



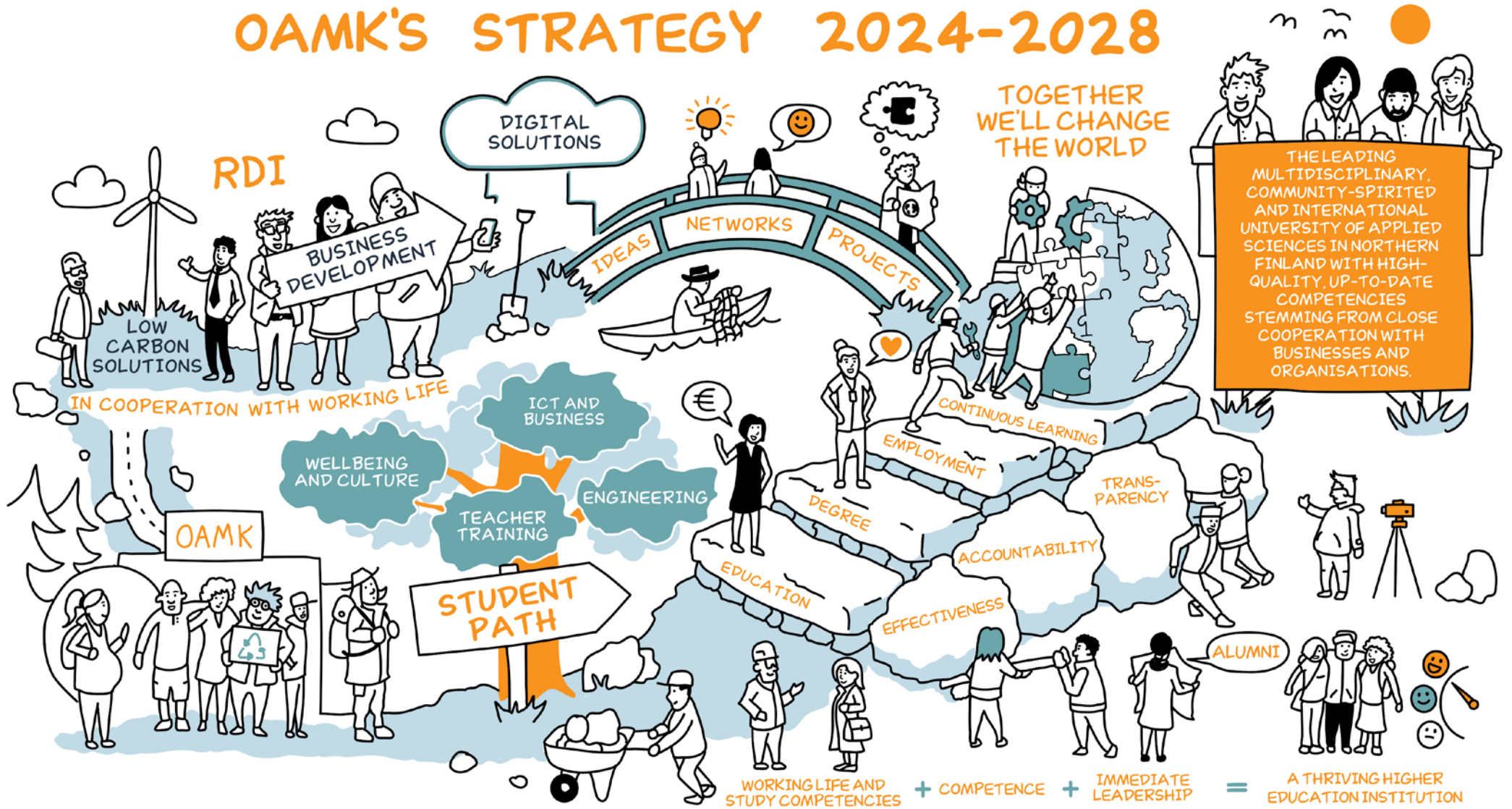
Together we'll change the world

Strategy of Oulu University of Applied Sciences
2024–2028

OAMK

OULU UNIVERSITY OF
APPLIED SCIENCES

OAMK'S STRATEGY 2024-2028





Oamk's Strategy 2024–2028

Oulu University of Applied Sciences is growing together with Oulu's growing urban region. We seek growth by improving graduation within the target duration of studies, as well as by increasing the number of available student places, especially in the fields of health and social care and technology. We promote internationality by providing education in English and cooperating with European universities. We are a multidisciplinary and community-spirited higher education institution.

We intensify cooperation with companies and communities by developing our RDI activities and degree programmes to increasingly better meet the needs of working life. We breathe vitality into the north and increase our expertise in RDI activities through international and competitive funding.

Oamk has a good reputation, and our continued goal is to be the most attractive higher education institution in Northern Finland.

Vision

The leading multidisciplinary, community-spirited and international university of applied sciences in Northern Finland with high-quality, up-to-date competencies stemming from close cooperation with businesses and organisations.

Values

IMPACT

Our desire to achieve impact guides everything we do. At Oamk, social impact means developing new skills for working life, strengthening future capabilities and promoting vitality. We actively engage in social interaction.

OPENNESS

Openness is based on comprehensibility and is manifested in the transparency of all our activities. Openness is a way of building mutual trust. At Oamk, this means that we conduct influential cooperation, share information openly, maintain transparent infrastructures and ethical practices, promote an open organisational culture and monitor its realisation in our daily activities. We encourage our personnel to create open educational material.

RESPONSIBILITY

We are committed to responsible operations – as individuals and as a university community. We pay attention to economic social, cultural and ecological sustainability in everything we do. We strive for continuous development and create successful solutions in our education, research, development, innovation and artistic activities in cooperation with businesses and industries. We annually report our successes in our social responsibility report.

Education strongly linked to working life

Our thriving university community provides a framework for our employees' and students' competence growth. We develop and provide our range of education together with working life. We are an active participant in networks. Our main networks consist of regional actors in Oulu, including the City of Oulu and higher education institutions, as well as secondary education providers, sectoral research institutes (especially VTT Technical Research Centre of Finland and Natural Resources Institute Finland), the region's business life and the Wellbeing Services county of North Ostrobothnia (Pohde). All our degree programmes include project courses completed in real-life work environments.

Our operations are student-centred, and we streamline the learning path. We support the activity of students and create the prerequisites for pursuing a working life-oriented degree in a way that suits each student's life situation. It is important for us to strengthen the quality of learning and efficiency of study in degree programmes. Our pedagogy is strongly competence-based. We use digital learning environments in our courses, and increase the amount of teaching independent of time and location, as well as the use of open learning material. As well as this, we develop the role of teachers to increasingly focus on guidance and supervision. We support this by offering our personnel opportunities for further pedagogical training, for example, in our strategic development projects.

We continue to increase our range of continuous learning opportunities in various learning environments (such as Digivisio and EduPlan Ella) to meet the challenges of a changing society and working life. For us, master's degrees are part of the expanding field of continuous learning. We develop our operations by participating in external audits, such as the audit carried out by the Finnish Education Evaluation Centre (FINEEC) in spring 2024, working life audits of degree programmes, and the accreditation of engineering degrees.

We seek growth especially in the fields of health and social services and engineering by increasing student intake and establishing new degree programmes in English. We are cooperating with the Oulu Chamber of Commerce to determine the prerequisites for a degree programme in logistics (e.g. material and information flows and industrial supply chains) as part of the provision of engineering education and the "Northern Programme" (cf. the Government Programme). We strive to improve the rate of graduation in all our fields of education.

We are known for cooperating with other higher education institutions. For example, we are developing our range of business studies by networking with Savonia University of

Applied Sciences and Jamk University of Applied Sciences. In the health and wellness sector (health and social services), we are investigating cooperation opportunities with Lapland University of Applied Sciences. We already implement joint degree programmes with Lapland University of Applied Sciences to ensure the availability of health and social services personnel in Northern Finland (occupational therapists, geriatricians, bioanalysts). Joint bachelor's and master's degree programmes are also being planned within the framework of European university cooperation.

To increase our internationality, we will focus on promoting European university cooperation and increasing the provision of English-language education. We will also invest in multicultural and language training for our personnel. The development of our education complies with our annually updated roadmap, which defines the development measures.

The growth elements of different fields of expertise are described in the following table:

Wellbeing and culture	Engineering	ICT and business
The initial intake for nursing and bioanalyst education will be increased	A new Bachelor's Degree Programme in Mechanical Engineering, Sustainable Product Development <i>Started in autumn 2023</i>	Student intake in information technology will remain the same, but the rate of graduation will be improved. We will develop education to better meet the needs of working life (meaning better employment, especially for graduates with a bachelor's degree in IT) <i>Started in autumn 2023</i>
We will further develop online education in the field of health and social care. Digital skills are emphasised as part of workplace skills in all degree programmes.	A new Bachelor's Degree Programme in Energy Technology, Circular Economy and Management planned for autumn 2025	Student intake in business will remain the same, but the rate of graduation will be improved. We will stand out through joint education in business administration (Savonia-JAMK-Oamk). <i>Started in autumn 2023</i>
The rate of graduation in the field of social care and rehabilitation will be improved	A new English-language bachelor's degree programme in engineering (material and information flows, industrial supply chains, etc.) planned for autumn 2026	Student intake in business will remain the same, but the rate of graduation will be improved. We will stand out through joint education in business administration (Savonia-JAMK-Oamk).
English-language Bachelor's Degree Programme in Nursing <i>Started in autumn 2022</i>	In other programs, the rate of graduation will be improved	Student intake in the field of natural resources will remain the same, but the rate of graduation will be improved
English-language Bachelor's Degree Programme in Social Services planned for autumn 2026		Student intake in the field of communications will remain the same, but the rate of graduation will be improved
The rate of graduation in the field of culture and arts will be improved		

Visibility and impact from RDI and artistic activities

We will boost our RDI competence by expanding the funding base and increasing the amount of competing funding and the number of international projects. Our important partners in RDI are the University of Oulu and the Oulu Innovation Alliance (OIA), as well as companies in the region. We will also intensify cooperation with universities of applied sciences in other growth centres. In the preparation of EU funding applications, we will intensify cooperation with the University of Oulu Research Services.

Our RDI activities focus on digital solutions, low carbon solutions and business development (see the table on the spread). In 2024, we will define our focal areas in RDI and

strengthen our expertise accordingly. We already have projects that have received both international and competitive funding in areas such as low carbon machinery technology (NUVE-LAB), drone technologies and digital cultural production. The objectives and measures for the development of RDI and artistic activities are described in our annually updated roadmap. Key indicators have been identified for RDI activities. We aim for real-time visibility to strengthen knowledge management and transparency in the field of RDI.

To monitor effectiveness, we use a variety of data, including the number of companies involved in the activities, funding and projects. We actively participate in Oulu2026 Capital of Culture projects.



Oamk's focal areas



LOW CARBON SOLUTIONS

- Solutions for low carbon energy, transport and machinery technology
- Circular economy solutions
- Energy-efficient construction
- Low carbon food chains
- Establishment of the Bachelor's Degree Programme in Energy Technology, Circular Economy and Management



DIGITAL SOLUTIONS

- Printed intelligence applications
- Automotive
- Robotics and drones
- Flexible automation
- Joint projects in health and social care and ICT
- New media and digital performance in the field of culture



BUSINESS DEVELOPMENT

- New business, growth, profitability and internationalisation
- Digitalisation, data analytics and service design
- A start-up ecosystem and co-development
- Development and management of wellbeing in the transformation of work
- Business management in a changing operating environment

A thriving university community

The development of Oamk is based on close cooperation between our personnel, students and alumni. We develop our operations from the student's point of view by streamlining the student's path and supporting their competence development. We will increase student guidance resources to support the progress and wellbeing of students.

We will strengthen our alumni network and utilise the expertise of our graduates in all fields of study, both as experts by experience and as teaching resources. We will strengthen the competence of our personnel to meet the demands of the 2020s, including challenges related to global issues, pedagogy, internationalisation, working-life skills and leadership. The methods used to achieve these objectives include training, intensification of contacts between our personnel and industry representatives, and a new distribution of responsibilities. We will focus particularly on the competence of immediate supervisors, and we strive to be an appealing employer. The entire university community is aware of our objectives.

Our indicators include the number of degrees, degrees completed within the target duration of studies, and the employment of our students. In RDI activities, we monitor external competitive RDI funding (€), the size of our RDI project portfolio (€), as well as the total annual volume of RDI activities and its growth. We measure wellbeing at work with an employee commitment survey, the results of which are used as the basis for annually selecting the development measures to be implemented together with our personnel.

We emphasise internationality in all our operations. We will increase the internationalisation and language training of our personnel. Wellbeing in the university community is the core concept that forms the framework for our employees' and students' competence growth.



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