

STRATEGY
2030

Mission 2030

Strategy 2030

At the University of Applied Sciences (UAS) BFI Vienna, we offer **career-enabling** higher and continuing education programmes in **business, management** and **finance**.

Our **research output drives innovation**. Interdisciplinary and with a clear focus on topics related to various degree programmes, it addresses both current and future challenges facing businesses and society.

We foster a **skills- and performance-based** environment and cultivate a resilient culture of mutual respect and appreciation.

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

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

As a fully engaged, **open-minded** part of society, we play an active part 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 paths to the future

Vision 2030

Strategy 2030

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 excellent research output underlines our role as an important member of the scientific community and a research partner for businesses.

...we have strengthened our focus on interdisciplinary cross-cutting themes: internationalisation, diversity, sustainability and digitalisation.

...thanks to their skills profile, our graduates are able to adapt effectively to the shifting demands of the labour market and actively shape the professions they go into.

...a commitment to the responsible management of resources and digital instruments guides the actions of all members of the University.

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

...we have continued to enhance the resilience of our organisation and can address growing, complex demands through high-quality actions.

...particularly through the Executive Education Center, we have strengthened our position as a highly regarded provider of continuing education thanks to our innovative course offerings. As a result, the University makes a significant contribution to lifelong learning.

Action area University development Strategy 2030

By 2030, we will be positioned as a European university of applied sciences for business studies, achieving organic growth and attracting 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.

...the University will be a full member of – and an active participant in – the U!REKA European University alliance.

...we will have opened up new target groups through the recognition of professional competences.

...thanks to our strong network, we will be fully aligned with the needs of the labour market and will enable our students to develop an optimised skills profile.

...we will have strengthened and expanded our continuing education activities, which will form the second key pillar of the University's education services.

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

...we will have enhanced the attractiveness and quality of the University and its offerings – both internally and 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 more strongly to graduates as multipliers and strategic partners of the University.

Action area Resilient organisation Strategy 2030

By 2030, we will have continued our evolution into a resilient, inclusive, learning organisation, securing 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 have implemented additional formats and structures designed to support knowledge sharing between organisational units and promote organisational learning.

...we will manage operations through fully embedded processes that 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 fostering innovation.

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

...we will have further enhanced our employees' future-oriented competences and created a corresponding mindset that enables them to continue to work successfully in a constantly changing environment.

...our organisation and course-related administrative systems will support innovative course offerings and international partnerships, while simultaneously adapting flexibly to reflect the rapidly 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 have further refined our research focuses, increased their visibility, and linked them more closely with strategic cross-cutting themes – particularly digitalisation – driven by the principles of digital humanism.

...our students will be even more closely integrated into R&D activities.

...our presence in international research networks will have significantly increased, and the University will be firmly established as an active R&D partner in the U!REKA network, particularly in its Centres of Expertise.

...we will have enhanced the visibility of the University's research and development activities, both internally and externally.

...we will have significantly increased 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 have been substantially increased, with a view to ensuring long-term growth and international visibility.

...the UAS BFI Vienna 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 designed to provide 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 the need to attract and retain outstanding faculty members and deliver excellence in teaching while preserving organisational stability.

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

...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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