

23.7.2024

Author

DESZCZYNSKI, Przemyslaw

Title

Institutional accreditation as an instrument of public relations : the case of Poznan University of Economics

Publication year

2003

Source/Footnote

In: Higher education in Europe. - 28 (2003) 4, S. 461 - 470

Inventory number

17363

Keywords

Ausland : Polen : einzelne Hochschulen ; Akkreditierung ; Prüfungsordnungen :
Wirtschaftswissenschaften

Abstract

In December 2000, five Polish state institutions of higher education in economics established the Foundation for the Promotion and Accreditation of Economics Programmes. Its mission, as stated in its charter, is to improve the quality of economics and management education by disseminating and supporting its best models. This mission takes on particular importance on the eve of the inclusion of Polish higher education institutions into the European Higher Education Area. This article serves as a case study based on the experience of the Poznan´ University of Economics and what it gained from its accreditation in early 2003. (HRK / Abstract übernommen)