

1. MISSION, VISION AND FUNDAMENTAL VALUES

1.1. Mission

To raise innovative, enterprising individuals who are respectful to the environment and people, and to provide the society with the benefits of their studies in areas of education, research and serving the public.

1.2 Vision

Manisa Celal Bayar University's vision is to make our university internationally known in the fields of science, education and contributions to society.

1.3. Fundamental Values and Principles

- Academic merit and a scientific approach
- Academic freedom and respect for individual rights and freedoms
- Being participatory and democratic
- Sensitivity to local and global problems
- Transparency and accountability
- Being innovative and entrepreneurial