



INSTITUTIONAL QUALITY POLICY

Being inspired by our rich, historical and cultural heritage, Manisa Celal Bayar University (MCBU) is rapidly advancing towards its goal of becoming a university that synthesizes the national and global values; always puts human beings first and emphasizes their being virtuous; attaches importance to educating individuals who have the skills of learning and teaching and who are respectful to the environment; aims to strengthen its reputation in national and international scope; embraces change and promotes innovations while being humanistic, enterprising and involved. MCBU is a university that adopts a "quality-centered" management system as part of national and international external evaluation criteria; that stands out in the fields of education and training, research and development at the regional / national level while providing services to contribute to the society in an effective, efficient and performance-focused way. In this regard, MCBU adopts the following quality policies:

- (1) Ensuring the satisfaction of all internal and external stakeholders through the adoption of a student-centered education and training approach,
- (2) Developing a multi-faceted, effective and sustainable university-industry collaboration by continuously updating the curriculum in accordance with the international standards and the needs of the sector, and by including the sector in practical trainings so that graduates can be preferred in the sector,
- (3) Providing the necessary resources to reach the highest standards in research and development activities that will meet the needs of our region and our country,
- (4) Making a productive and quality-oriented university environment a lifestyle for all the stakeholders by ensuring effective use of resources,
- (5) Developing a participatory and sustainable quality management mindset based on continuous improvement by monitoring our units and programs through institutional internal evaluation.