Impact — openly and responsibly

Strategy of Oulu University of Applied Sciences 2020–2030
Impact
Our desire to achieve impacts directs everything we do. At Oamk, social impact means developing new skills for working life, strengthening future capabilities and promoting vitality. We take active part in social interaction.

Openness
Openness is based on comprehensiveness 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.

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.
EDUCATION STRONGLY LINKED TO WORKING LIFE

The competence gained from Oamk provides our students with a solid foundation for finding employment and succeeding in various tasks in their respective fields. Apart from solid substance knowledge, our study programmes equip students with an understanding of the challenges that prevail in working life as well as the underlying phenomena, and also with skills to contribute to the resolution of these challenges. We work in a student-oriented manner and value each individual student’s learning experience. Oamk graduates are highly sought-after specialists.

We develop and implement our educational offering in cooperation with businesses and industries. All of our degree programmes contain project courses completed in actual working environments, which also supports future employment. We intend to increase our offering in languages other than Finnish, particularly to support work-based immigration. We will offer clear paths into UAS studies, specific for each field of study, to complement the Finnish joint application system.

Oamk will expand its offering aimed at life-long learning, especially in the form of tailored training programmes. Programme contents and courses will be planned jointly with customers, based on their needs. We will also continue to develop our offering of open UAS studies, specialised studies, joint studies with other institutions of higher education, and courses preparing immigrants for UAS studies. In addition, we recognise the importance of master’s degrees as an essential, increasingly popular element of life-long learning. We will increase awareness of the various options available for life-long learning, utilise technology in the implementation of such studies and expand possibilities for individual tailoring and implementation methods.

We have strategically selected our objects and forms of education export and implement them in an economically profitable manner. Our education export activities are linked to our general focus areas of education.

We implement studies within various university networks, both jointly and through task division. Our most important partner is the University of Oulu, with whom we implement specific courses as well as paths from UAS to university studies and vice versa. The networks and cooperation with other institutions of higher education significantly expand the study range available to our students.

Our pedagogy is strongly competence-based. This means that we place the accumulation and demonstration of competencies at the core of all educational activities instead of focusing on isolated subjects or quantitative performance. Every study path is unique because every student has individual, previously obtained competencies. The teacher’s role is increasingly revolving around guidance and counselling. Digital learning environments and mobile apps are utilised in the studies.

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RDI focus areas
- Environmental knowledge
- Sustainable well-being
- Digital disruption

Our multidisciplinary RDI activities produce solutions to such issues as climate change or demographic diversification.

Members of the Oamk community take active part in social dialogue and exert social influence within their respective fields of expertise by commenting and addressing contemporary challenges.

We will develop the competence of our personnel and community members to meet the demands of the 2020s, including challenges related to global issues, pedagogy, internationalisation, working-life skills, supervisory work and management.