



KOZMINSKI UNIVERSITY

# OCTRA project

Recognition in a Global Village

Adam Miziołek  
Kozminski University



# Kozminski University participation in the OCTRA project



# Assumptions in creating information flow by Higher Education Institutions



# University website

## 1. Candidate

- Website
- Subpages



## 2. Students

- Knowledge base
- Student information system



## 3. Staff

- Internal databases
- Dedicated websites
- Student service systems
- National systems



## 4. The „Others”

- ? (Who are they? What are they looking for?)



- Higher Education offer
- Basic information



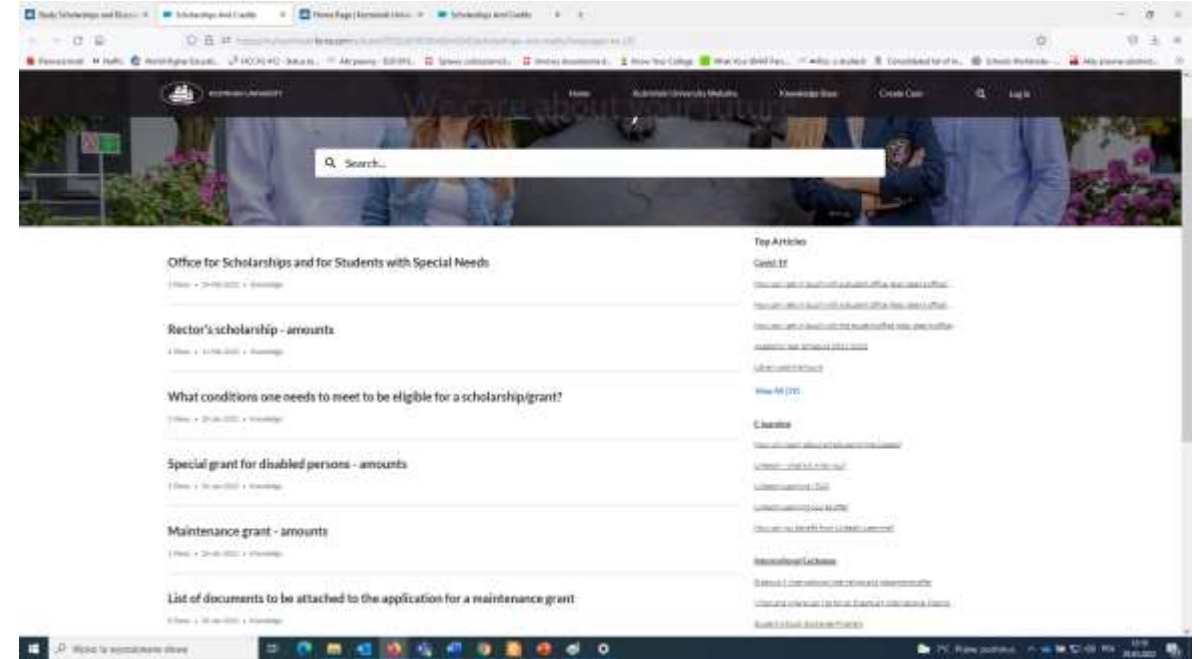
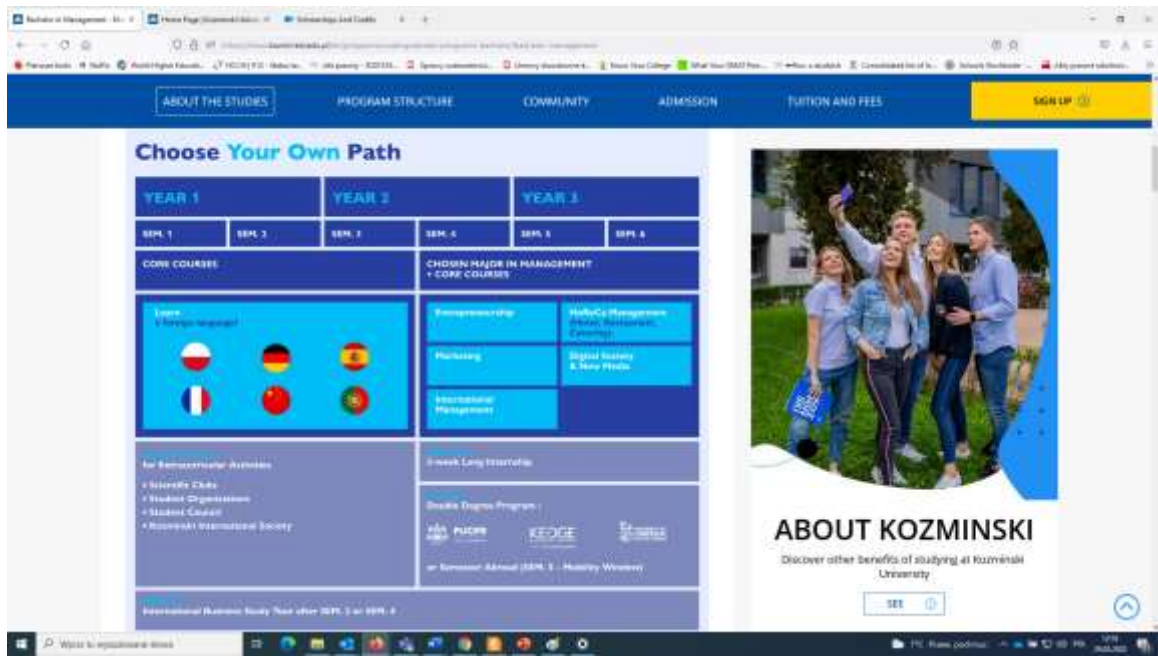
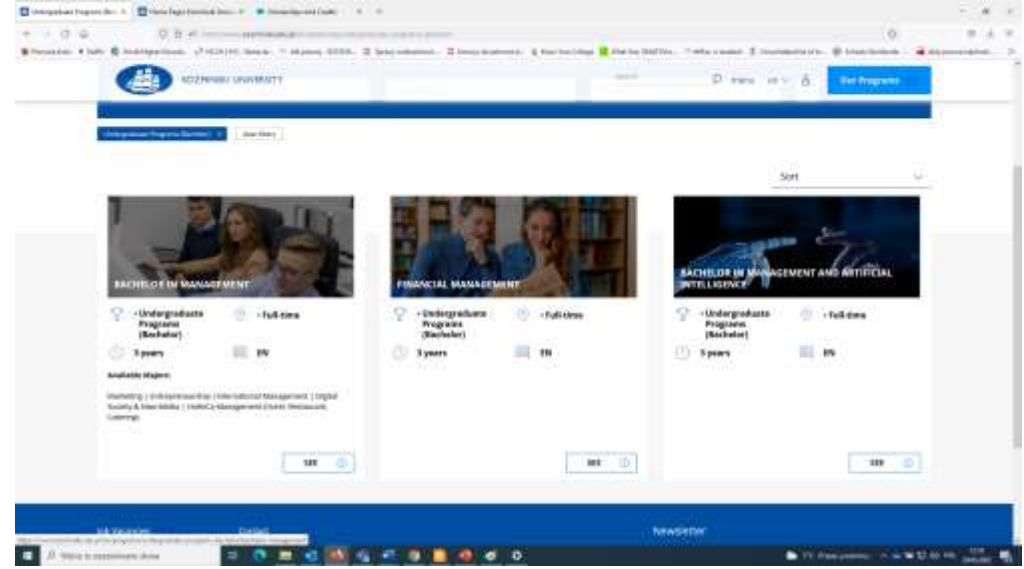
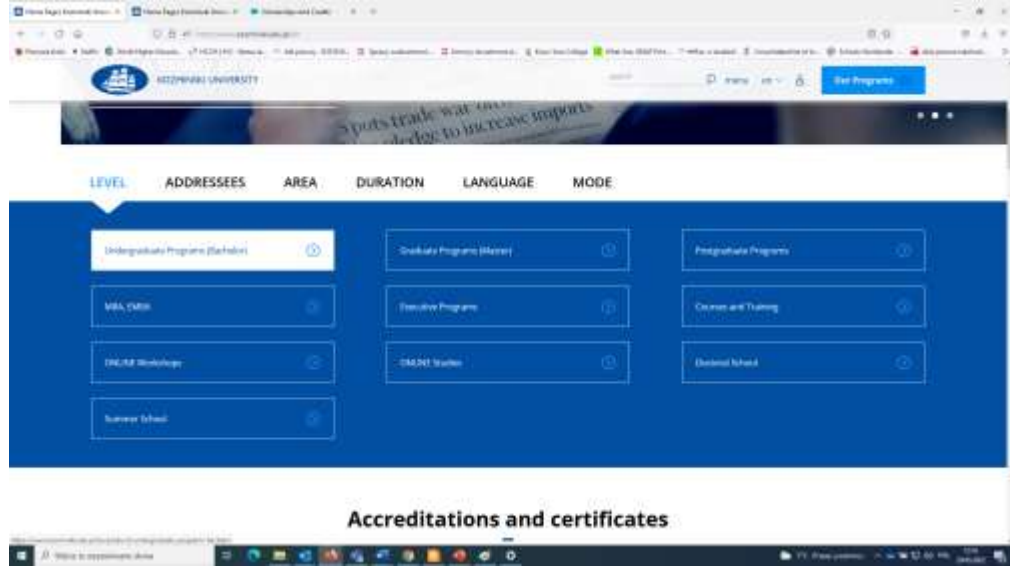
- Dedicated articles
- Detailed information



# Kozminski University as an example

1. Main assumption was the ease of finding the most interesting information to potential student
2. Going down the levels of website, more and more detailed information can be found
3. The information that is valid for the ‚smallest’ groups of people can be found on the bottom levels – knowledge base and „BIP”
4. Information targeted at a candidate is separated from information targeted at current students, graduates and staff.







## ARE YOU AN EMPLOYER? RECRUIT TALENT WITH KOZMINSKI

Make your advertisement seen and get an opportunity to reach KU students with your offer.

Use the quick and convenient recruitment form, which does not require you to log in anywhere or set and remember a password.

After your advert has been posted, you will receive a confirmation e-mail. Your offer will be available to all KU students.

Recruitment form

RECRUIT WITH KOZMINSKI



## A platform with job and internship opportunities

Your job or internship offer will be available to over 8 thousand students of Kozminski University.

Students who can boast not only extensive knowledge but also a range of very specific skills – language skills, business skills, and specialist skills, all thanks to the practice-oriented education they take advantage of at KU.

And thanks to the career platform, they can quickly and easily apply for the jobs and internships you have posted.

Let's talk!

Help with admission



# Why transparency and availability of information is so crucial?







**Production, transportation**

**Partnerships, Unions**

**Education**

**We live in a  
Global Village**

---

# OCTRA project outcome



# „BIP” – Bulletin of public information as the course catalogue

1. About the university
2. Statute of the University
3. By-laws and regulations
4. Ph.D. awarding rights
5. Organizational structure
6. Higher Education programmes
7. Doctoral School information
8. Academic year organisation
9. Diplomas information

The screenshot shows the website for Akademia Leona Koźmińskiego (AL) with the following content:

- Header:** "biuletyn informacji publicznej" and "AKADEMIA LEONA KOŹMIŃSKIEGO".
- Navigation Menu:** Strona główna, Menu użytkownika, O uczelni, Statut uczelni, Regulaminy, Uprawnienia doktorskie i habilitacyjna, Struktura organizacyjna, Publiczne obrony rozpraw doktorskich, Programy studiów, Szkoła doktorska, Organizacja roku akademickiego, Postępowania w sprawie nadania stopnia doktora habilitowanego, Dyplomy.
- Dane teleadresowe:**

ulica	ul. Jagiellońska 59
kod pocztowy	03-301
poczta	Warszawa
miejsowość	Warszawa
województwo	mazowieckie
powiat	Warszawa
telefon	8113061
NIP	5241005438
REGON	010228830
www	<a href="https://www.kozminski.edu.pl">https://www.kozminski.edu.pl</a>
- Godziny otwarcia:**

poniedziałek	-
wtorek	-
środa	-
czwartek	-
piątek	-
- Redakcja BIP:**

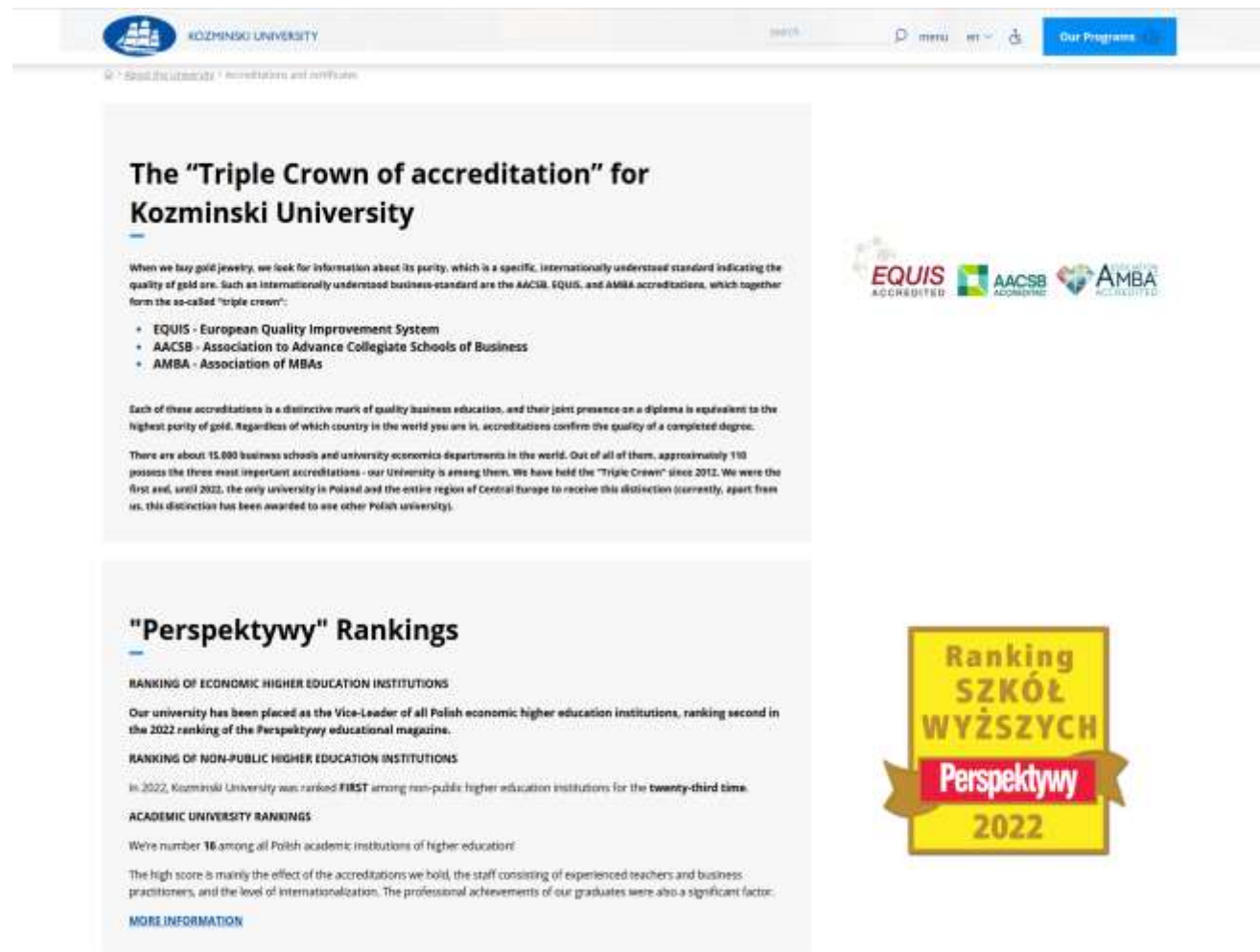
redaktor	brak
----------	------



# KU solution

The solution will offer:

1. General information about Kozminski University, degree awarding rights, accreditations, rankings, diplomas,
2. Information on how to access the „BIP” website of KU, how to use it and how to look for BIP of other universities,
3. General information on Polish system of education,
4. Information on how to access POL-ON and RAD-ON databases, holding important information, like:
  - Accredited universities and programs
  - Doctoral schools
  - Database of Ph.D. graduates and students
5. I'm also working to add detailed overview of Polish higher education regulations.



The screenshot displays the Kozminski University website. At the top, the university's logo and name are visible. The main content area features two sections: "The 'Triple Crown of accreditation' for Kozminski University" and "'Perspektywy' Rankings".

**The "Triple Crown of accreditation" for Kozminski University**

When we buy gold jewelry, we look for information about its purity, which is a specific, internationally understood standard indicating the quality of gold ore. Such an internationally understood business standard are the AACSB, EQUIS, and AMBA accreditations, which together form the so-called "triple crown":

- EQUIS - European Quality Improvement System
- AACSB - Association to Advance Collegiate Schools of Business
- AMBA - Association of MBAs

Each of these accreditations is a distinctive mark of quality business education, and their joint presence on a diploma is equivalent to the highest purity of gold. Regardless of which country in the world you are in, accreditations confirm the quality of a completed degree.

There are about 15,000 business schools and university economics departments in the world. Out of all of them, approximately 110 possess the three most important accreditations - our University is among them. We have held the "Triple Crown" since 2012. We were the first and, until 2022, the only university in Poland and the entire region of Central Europe to receive this distinction (currently, apart from us, this distinction has been awarded to one other Polish university).

**"Perspektywy" Rankings**

**RANKING OF ECONOMIC HIGHER EDUCATION INSTITUTIONS**

Our university has been placed as the Vice-Leader of all Polish economic higher education institutions, ranking second in the 2022 ranking of the *Perspektywy* educational magazine.

**RANKING OF NON-PUBLIC HIGHER EDUCATION INSTITUTIONS**

In 2022, Kozminski University was ranked **FIRST** among non-public higher education institutions for the **twenty-third** time.

**ACADEMIC UNIVERSITY RANKINGS**

We're number **16** among all Polish academic institutions of higher education!

The high score is mainly the effect of the accreditations we hold, the staff consisting of experienced teachers and business practitioners, and the level of internationalization. The professional achievements of our graduates were also a significant factor.

[MORE INFORMATION](#)

Accreditation logos for EQUIS, AACSB, and AMBA are shown on the right side of the page. Below the rankings section, there is a yellow badge that reads "Ranking SZKÓŁ WYŻSZYCH Perspektywy 2022".



# Conclusions and recommendations

1. Very often required information, although available, is dispersed in different places or hidden behind passwords
2. It is worth creating solutions that will assist evaluators by gathering all of the information in one place
3. Transparency is crucial, course catalogues should eventually become a standard for universities
4. The task at hand might be difficult for universities to handle alone, thus it would be highly recommended to integrate course catalogues with national systems or databases, like „BIP”



Thank you for your attention!  
Questions?

