
Author: prof. dr hab. Jan W. Wiktor, University of Economics in Cracow

Education - in addition to scientific research and educational function - is a core function and a major component of the mission of each institution. It is a value of autotelic but also instrumental character. The triad of these functions and their integration expresses the essence of the university and its identity as a higher education institution educating the intellectual elites, creative and open people, able to understand the problems and meanders of the modern world, formulate relevant, objective diagnosis, seek clarification and define visions and development scenarios.

The presentation within the framework of the above mentioned premises is expressing the idea of the university. Its message is special - in 2017 it is 40 years since the establishment of the Faculty of Economics of the Matej Bel University in Banská Bystrica. Although this jubilee is small in comparison with the tradition of a European university that was started by the University of Bologna in 1088 – it still prompts a variety of reflections, memories, formulation of plans and intentions. Thus, the history of the magistra vita - may therefore also reflect the historical significance, reflection dedicated to the Department of Corporate Economics and Management at Faculty of Economics, UMB on the occasion of the 40th anniversary of its existence.

The presentation will look at the problems of education of students in a certain atypical, historical perspective, will look at the problems of didactics and education, at approaches to students presented in the speeches of the rectors of the University of Economics in Cracow during the inauguration of the academic years 1925-2015. Both our universities are associated with many years of scientific and organizational cooperation - this association can be an interesting commemoration of the jubilee.

The inaugural speeches of the rectors related to the nature of the university as a whole - but the university consists of faculties as basic research units and teaching areas carrying out their mission and functions. The presentation will address the question of the nature and extent of the inaugural speeches of the EU Rectors in Cracow on the issues of didactics, student affairs and the education process during the 90 years of the University. It will offer an analysis of the educational issues presented in the university's founding year (1925) and in the years of the jubilees - 20, 25, 50, 75 and 90 years of UEK.
Prof. dr hab. Jan W. Wiktor

Professor at the University of Economics in Cracow, Department of Marketing at the Faculty of Management. His research focuses on marketing communication, international marketing, euro-marketing and the European Union market. He is the chairman of the Program Council of the Malopolska School of Public Administration UEK. He is a member of the Committee for Organization and Management Sciences of the Polish Academy of Sciences and the Expert Committee of National Science Center, in 2012 - he was a member of the Scientific Unit’s Evaluation Committee, the advisory body of the Ministry of Science and Higher Education. He is a member of PTTK as a Tatra guide actively promoting highland tourism.