

TAMK Strategy 2030



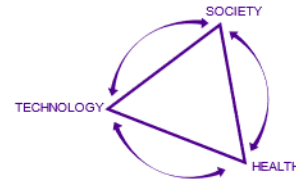
Tampere University of Applied Sciences' strategy is based on

Strategy of Tampere Universities *Impact through Integration*

Research and education strategies of Tampere Universities

Strategy of Tampere Universities

Impact through integration

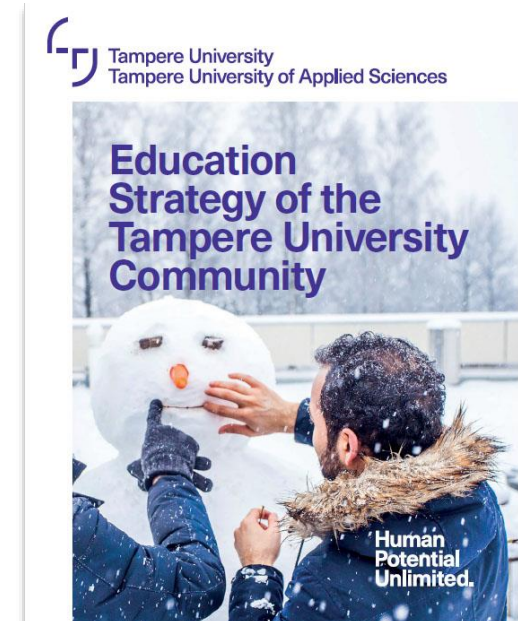
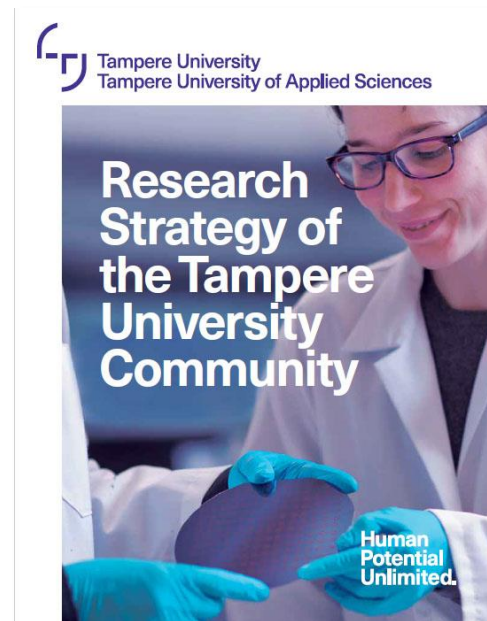


We are working to solve society's major challenges and create new opportunities by

- linking pioneering research and innovation,
- promoting interdisciplinary education and life-long partnerships,
- generating unique expertise in industrial and public-sector implementation.

As an attractive higher education community, we will meet these long-term goals by

- strengthening the international networking culture and creating a digital campus,
- developing novel ways of working and crossing boundaries in all our endeavours,
- driving sustainable societal renewal in a measurable way.



Our operational purpose:

TAMK – new competence for working life

Our ambition:

As a multidisciplinary and working life oriented UAS we produce high-quality professional higher education and innovations.

TAMK's operational values in strategy 2030

- T** We work in a globally responsible manner
- A** We value activeness, learning and competence
- M** We succeed by doing together
- K** We respect diversity in our community

TAMK's critical success factors

- **Active working life connections**
 - We cooperate actively with working life to identify its competence needs and take them into account in our education.
- **Growing internationality**
 - We increase internationality in all our operation.
- **Developing community**
 - We continuously develop our competence and utilise digitalisation.
 - We develop flexibility of our operation to increase use and impact of our competence.
- **Target-oriented operation**
 - We work in a target-oriented manner and consider our staff's and students' wellbeing.
 - Quality management is an integrated part of TAMK's management system.
 - We grow the proportion of external funding by developing paid services.
- **Impact together**
 - TAMK strengthens its competitive strength as a part of the Tampere Universities community.

Strategic objectives

1

Our profile is a multidisciplinary and working life oriented UAS

TAMK's profile in the Tampere Universities community is an international and working life oriented UAS. Our focus is on learning in working life and international networks, use of new technologies, ecological innovations and sociocultural challenges.

2

We are a forerunner in education export

We use internationality for the benefit of the surrounding working life. Success in international education markets also develops the quality of our Finnish education. The strategy period focuses on growing profitable internationality.

3

We respond to changing competence needs of working life

The number of degree education places is increased in accordance with the growing degree objectives. We increase availability of continuous learning possibilities. Our RDI focuses on applied research and development as well as innovations for working life.

4

We use competitive advantages offered by the universities community

We cooperate with Tampere University in implementation and development of education, RDI, service production and campus development. Our aim is high quality and cost effectiveness.



1. Our profile is a multidisciplinary and working life oriented UAS

- TAMK's profile in the Tampere Universities community is an international and working life oriented UAS.
- TAMK's research and education profile is built around three multidisciplinary focus areas based on open science and research principles and models:
 - Learning in working life and international networks
 - Use of new technologies
 - Ecological innovations and sociocultural challenges
- New top competences are developed in the focus areas. Our existing top competences include
 - Development of individuality in health services by using data competence and genome data
 - Development of Industry 4.0 abilities in manufacturing industry through field labs

2. We are a forerunner in education export

- We use internationality for the benefit of the surrounding working life. Success in international education markets also develops the quality of our Finnish education.
- Education-based immigration increases availability of competent labour and markets the regional export potential.
- The strategy period focuses on growing profitable internationality.
- International staff recruitment is increased to strengthen TAMK's multicultural competence.

3. We respond to changing competence needs of working life

- Provision of degree education and continuous learning is developed together with Tampere University by anticipating competence needs and offering competence modules needed by working life. The modules can be completed flexibly alongside work.
- Availability of continuous learning possibilities is increased. We form a continuous learning ecosystem together with Tampere University and regional players to respond to the changing competence needs of working life.
- Number of degree education places is increased to maintain growth in the Tampere region.
- We support students in using scientific research findings when developing processes and methods in working and business life.

4. We use competitive advantages offered by the universities community

- Our aim is a high-quality, attractive and cost-effective universities community.
- TAMK's popularity in Finland and abroad is developed by using possibilities offered by the Tampere Universities community and increasing internationality.
- Tampere Universities' Teaching and Learning Centre enables effective use of higher education pedagogy and student support methods as well as digitalisation. They play a key role in offering diverse learning possibilities.
- The innovation culture development programme of Tampere Universities connects students of different fields to solve genuine working life challenges and development needs.