

**FAKULTETA ZA POSLOVNE IN UPRAVNE VEDE NOVO MESTO**  
Faculty of Business and Management Sciences Novo mesto  
**VISOKA ŠOLA ZA UPRAVLJANJE IN POSLOVANJE NOVO MESTO**  
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**IZZIVI GLOBALIZACIJE**  
**IN DRUŽBENO-EKONOMSKO OKOLJE EU**  
zbornik povzetkov

**GLOBALISATION CHALLENGES**  
**AND SOCIAL-ECONOMIC ENVIRONMENT OF THE EU**  
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### **Upravljanje kvalitetom univerzitetskog obrazovanja kroz samoevaluaciju**

Reforma univerzitetskog obrazovanja koja je usledila potpisivanjem Bolonjske deklaracije za visoko obrazovanje je značila povećanje kompetitivnosti univerziteta, veću autonomiju u smislu preuzimanja odgovornosti i većeg angažovanja za sopstveni opstanak na tržištu obrazovanja. Sve veća konkurencija na tržištu znanja nužno znači i borbu za opstanak u kojoj se ne prilagođava promenama nego se njima upravlja. Kvalitet u prvom redu univerzitetu i fakultetima treba da obezbedi ne samo opstanak u vremenu promena nego i razvoj, kontinuiranu i korektivnu samoregulaciju kao rezultat stalne analize slabosti, snaga, prednosti i mogućnosti uz jasno opredeljenje čemu se teži i kuda se ide. Samokritička evaluacija i unapređenje kvaliteta daju osnov za jačanje svesti o sopstvenim snagama i sposobnostima. Zato je proces evaluacije u centru upravljanja kvalitetom, koja predstavlja proveravanje, kontrolu efikasnosti kroz niz etapa koje vode ka merama za poboljšanje i trajno unapređenje. Cilj ovog rada jeste da se ukaže na značaj samoevaluacije u upravljanju kvalitetom ali i na neke probleme u vezi sa složenim i višedimenzionalnim procesom kakav je samoevaluacija u praksi visokog obrazovanja danas.

*Ključne reči:* evaluacija, samoevaluacija, kvalitet, univerzitetsko obrazovanje, nastava, naučno-istraživački rad

### **Managing the Quality of University Education through Self-Evaluation**

The reform of university education that followed the signing of the Bologna Declaration for higher education was meant to increase the competitiveness of universities and provide greater autonomy in terms of taking responsibility and being more engaged in one's own survival in the education market. Increased competitiveness in the knowledge market inevitably means the struggle for survival in which one does not adapt to changes, but manages them. Quality should not only guarantee the survival of universities and faculties in times of changes, but also their development and continuous and corrective self-regulation as the result of constant analysis of weaknesses, strengths, advantages and possibilities, with clearly defined objectives and ways to achieve them. Critical self-evaluation and quality improvement provide the basis for raising awareness of one's own strengths and abilities. Thus, the process of evaluation is in the centre of quality management, representing verification, control of efficiency through a sequence of stages that lead to measures for development and continuous improvement. From the standpoint of individual institutions/faculties, self-assessment/self-evaluation is the process that causes self-regulatory activities the purpose of which is quality improvement. The objective of this paper is to point out the importance of self-evaluation and quality management, but also of certain problems associated with a complex and multidimensional process, such as self-evaluation in modern higher education practice.

*Key words:* evaluation, self-evaluation, quality, university education, teaching, scientific research