

FH

University
of Applied Sciences
BFI Vienna

STRATEGY
2030

Opening up
exciting opportunities

Mission 2030

Strategy 2030

At the University of Applied Sciences (UAS) for Business Studies, we offer **career-enabling** higher and continuing education programmes in **business**.

Our **research output drives innovation**. Centred on focus areas involving cross-over between the various degree programmes, our interdisciplinary research addresses current and future challenges facing businesses and society.

We promote a **skills- and performance-based** environment and foster a culture of appreciation.

Closely linked to business practice, our **research-led, innovative teaching** lays the foundations for **long-term skills acquisition**, lifelong learning, and the reflective and responsible use of digital technologies.

We are committed to promoting **equal opportunities** as well as **permeability in education and training**, and to utilising **diversity** as a resource.

As an **open-minded**, fully engaged member of society, we are actively involved in the business world and the scientific community. We combine **regional roots** with a **global, sustainable** outlook and a **European focus**. We develop specialists and managers with a strong sense of responsibility, in line with our values.

Opening up exciting opportunities

Vision 2030

Strategy 2030

In 2030...

...we have consolidated our position as an international university based in Vienna, as part of a European university alliance.

...we are the number-one choice for everyone looking to utilise the services of a business university – from applicants and students, to employees, lecturers and partners.

...the attractiveness of our degree programmes has been enhanced through increased flexibility and measures aimed at improving studyability.

...we want to attract the largest possible number of qualified applicants.

...our outstanding research output underlines our position as a significant member of the scientific community and a research partner for businesses.

...we have strengthened our focus on interdisciplinary topics that are important for society: internationalisation, diversity, sustainability and digitalisation.

...our graduates can adapt effectively to the shifting demands of the labour market and actively shape the evolution of their profession, thanks to their skills profile.

...our actions are guided by our commitment to the responsible management of resources and digital instruments for all of the University's staff and students.

...we are widely known for the high quality of our teaching.

...we have further enhanced the resilience of our organisation and can provide high-quality responses to growing, complex demands.

...the University – and the Executive Education Center in particular – has strengthened its position as a highly regarded provider of continuing education thanks to its innovative courses, and makes a significant contribution to lifelong learning as a result.

Action area University development

Strategy 2030

By 2030, we will be positioned as a European university of applied sciences for business studies, which achieves organic growth and attracts new target groups with a range of future-focused and quality-assured degree and continuing education programmes.

By 2030...

...we will be clearly positioned as a Viennese university of applied sciences for business studies.

...in our role as a university of applied sciences, we will be a full member of – and actively participate in – the U!REKA European University alliance.

...we will attract new target groups through the recognition of professional skills.

...we will be familiar with the needs of the labour market thanks to our strong network of business partners and will enable our students to develop an optimum skills profile.

...we will enhance and expand our continuing education operations, which will serve as the second key pillar of the University's education offering.

...as a learning organisation, we will unlock the synergies between continuing education and the degree programmes in order to enhance the attractiveness of the entire curriculum.

...we will boost the attractiveness and quality of the University and its programmes – internally as well as externally – through external accreditation and certification.

...our goal will be to grow our programme portfolio organically and increase the number of study places.

...we will drive forward the implementation of key strategic focuses and new areas of development through externally funded projects such as expert teams and endowed professorships.

...we will reach out to graduates more strongly as multipliers and strategic partners of the University.

Action area

Resilient organisation

Strategy 2030

By 2030, we will have evolved to become a resilient, inclusive, learning organisation, enhancing our long-term capacity for innovation and our attractiveness in the process.

By 2030...

...broad-based and diversified income streams will provide financial stability and form the basis for bold decisions.

...we will implement additional formats and structures designed to support knowledge sharing between organisational units and promote organisational learning.

...we will manage operations by means of processes that are integral to day-to-day work, are automated to the greatest possible extent, and support the achievement of strategic goals as effectively as possible.

...we will utilise the varied make-up of the University's staff and student body as a resource by strengthening inclusion and diversity.

...the management of course-related processes will be optimised so that research and teaching are focused on continued development and supporting innovation.

...we will be in high demand as a particularly attractive employer.

...we will enhance our employees' future-oriented competences and create a corresponding mindset that enables them to work successfully in a constantly changing environment.

...our organisational set-up and course-related administration systems will support an innovative curriculum and international partnerships, and will adapt flexibly to reflect the ever-changing higher and continuing education sector.

...our resilience will be strengthened by extensive networks and public engagement.

Action area Research and development Strategy 2030

By 2030, we will have enhanced the visibility and impact of our research, expanded our research network, and become a sought-after partner for international collaboration and business-related R&D.

By 2030...

...we will further refine our research focuses, enhance their visibility, and link them more closely with strategic interdisciplinary topics – particularly digitalisation – with respect to digital humanism.

...our students will be even more closely integrated into research and development (R&D) activities.

...we will significantly raise our profile in international research networks, and the University of Applied Sciences will be firmly established as an active R&D partner in the U!REKA network, particularly in its Centres of Expertise.

...we will increase the visibility of the University of Applied Sciences' research and development achievements, both internally and externally.

...we will significantly increase the number of third-party-funded R&D projects implemented with business partners, resulting in a broader research-funding base.

...we will utilise synergies between degree programmes and continuing higher education programmes more intensively in R&D.

...the financial and human resources allocated to research and development will increase significantly, with a view to ensuring long-term growth and international visibility.

...UAS for Business Studies will be an attractive and innovative employer for highly qualified researchers and academics.

Action area

Teaching

Strategy 2030

By 2030, we will provide forward-looking teaching that stands out for its high quality, attractiveness and innovation, and provides students with the skills required in a dynamic professional world.

By 2030...

...we will be an active member of a European university alliance and develop joint degrees, courses, projects and continuing education programmes.

...programmes that enable staff and students to gain international experience will be aligned with projects in our focus areas, allowing us to utilise resources effectively and enable innovation.

...our focus will be on the attractiveness and quality of teaching. We will address tensions in the relationships between outstanding lecturers, excellence in teaching, and organisational stability.

...we will offer attractive curriculums that allow students to make their own choices, which – in turn – enhances the flexibility of our course offering.

...the interdisciplinary topics of internationalisation, diversity, sustainability and digitalisation will be clearly embedded in our curriculums.

...we will utilise our technical and organisational capabilities to improve the quality of teaching and studyability. This also includes greater recognition of previously acquired competences.

...our graduates will have enhanced the key skills they will require in future (such as problem-solving abilities, empathy, analytical skills, creativity, self-management and resilience) as well as their digital competences.

...we will be able to harness the potential of our continuing education programmes more effectively, in order to enhance the flexibility and attractiveness of our degree programmes.



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