

Directive on Social Responsibility and the Third Mission of the University

Name of the Internal Regulation	Directive on Social Responsibility and the Third Mission of the University
Number of the Internal Regulation	uvs.pro.033

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Article 1: Preamble

1. The scope and nature of a university's activities aimed at fulfilling its social responsibility and third mission evolve in response to societal developments and changing social needs. These needs are reflected and specified in the university's strategic documents listed in Article 2 of this directive. These documents are therefore considered living documents, as the university remains prepared to flexibly adapt and further develop all areas of its operations in accordance with the global and national evolution of higher education in the world and in the Czech Republic, the advancement of academic disciplines, the labor market, and other socio-economic sectors and needs.
2. The university systematically fulfills its mission and adheres to the core values upon which it was founded—developing and delivering professionally oriented study programs in the fields of information technology and economics that address both current and future labor market demands. Professionals from industry and partner organizations play a significant role in the design and delivery of these programs, ensuring their social relevance and the practical applicability of learning outcomes. In doing so, the university promotes flexible study formats and supports the use of modern technologies in teaching, thereby enhancing not only inclusivity and internationalization, but also the overall effectiveness of education.
3. In alignment with its professional focus, the university primarily conducts applied research, actively engaging students through internships and practical placements.
4. The key values guiding all university activities are the quality and relevance of the education provided—both professional and academic—enabling graduates to continuously develop their knowledge, skills, and competencies, including further studies in advanced degree programs. Integral to this are humanistic and democratic values, equipping graduates to meet the professional, civic, and personal challenges they will face over decades of life and work in the rapidly changing society of the 21st century.

Article 2: Scope of operations

1. This directive, in accordance with the relevant provisions of Article 1 of Act No. 111/1998 Coll., on Higher Education Institutions and on Amendments and Supplements to Other Acts, as amended (the Higher Education Act), as well as the currently valid Strategic Plan of Unicorn University and its corresponding Implementation Plan, regulates the University's social responsibility and the methods and forms of fulfilling the third mission of Unicorn University s.r.o. (hereinafter referred to as "the University").
2. The provisions of this directive are binding for all employees of the University. For students, they are binding to an appropriate extent, in accordance with their role and level of participation in the academic community of the University.

Article 3: Social responsibility

1. The social responsibility of the University lies in fulfilling its roles as a top-level educational institution, a research institution, and a socially engaged entity across all areas of interaction with its external environment. This includes, in particular, the institutional and professional community, the local and regional context in which the University operates, its partners, and both the expert and general public—this constitutes the University's third mission. The University's social responsibility also encompasses general aspects of social responsibility, such as sustainability, respect for inalienable civil and human rights, the principle of non-discrimination, and respect for specific needs and individual differences.
2. In fulfilling its social responsibility, the University:
 - a) as an educational institution delivering accredited higher education programs and lifelong learning courses and programs, is responsible for their quality, relevance, and societal impact. In developing these programs, the University primarily reflects the needs of the Czech information and communication technology sector and related or adjacent industries and services. In doing so, the University follows its mission and vision, as well as its strategic documents,
 - b) as a research institution, is responsible for the academic and societal relevance of its research and applied projects across all disciplines developed by the University's departments and other academic units, in alignment with the development of its study programs and their respective curricula;
 - c) bears responsibility for the dissemination of scientific and research knowledge within society,
 - d) is accountable for upholding and implementing the general aspects of social responsibility, including acting in accordance with professional and general ethical standards.
3. An integral part of the University's educational mission is its formative role, especially in the areas of ethical education and the development of responsible citizenship. Various aspects of the University's responsibility in this regard are reflected in the Unicorn University Code of Ethics, the Disciplinary rules of Unicorn University, and the matriculation and graduation academic oath.
4. The University's social responsibility also includes a commitment to act as a positive force within its local community, region, as well as at the supraregional and international levels. A significant portion of this commitment falls within the scope of the University's third mission.

Article 4: Third mission of the university

1. The university fulfills its third mission primarily through the following:
 - a) in relation to the application sphere, i.e., international organizations, the state and its organizational units, local government bodies, public institutions, businesses, and the non-profit sector. Cooperation with the application sphere primarily includes educational activities, contractual research projects and other applied projects, as well as involving partner companies and professionals from practice in educational activities, including collaboration on the development and improvement of study programs and in the organization and provision of student internships.
 - b) in relation to the professional community. Cooperation with the professional community primarily includes collaboration with professional and industry organizations and participation in their activities, organizing and participating in professional conferences, publishing in academic and professional journals, media appearances by university experts on issues within their expertise, and offering specialized educational activities for the professional community within lifelong learning courses.
 - c) in relation to the general public. These activities primarily include the engagement of university experts with the general public, including expressing and publishing opinions on general, interdisciplinary, societal, and civic issues through media outreach or participation in public discussions and events organized by civic, educational, cultural, or interest-based organizations. The university's third mission towards the general public also includes popularizing science and its outcomes, including their practical applications.
 - d) in relation to the higher education sector in the Czech Republic and abroad. The university participates in the activities of higher education representative bodies and proactively seeks and, within its capacity, embraces opportunities for inter-university cooperation, which it pursues for its own benefit, for the benefit of its partner institutions, and for the common good,
 - e) in relation to institutions of primary and secondary education, as well as to institutions of non-formal education and leisure activities for children and youth. The university primarily cooperates with educational institutions in the regions where it operates, with the aim of supporting and enriching their educational and developmental efforts and encouraging children's and youth's interest in university-level studies in informatics and the combination of informatics and economics.
2. The university's engagement, especially with the general public, is always grounded in the respect for academic freedom, commitment to facts and their objective interpretation, and the promotion of the values of liberal democracy, humanism, mutual respect, diversity, and inclusion.

Article 5: Final provisions

1. This directive shall enter into force on the date of its issue.