



**UNIVERSITY OF ECONOMICS
IN BRATISLAVA**

INTERNAL REGULATION
OF THE UNIVERSITY OF ECONOMICS IN BRATISLAVA

B/15/2023

**Rules for Internal Governance of the Centre of Communication
and Public Relations of the University of Economics in Bratislava**

2023

The University of Economics in Bratislava (hereinafter also referred to as "EUBA" or "the University") is issuing, in accordance with Article 5(4) of the EUBA Constitution, this internal regulation entitled Rules for Internal Governance of the Centre of Communication and Public Relations of the University of Economics in Bratislava (hereinafter also referred to as the "EUBA CCPR" or "the Centre").

Article 1

Introductory Provisions

1. These Rules for Internal Governance regulate the EUBA CCPR's status, mission, areas of activity, organisational structure, internal organisational relations, and relations to the EUBA Rectorate, other EUBA units and external environment.
2. These Rules for Internal Governance are binding on all employees of the Centre who have an employment relationship with the University as well as on all persons who perform work under contracts for work conducted outside employment or who are in any manner involved in the Centre's activities.

Article 2

EUBA CCPR Status, Mission and Areas of Activity

1. The EUBA CCPR is a university-wide unit of the University of Economics in Bratislava with no legal personality.
2. The EUBA CCPR is managed by the EUBA Vice-Rector for International Relations.
3. The EUBA CCPR's mission is to provide for a comprehensive system of promoting the University and for public relations within the University as well as towards third parties, using particularly the means of mass communication and in cooperation with EUBA's Centre of Information Technologies, faculties, EUBA Rectorate's units and university-wide units, also using electronic mass media.
4. The EUBA CCPR's mission is as follows:
 - ensure that the University's employees and students are kept informed via EUBA communication channels (websites, newsletter, social networks),
 - promote the University's publicity in Slovak or foreign mass media and boost EUBA's public image,
 - ensure publication of periodical and non-periodical information and promotional materials concerning EUBA,
 - ensure monitoring of periodicals and other mass media for articles, references, news, information, interviews etc. about the University,
 - ensure activities fostering employability of the University's graduates,
 - organise activities aimed at promoting and creating a good reputation for the University both in Slovakia and abroad (press conferences, participation in exhibitions

and education fairs in and outside Slovakia, lectures given by prominent personalities etc.),

- archive University-related text and image documentation and use such documentation in its own publishing, information and promotional activities,
- provide publishing, reprographic and copying services as well as services related to any other business activities in this field.

Article 3

EUBA CCPR's Organisational Structure

1. The EUBA CCPR is divided into the following organisational units internally:
 - Communication and Public Relations Department,
 - Career Centre,
 - EKONÓM Publishing House.
2. The Communication and Public Relations Centre performs particularly the following tasks:
 - pursues EUBA's marketing strategy,
 - provides the University's marketing activities,
 - administers the University's communication channels (websites, social networks),
 - provides EUBA's merchandise and memorabilia,
 - prepares publications and promotional materials about EUBA,
 - delivers promotional activities for workshops, conferences and fairs organised by or at EUBA,
 - produces reproductive photographs and artistic photographs for EUBA presentation and promotional purposes,
 - provides layout services for newsletters, booklets, posters and other EUBA information materials,
 - prepares photographic documentation from events taking place at the University and performs computer-aided editing of photographs for publishing purposes,
 - handles the economic side of the above-mentioned activities.
3. The Career Centre being a centre of mediation in regard to EUBA graduates' employability performs particularly the following tasks:
 - actively seeks out job opportunities for EUBA graduates and arranges for contacts with Career Centre clients,
 - provides information on EUBA's website and Career Centre's information panels on jobs offered and on topics of master's and bachelor's theses announced,
 - monitors labour market demand for EUBA graduates,
 - holds presentation meetings and individual consultations of Career Centre clients with EUBA students,
 - promotes the Career Centre in internal as well as external environments,

- provides services to students to enhance their employability in the labour market.
4. The EKONÓM Publishing House performs particularly the following tasks:
- as part of its publishing activities, handles results of intellectual creation with the author's consent and publishes books, proceedings, journals, non-periodical publications etc.
 - provides services to the public in low-cost digital printing and book binding finishing of publications,
 - takes care of sales of the publishing house's output and of academic literature sales.

Article 4

EUBA CCPR's Organisational Management

1. The EUBA CCPR has a one-tier management structure.
2. The EUBA CCPR Director is a senior staff member whose employment contract is concluded by the EUBA Rector based on a selection procedure conducted in accordance with the Principles of Selection Procedure to Fill University Teachers', Research Workers', Full Professors'/Associate Professors' and Senior Staff Members' Positions at University of Economics in Bratislava.
3. The Director is accountable for his/her activities to the EUBA Vice-Rector for International Relations.
4. EUBA CCPR employees have an employment relationship with EUBA. Employment relationships, rights, liabilities and scope of employee duties for CCPR employees arise from the generally binding legal regulations, labour legislation as well as any other EUBA internal regulations and these Internal Governance Rules. Job descriptions for EUBA CCPR employees are determined according to the specific activities they perform. The employees are accountable to the Centre's Director for the performance of their work.
5. In his/her absence, the EUBA CCPR Director is deputised by an employee authorised by the Director. The scope of such employee's competencies is determined by the Centre's Director. The Director and his/her deputy are obliged to notify each other of all Centre-related facts that occurred/will occur during the period of deputising.

Article 5

Final Provisions

1. These Rules for Internal Governance shall become valid on the date of signing thereof, and effective on 1 September 2023.
2. On the date of entry hereof into force and effect, the Rules for Internal Governance of EUBA CCPR of 5 November 2018 shall expire and cease to have effect.

Bratislava, on this 21st day of August 2023

prof. Ing. Ferdinand Daňo, PhD.

Rector