1. **QUALITY POLICY:**

The University of Pompeu Fabra defines its mission in four points, as set out in the strategic plan for 2016-2025:

- Offer a rigorous, innovative and personalized educational model.
- Become a research university that stands for social transformation.
- Promote innovation and value creation.
- Foster commitment to culture.

In this context, the priority goal of the UPF Barcelona School of Management (BSM), a center affiliated with the Pompeu Fabra University, is to contribute to the UPF’s mission by establishing an ecosystem of talent where people, in their professional journeys, become the best version of themselves, challenging what is established with social science and purpose in order to transform themselves and others.

The BSM’s vision is to be a key factor in the transformation of society to help to create a better world.

Furthermore, and to respond to this commitment with excellence, the BSM focuses the strategic plan in five main areas of action:

1. **Quality**, for continuous improvement consistent with an institution of excellence.
2. **Organization and efficiency**, focused on processes and the development of the resources to implement it.
3. **Project identity**, which defines us as unique and underlines the social purpose that identifies it.
4. **Transformation**, to implement an innovative teaching model and turn the school into a global institution.
5. **Connection**, with all the players that interact with the school - the UPF itself, the companies, the institutions, the students, the alumni, the teaching staff and wider society.
Values:

- **Sensitivity**, believing in people and in the needs of every person.
- **Commitment to action**, to turn ideas into reality.
- **Cooperation**, working together to multiply ideas.
- **Transformation**, to promote critical thinking and improve the environment that surrounds us.
- **Depth**, to make informed decisions based on objective analyses and with a humanist approach.

2. **QUALITY OBJECTIVES:**

Just as the first area of the school’s strategic plan sets out, the BSM considers quality and continuous improvement consistent with an institution of excellence to be among its key commitments. To define its quality policy, the BSM uses the UPF’s policy as a basis, and the UPF in turn follows the requirements of AQU Catalunya (the Catalan University Quality Assurance Agency) and the legislation of the regulatory framework of European Higher Education.

The BSM is committed to offering services that assure compliance with the requirements identified in the Internal Quality Assurance System (IQAS) and those agreed with the various interest groups. The quality policy includes the following proposals:

- Be a unique, pioneering management school that assumes the ambition of excellence in the UPF’s teaching and, at the same time, seeks to adapt the real needs of the company;
- Attract diverse talent and understand success as the capacity to transform society;
- Promote, through real challenges, holistic thinking and evidence-based management, critical thinking and the capacity to communicate effectively through a good story;
- Be recognized for its social purpose: the school allows itself to be affected by the environment and insists on improving it, applying a responsible and sustainable management approach and encouraging diversity;
- Be an institution that attracts people at a global level and is internationally recognized for its uniqueness, adaptability and value proposition, with institutions, companies and students that actively participate, attracted by this innovative model;
- Be a school that involves, motivates and commits the members of the management team and teachers in its development and continuous improvement by means of the IQAS, which assures the optimal management of its resources, people and results.