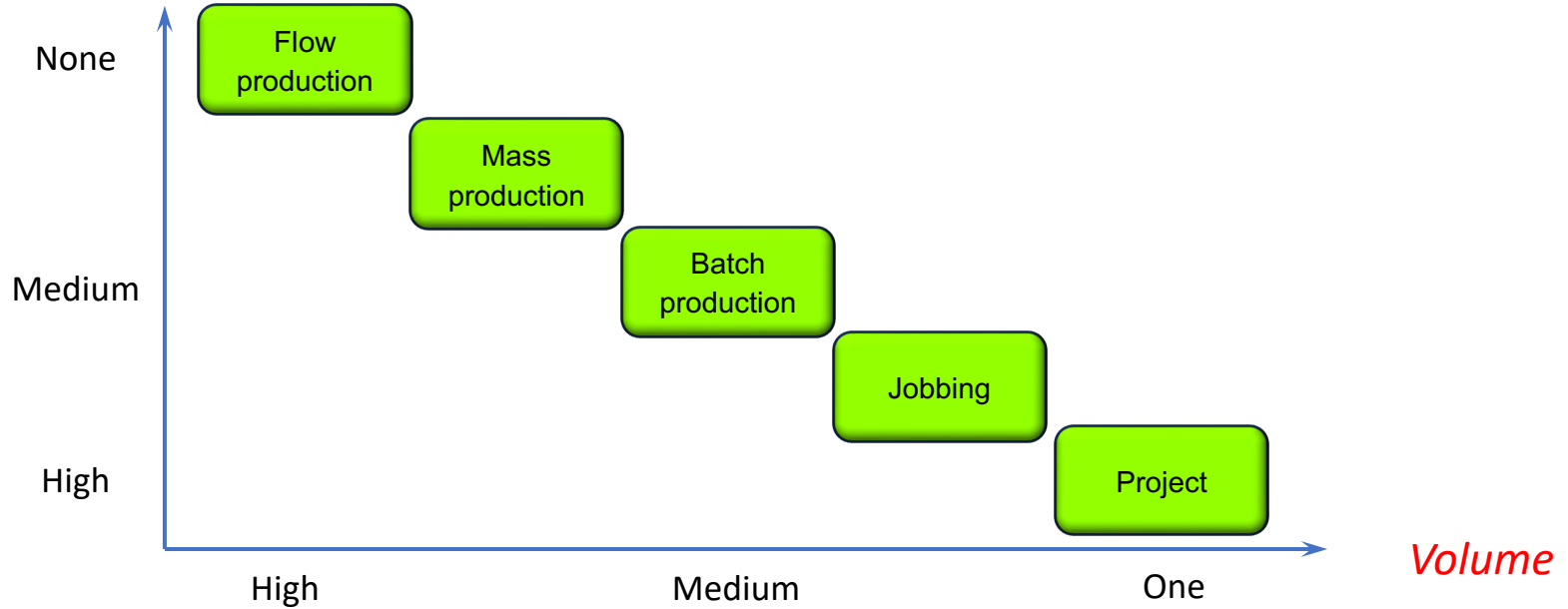
OUTCOME



CLIENT

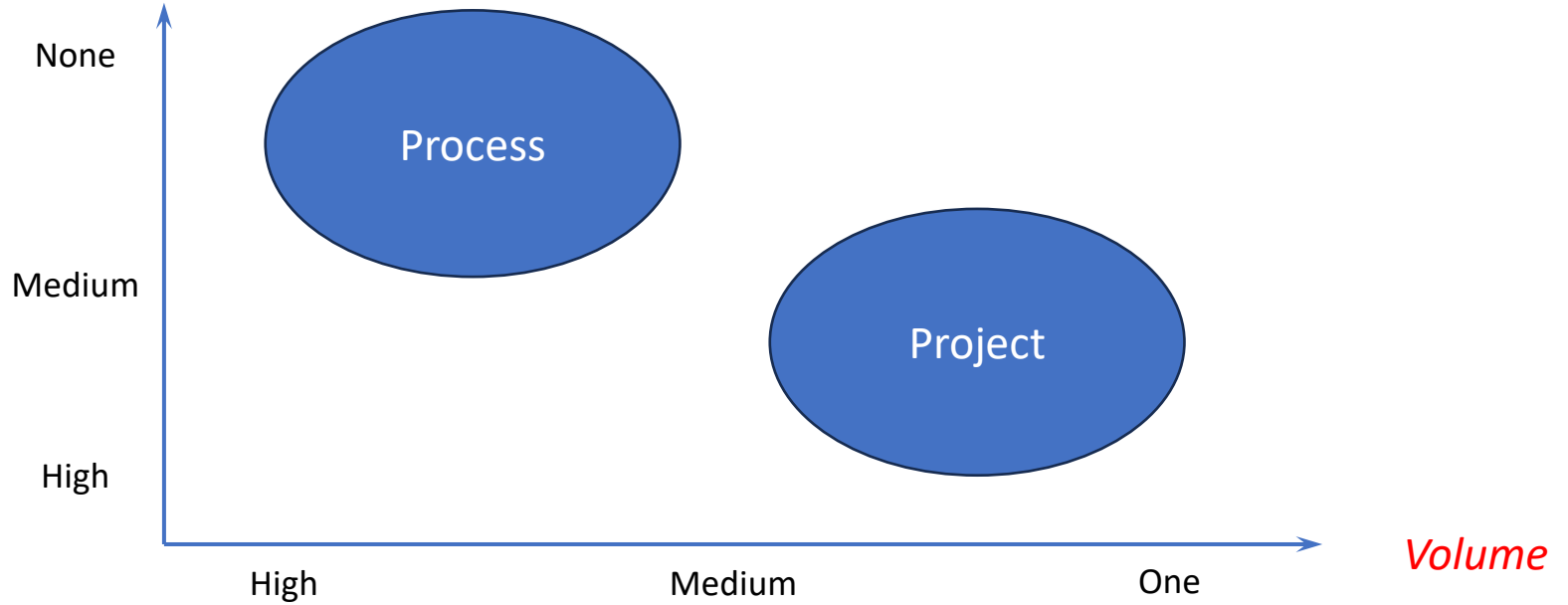
Types of processes

Variation



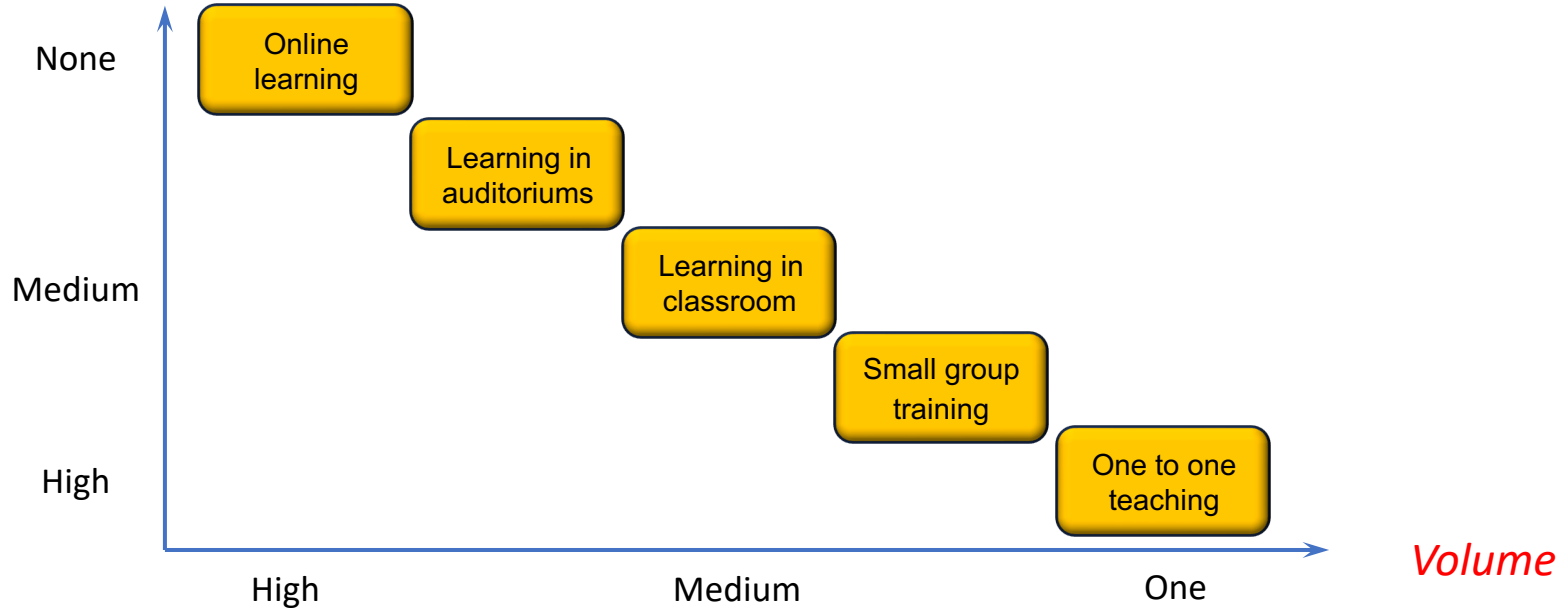
Mindset of adults

Variation

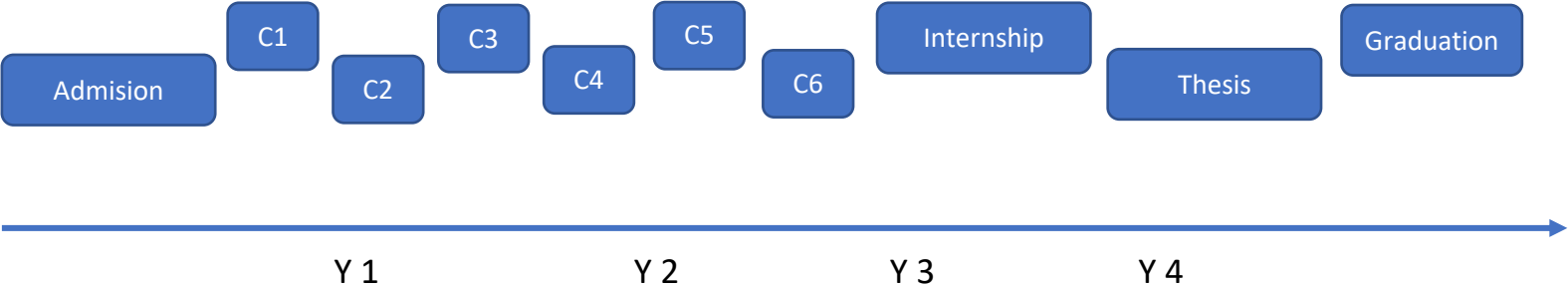


Types of processes in education

Variation



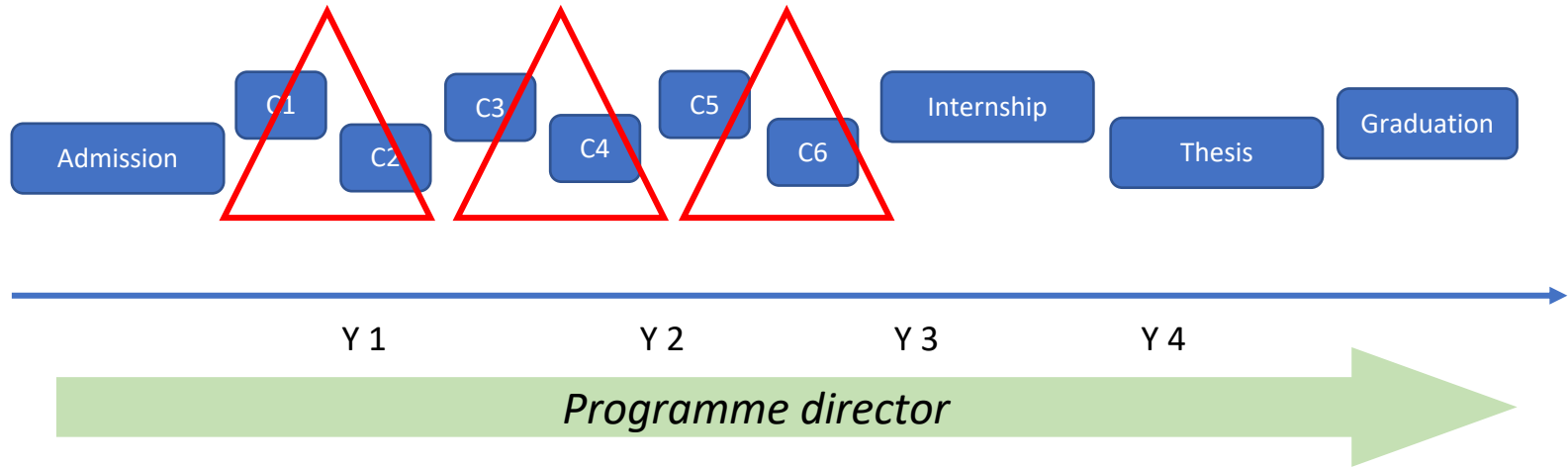
Study process as relay running



Study Year	Study Course	Department	Credits
1	Civil and Environmental Protection	Department of Commerce	3
1	Labor and State Civil Service Law	Department of Law	3
1	Digital Transformation for Sustainable Development	Department of Commerce	3
1	Economics	Department of Commerce	3
1	EU Public Administration	Department of Law	3
1	Ethics in Public Administration	Department of Communication Studies	3
1	Financial Investment Management	Department of Commerce	3
1	Introduction to Statistics	Department of Commerce	3
1	Institutional Security	Department of Law	3
1	Customer-Oriented Organization	Department of Communication Studies	3
1	Strategic Communication Management in the	Department of Communication Studies	3
1	Constitutional Law	Department of Law	3
1	Organization Theory	Department of Commerce	3
1	Risk Management	Department of Commerce	3
1	Public Relations in Public Administration	Department of Communication Studies	3

If various faculties teach the study courses, who is responsible for the curriculum outcome?

Role of Program director



- *Responsibility for admission and outcome of curricula*
- *Selection of course lecturers*
- *Follow-up a student's competence changes during studies – evaluation of courses*
- *Provide and control the study environment / conditions*

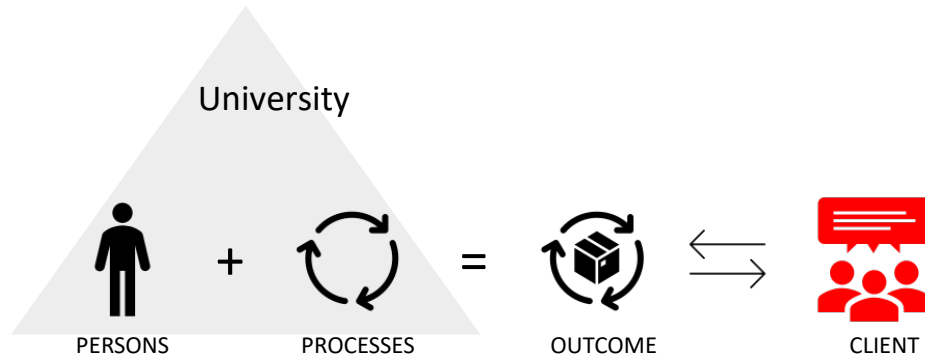
OFINU project challenges – Outcome and Client

Is there a Client?

Involvement of industry?

Valid outcome – diploma or skills?

Criteria to measure success?

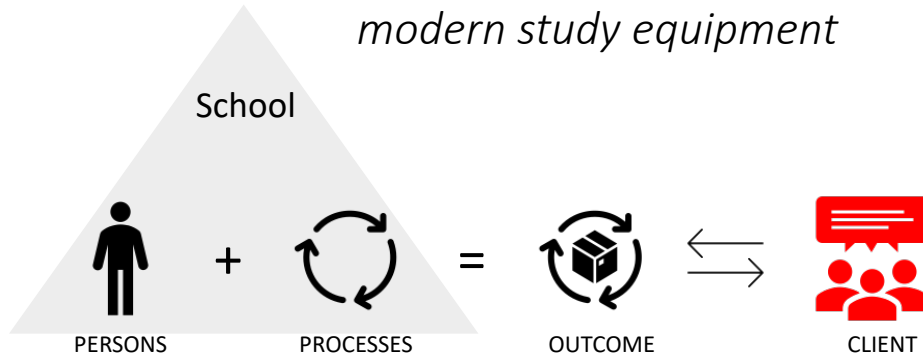


OFINU project challenges – Persons and Processes

Academia as one of the most bureaucratic structures

Full-time students together with external learners – different level of experience and expectations

Seeking synergy between the theory provided by academic staff and the practice presented by business sectors – right course instructor and modern study equipment



We must make science and education a national idea, religion, sport, obsession. We need to invest in it all the effort, money and time. This is only way we survive ...

*The person who **learns the most in any classroom is the teacher!***