



**South-Eastern Finland  
University of Applied Sciences  
STRATEGY 2018-2030**

**All for the future.**



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University of Applied Sciences

## Mission

Xamk is an institute of higher education that significantly contributes to the development of South-Eastern Finland. Xamk organises higher education aiming to meet the demand for professionals in local communities and, more generally, in society. In our mission, the spheres of education, research, development and innovation that will renew local working life and economic structures. Xamk aims to promote life-long learning and entrepreneurship.

## Profile

Xamk is an institute of higher education with focus on wellbeing, technology and creative industries. In all our activities, we promote social, economic, cultural and ecological sustainability. We increase local vitality and wellbeing, promote innovation, create new business and solve problems. We are prepared for tomorrow: we constantly revise our modes of operation and contents of curricula, and we are not afraid of discarding old ways of doing things.

## Vision

Xamk is an international institute of higher education with the whole world as its campus. We are a significant research and development unit.

## Objective 2022

Xamk achieves success as a university of applied sciences. Among other universities of applied sciences, we particularly distinguish ourselves in the quality and relevance of education, as well as with our RDI and international activity. We are capable of identifying internationally perspective activities in our operation. We promote flexible operations and structures, and are capable of change.

With reference to the education and training monitors provided by



**We provide our students with individual learning paths. We encourage pioneering ideas and aim to inspire curiosity, learning and study.**

the Ministry of Education and Culture, we are constantly among the top five in Finland in terms of student satisfaction, progress of studies and graduates' employment rate. In terms of RDI and open university education, we are the largest in Finland. We are a strong international operator, and our cooperation with carefully selected institutes of higher education in Europe, North-Western Russia and China creates added value for Xamk and local communities. We strongly cooperate with national businesses, the public sector, universities of applied sciences and scientific universities.

In order to achieve our objectives, we must prove ourselves as an attractive institute of higher education for staff, students and partner organisations. We respect our staff and provide them with development opportunities. Our campuses are safe and promote social interaction and international contacts. Our university of applied sciences is well-known in Finland and abroad. Strategic management and steering are based on data which is systematically produced by quality assurance.



## Strategic spearheads: future-oriented learning, international activity and RDI

We aim to prosper and help Finland prosper in international competition by being a strong, student-oriented international expert of applied research.

### Future-oriented learning

The whole world as a campus. We are guided by the concept of education and research independent of time and place. We facilitate the identification of future professions and prepare our students for it. We recognise the potential in our students. We develop digital learning environments and new technological means of teaching that are independent of time and place. We provide our students with individual learning paths. We encourage pioneering ideas and aim to inspire curiosity, learning and research.

Xamk is a student- and learning-oriented institute of higher education. This means that 1) Teaching and learning must be flexible and based on the needs of working life, and the quality must be assured. 2) Teaching and RDI must be integrated. 3) Learning must be supported by social interaction and communication. 4) Students must be guided and supported in the development of their professional competence, and in order to identify learning challenges. 5) Quality of services and the students' wellbeing must be ensured, and each student must be seen as a respected individual.

### International Operations

The international aspect is a natural part of the students' and staff's activities. Our international partnerships provide a vast network for education and RDI cooperation, as well as for student and teacher exchange. The degree studies instructed in English are completed by genuinely multi-national student groups. Within the degrees instructed in Finnish, we increase the quantity of studies instructed in English.

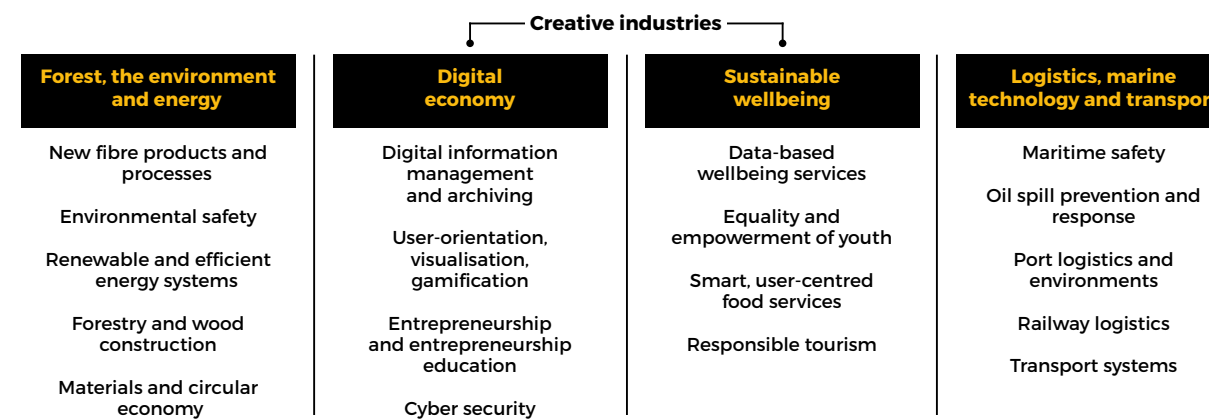
We improve the international competence of all our staff. We ensure that our international operations correspond to the needs of local communities. We invest in strong strategic partnerships. We actively participate in the international networks of Finnish operators.

We recognise the significance of European as well as emerging economies. We benefit from our location near the Russian border by maintaining and developing good cooperation networks with Russian institutes of higher education. We recognise the influence of strong and developing Asian economies, particularly the Chinese economy, on global markets, and aim to benefit from this growth potential and act as a bridge between the Chinese and local industries and working life.

### Research, Development and Innovation

RDI activities that meet high international standards are an essential aspect of the national influence our institute of higher education has. Our RDI activities correspond to the needs of local industries and working life. We create competence and competitive edge. We create new jobs and keep and develop old ones. By doing this, we contribute to local development. Our RDI activities and teaching support each other by creating cooperation, data transfer and operational preconditions. We promote the culture of open scientific research. Our RDI activities are divided into four focus areas. Creative industries is a new and rapidly emerging focus area.

## XAMK FOCUS AREAS AND SPEARHEADS OF COMPETENCE FOR RDI



## Partners

We promote local economic success in cooperation with our partners. The development of our operation greatly involves the participation of businesses and organisations. We respond to the challenges posed by the reorganisation of social and health care services and regional administration. We make partnership agreements with local schools of secondary education in order to create cooperation in terms of teaching, learning environments and smooth learning paths between secondary and higher education.

Xamk also makes partnership agreements with universities and research centers in Finland and abroad. We aim to ensure flexible transition paths from secondary education to higher education. The cooperation between degree programmes and research institutes creates a foundation for our applied studies allowing specialisation and a share of workload that optimally contributes to the end result as a whole.

Xamk is prepared to start new strategic partnerships with universities and other institutes of higher education, as well as with businesses and organisations that are important to us.

## Interdisciplinary themes

**Digitalisation, entrepreneurship and business competence, and Russia cooperation** are part of all our operations. Xamk is a pioneering Finnish university of applied sciences in the field of digitalisation. We comprehensively integrate digital structures, robotisation and artificial intelligence into our operation and degree programmes in order to promote local development and competitive edge. We promote entrepreneurial approaches and encourage and prepare our students for entrepreneurship and business-oriented thinking. We understand Russian culture and are capable of benefiting from our location near Russia. We have the strongest practical competence in Russia cooperation among the Finnish institutes of higher education.



Our cooperation and interaction is open, active and responsible.

## Values

**We are reliable.** In our operations, we emphasise trust and respect. Our mode of operation is safe and fair. We carry the responsibility for completing our duties.

**We promote social interaction.** We are a functioning community of higher education. Our operation is focused on the students.

**We lead the way.** We educate the professionals of tomorrow. We want to prosper. We create wealth around us.



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[xamk.fi](http://xamk.fi)