

SWOT Analysis of the Faculty of Public Policy and Public Administration 2021/2022

Strengths	Weaknesses
<ul style="list-style-type: none"> The Faculty of Public Policy and Public Administration of the Danubius College is one of the major academic institutions that produce eminent experts in the field of public policy and public administration 	<ul style="list-style-type: none"> the dominance of the theoretical level, which eliminates (also in terms of time and online space during the pandemic) the creation of space for creative solution of practical tasks or analysis of practical-political contexts
<ul style="list-style-type: none"> two study programmes in Public Policy and Public Administration are accredited and International Relations (Bachelor's and Master's degree) 	<ul style="list-style-type: none"> Decline in student interest in the International Relations programme
<ul style="list-style-type: none"> PhDr. studies PhD. studies 	<ul style="list-style-type: none"> teacher workload (narrowing of the teaching staff, participation in two study programmes)
<ul style="list-style-type: none"> the dynamics of developing study programmes in line with new knowledge of theory, the needs of practice and using an interdisciplinary approach 	<ul style="list-style-type: none"> high workload of university teachers not only with teaching duties but also with increasing administrative duties, which negatively affects the creative research potential
<ul style="list-style-type: none"> an attractive range of study programmes and, in addition to the compulsory courses forming the core of the Public Policy and Public Administration and International Relations study programmes, the offer of compulsory elective blocks of courses internally profiling students for different areas of practice, as well as offers of other elective subjects 	<ul style="list-style-type: none"> weak marketing activities
<ul style="list-style-type: none"> sufficient study and teaching facilities (online teaching during a pandemic situation) 	<ul style="list-style-type: none"> weak project activity
<ul style="list-style-type: none"> equipping staff with modern computer and office equipment 	

<ul style="list-style-type: none"> • internal support of scientific projects from Danubius College resources 	<p>Current COVID-19 pandemic situation:</p> <ul style="list-style-type: none"> • limitation :involvement of educators in national and international projects • restriction of international student mobility • constraint: regular contact between faculty representatives and students, quality of personal relationship between teacher and student • Lack of regular "sharing" of information about the teaching process with colleagues, • increase in bureaucracy, email communication with students, and with colleagues • problematic control of autonomy in exams • problematic internal quality control system: difficult conditions for getting feedback from students in evaluation of the
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	<p>study programme as well as individual courses</p> <ul style="list-style-type: none"> • - spreading misinformation among students
<p>Current COVID-19 pandemic situation:</p> <ul style="list-style-type: none"> • adapting to new conditions • and emergency situations, completing training and seamlessly transitioning to online learning • more students in online classes due to the elimination of the time and location factor - especially students from central and eastern Slovakia • the Covid period also brought more time to devote to more in-depth study 	
Opportunities	Threats
<ul style="list-style-type: none"> • so-called "positive advertising": emphasis on creating an engaging faculty presentation - renewal of the web renovation of the faculty website 	<ul style="list-style-type: none"> • weakening of students' confidence in the prospect of entering the labour market in their field of study
<ul style="list-style-type: none"> • Creating space for the organization of scientific conferences by students (own faculty conference- during pandemic situation to use the online form) 	<ul style="list-style-type: none"> • lower demands on the student ("relaxation" of the student selection criteria)
<ul style="list-style-type: none"> • to continue to improve the quality of the pedagogical process, through more intensive use of modern instrumentation and ICT equipment 	<ul style="list-style-type: none"> • reduction of staff (teaching staff)

<ul style="list-style-type: none"> continuously motivate students to practical creative activity and to apply theoretical knowledge to practice (e.g. by modifying the conditions for successful completion of some courses, where continuous testing would be replaced by the presentation of a term paper analysing a defined problem. This would simultaneously create space for better communication skills, argumentation and discussion) 	<ul style="list-style-type: none"> a gradual increase in the number of applicants with lower prerequisites for studies
	<ul style="list-style-type: none"> low awareness among the population of the need for lifelong learning
<p>Current COVID-19 pandemic situation:</p> <ul style="list-style-type: none"> improving the digital skills of university lecturers 	<p>Current COVID-19 pandemic situation:</p> <ul style="list-style-type: none"> - higher rates of cheating on tests and unethical practices - technical problems occurring during online learning - loss by students of the habit of active participation and participation in the regular teaching process - increase in psychological problems of students - stress, anxiety due to social isolation

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