

MISSION STATEMENT

Obuda University is a practice-oriented higher education institution of technology and economics, aligned with the industrial and societal challenges of the 21st century. Its vision is to create an investor university model in which education, research and innovation are actively integrated into the regional ecosystem through mission-driven cooperation with industry, government and society, promoting co-creation, open innovation and social impact beyond the traditional framework of knowledge transfer. We aim to become an internationally recognized, innovative and sustainable investor university that, in terms of its educational profile, related research and industrial developments, is one of the leading universities of technology and economics in Hungary, the Carpathian Basin and Central and Eastern Europe. As a full-spectrum higher education institution of technology and economics providing high-quality, practice-oriented education, our goal is to stabilize our position among the world's leading institutions, thereby enabling Obuda University to define itself as a benchmark institution offering elite education not only in the domestic but also in the international market of technology and economics higher education.

The University's fundamental mission is the optimal, efficient and competitive management of education - research - innovation - social responsibility, with continuous emphasis on sustainability aspects within the framework of the "Green University Program." The University regards its academic staff and students as its most important values. The University's hallmark is the knowledge that is transferred and acquired. Therefore, it places strong emphasis on the prominent support of talented students and the continuous development of its educational portfolio, responding quickly to labor market demands. Outstanding student talents are recognized through the "Excellence Óbuda" program, while our educational offerings are continuously expanded. A growing number of new interdisciplinary programs and specializations are being introduced, including cybersecurity, artificial intelligence, energetics, defense industry specializations, robotics, medical technology, space research, SMART systems and SMART architecture, electric drives, creative industry programs transforming light industry, as well as programs in economic sciences. We seek to realize these objectives through the continuous development of our BSc and MSc programs, as well as through our doctoral training programs, which are currently offered within five doctoral schools across four scientific disciplines -this is supported by the University's continuously expanding and increasingly highly qualified staff, providing a realistic opportunity for it and ensuring the conditions of scientific succession. The University offers a career model for academic staff, to which it also intends to contribute through the introduction of a performance evaluation system.

The goal of Obuda University is to continuously increase and maintain a high level of scientific performance, striving for industry-oriented scientific excellence through its unique innovation ecosystem, while ensuring the high-standard fulfillment of sustainability criteria. This is supported by our Excellence Research Centers, Science Parks operating domestically and abroad, as well as the University Research and Innovation Center (EKIK), through which the University aims to strengthen the start-up ecosystem by integrating its new and university-affiliated results into the innovation chain and by increasing the volume of direct industrial collaborations and R&D&I assignments. The objective is to involve a broad range of market participants addressing the challenges of Industry 4.0 as intensively as possible in the University's operational processes.

Internationalization is a key priority through cooperation with an ever-expanding network of higher education partner institutions and market actors, thereby increasing the University's visibility and recognition in the international higher education market, stabilizing its prominent positions in international rankings and consequently expecting a gradual increase in the number of international students. We also aim for the broad implementation of our innovation initiatives jointly with market participants. Furthermore, we strive to attract renowned and recognized foreign experts from partner institutions in order to further enhance the effectiveness and quality of our educational and research activities. In addition, our goal is to further expand and deepen relations with Hungarian higher education institutions beyond the borders, both in education and research.

The University is firmly committed to quality- and student-centered operation, as well as to the high quality implementation of its innovation and business activities. To this end, it operates a quality management system involving a wide range of internal and external stakeholders, in accordance with the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) and the principles of Total Quality Management (TQM).

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