



SZKOŁA GŁÓWNA HANDLOWA W WARSZAWIE
WARSAW SCHOOL OF ECONOMICS

New Customer Demands (Undergraduate degree programs)

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Customer's definition

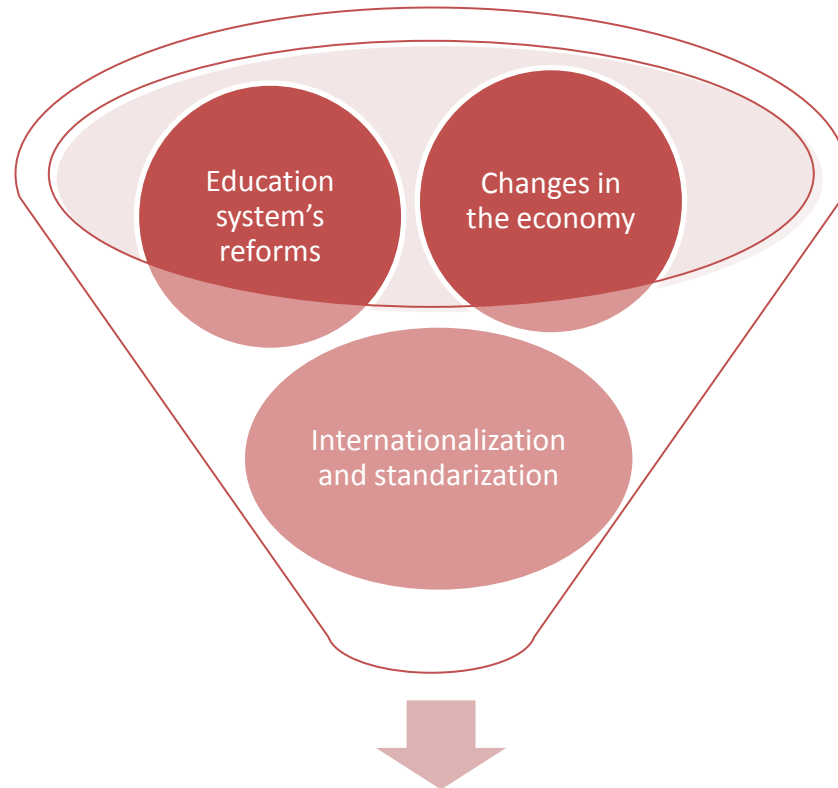
- Recipients or beneficiary of the outputs of work efforts or the purchasers of products and services.
- It can be a person, unit, a department or an entire organisation
- The voice of the customer



Customers' mapping



Sources of demands



Customers' demands



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Student's demands

- Latest knowledge
- Solid working skills
- Sense of responsibility to the society



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Student's customer voice

- 84 % of student – *it is worth to participate in lectures*
- 61 % of student – *expecting education model based on highest rate of freedom and independency*
- 76 % of students – *approachability and the way how lectures are conducted are more important than the knowledge of lecturer*
- 81% of students – *open discussion during the lectures*

Future employers' voice

- Foreign languages
- More practical lectures
- Focus on team work (especially in multicultural environment)
- More consultations on education programs with business representatives
- Focus on values: responsibility, sharing the knowledge, loyalty (*IPED.PL*)

Response to the students' demands

Education system reforms

- Strategy Guidelines of Warsaw School of Economic 2008 - 2012
- Educate specialists who are making a significant contribution to economic, social and political life in Poland and abroad

Changes in the economy

- Every year modification of educational offer (especially the one concerning lectures of the students own choice)
- Up – date of educational offer according to new needs of the economy

Internationalization

- Promotion of new Bachelor's programmes in English
- Growing number of foreign lecturers

Response to the future employers demands

- SGH Corporate Partner Club
- Scientific students' communities, associations and organizations
- Internal every year accreditation of new and modified lectures