Abstract

Mission statement is an element of the strategic management, the basis for the strategic development of university. Mission statement provides orientation and increases the motivation of the members of university. The results of the research prove that the mission statement of universities must be developed in an open discussion with the participation of the members of university. The most popular commitments of the mission statement are equal rights and opportunities for men and women, internationality, unity of research and teaching, quality assurance, interdisciplinarity. Analysis of the content of mission statements which were formulated during the last years shows that they propose a partnership relationship between the administration of university and its members.

Keywords: mission statement, strategic management, internationality, interdisciplinarity, orientation, motivation.

1. Introduction

Mission statement development is a component of the strategic management of higher education institutions. It is necessary to distinguish mission from mission statement, the latter is just a written product of the former (Scott 2006). In the 1930s American universities began to define and publish mission statements in their catalogues. British, German and other European Universities have been