

BUas +

more than a university
of applied sciences

empowering young professionals
on their journey
to shape a better world

DISCOVER YOUR WORLD

BUas Strategy 2022-2025





It's 2025.

On the BUas campus young professionals are starting their journey to shape a better world. They have come to Breda:

- > for the top-notch bachelor's and master's degrees where they take the lead in their own education with flexible and modular courses;*
- > for the small-scale and international learning environment;*
- > for the Research & Graduate School that facilitates applied and academic cross-domain and in-domain research;*
- > and for the diverse, inclusive, sustainable, and inspirational community that makes them feel safe, at home and connected.*

At BUas these young professionals learn to create meaningful experiences, to be integrators and shapers in a hyperconnected world. They learn to speak up for what they believe is right and develop personal leadership to become self-directing professionals.

These are the skills that will empower them on their journey to shape a better world. These skills are embodied in our education, research, organisational culture, and in every member of the BUas community.

For BUas is more than a University of Applied Sciences: it is a
University of Applied Sciences+



On our way to BUas+

This booklet summarises our strategic direction for the next years. It is the product of our joint efforts.

Together with staff, students, industry, partner institutions and alumni we thought about what we should do in a continuously changing world. We discussed what our added value is for the industry and society and how we can elevate BUas to the next level: **BUas+**.

BUas+ You

We will continue with this bottom-up and outside-in way of working. BUas-wide groups of professionals like you will translate all our **BUas+** ambitions into transition plans and take responsibility for their implementation.

My personal +

Be inspired and keep thinking about what your personal plus is or could be. What do you contribute to the **BUas+** community and what are you going to do – today and tomorrow – to shape our joint future?



Our mission

The ambition to have impact and to shape a better world is representative of the generation coming to us for an education today and tomorrow. It reflects a sense of civic duty, responsibility, optimism, initiative, and the desire to do more than just a job.

Our mission therefore is

*empowering
young professionals
on their journey
to shape a better world*

At BUas, we pursue this mission by combining in-domain and cross-domain learning and research. Our learning communities enable students, industry partners, lecturers and researchers to work together on practical challenges for industry and society – thus blending education, applied research and impact.



Our vision

As our global population is growing, living longer, becoming more prosperous and increasingly urbanised, we must find new ways to remain healthy, consume less energy and use fewer resources, protect the environment, and deal with the threat of increasing geopolitical instability and other possible new crises.

Apart from enabling solutions to many challenges, technology poses new practical, ethical and legal challenges of its own. Robotisation, digitalisation and artificial intelligence will transform entire industries, the nature of work itself and the individual's relation to society.

Industries and society in general expect higher education and research institutes to deliver professionals who can help and lead them through these transitions.

Our vision therefore is

*educating for and in
a continuously
changing world*

Being a University of Applied Sciences+

In recent years we have taken great strides towards our 2030 ambition. The learning communities are growing in maturity, industry involvement has increased, and internationalisation is ingrained in who we are and how we work. Our beautiful campus is the beating heart of the BUAs community.

From that basis, we take the next step. Preparing our students for their role as young professionals in dynamic environments requires 'something extra'.

On our way to a

University of Applied Sciences+

Defining and delivering that '+' is the core of our strategy. By using each other's strengths, combining them, involving our industry partners, and experimenting together, we will give substance to the '+'.

A portrait of Maria Kubik, a young woman with short brown hair, wearing glasses and a light pink button-down shirt. She is smiling and looking towards the camera. The background is a blurred city street at night with blue and yellow lights.

My+

'Every time – when I walk onto campus – I get an even bigger drive to do better this day. All the enthusiastic people around me make me feel so. I get all the freedom and help to develop myself and to shape my own personal study pathway.'

**Maria Kubik from Poland,
Creative Business student at BUas**



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Our strategic ambitions



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES



Strategic ambitions

Education

- + **Maximise student ownership of learning**
 - > By offering flexible, modular bachelor's and master's programmes, both professional and academic
 - > In a combination of domain-specific and cross-domain education
 - > Consisting of four 15-ECTS blocks per year for all full-time programmes, in which all course modules are worth 5 ECTS credits
 - > Scheduled in a BUas-wide uniform year timetable
- + **Make BUas skills for life tangible and visible in our programmes and community**
- + **Introduce a 100-day soft-landing programme for all first-year bachelor's students**
- + **Align portfolio with future industry needs**
 - > Starting with a new bachelor's programme in Applied Data Science & Artificial Intelligence
 - > Continuous monitoring of industry and labour market developments
- + **Embed global learning activities within the curriculum to create more globally aware professionals**

A portrait of Rik Pardoel, a man with short brown hair, smiling, wearing a white shirt and a dark grey jacket. The background is a blurred outdoor scene with a blue sky and some industrial structures.

My+

'It's important that you are able to operate in a position where everything comes together. So I see the cross-domain approach of BUas as a real plus. Being able to make a translation to other contexts is crucial, especially in a field like Artificial Intelligence.'

**Rik Pardoel from the Netherlands,
Chief Strategy & Information Officer at DPD Netherlands**

BUas skills for life

+ Creating meaningful experiences

The capability to have societal impact through meaningful learning experiences, an innovative and entrepreneurial mindset, with global vision, local sensibilities, and sustainable ambitions.

We do so by creating meaningful learning experiences in connection with the industry and through small-scale and intensive education.

+ Integrating and shaping the future in a hyperconnected world

The capability to balance facts and feelings, integrate cross-domain and cross-cultural contexts, using data and technology, and develop knowledge and toolage to shape future industry.

That is why we develop cross-domain learning communities, a global mindset in a diverse classroom by integrating research and education.

+ Guts and personal leadership to become a self-directing professional

The capability to make sense of your purpose and role in the world; the self-awareness to speak up and address difficulties, make choices to reach goals and to contribute to valid decision making.

We offer room for personalisation and student ownership of learning, leading to both personal and professional development.

Strategic ambitions

Research & Development

- + **A BUas-wide research programme with four cross-domain themes**
 - > that addresses current and future societal challenges;
 - > that focuses on research that has local relevance within the global context.
- + **A Research & Graduate School**
 - > that facilitates and coordinates in-domain and cross-domain research projects;
 - > that supports and aligns master's programmes, honours programmes, minors and professional doctorates;
 - > that strengthens the connection between education and research.

BUas-wide research themes

We see

Experiences as catalysts,
Digital Realities as a means,
Places as platforms, and
Sustainability as a goal of essential societal innovation and transformation.

Our Research & Development programme is:

- + **beyond applied**
It has a direct impact on the industries we serve.
- + **guided by societal challenges**
Moreover, it is aligned with national and international research agendas.
- + **cross-domain and transdisciplinary**
By combining in-domain research projects we can develop practical and innovative solutions that are relevant to all.
- + **connected to education**
By involving our students in our research, they develop the knowledge and skills they need to be future shapers of industry and society.
- + **connected to industry**
We will strengthen our ties to industry and give our industry partners and alumni an active role in programming and executing Research & Development.



My+

'Our Innovation Square distinctly embodies our Research & Development plus – it is where the experimenting nature of education and continuous interaction between students, industry partners and research come to life.'

**Liliya Terzieva from Bulgaria,
Lecturer and researcher at BUas**

Strategic ambitions

Community organisation

- + **Community-based working**
 - > Professional autonomy and leadership
 - > Team-based working
 - > Cross-domain and BUas-wide teams and guilds
- + **Community development**
 - > Student and staff well-being
 - > A mindset focused on increasing both internal and external global engagement
 - > Visible commitment to Sustainable Development Goals (SDGs) of the United Nations

Guiding principles

To add the plus to our university of applied sciences, we organise our community on the basis of the following guiding principles:

- + **Professional autonomy and leadership**
- + **Clear boundaries**
- + **Engagement**
- + **A culture of 'failing forward'**
- + **Consistency**
- + **Resilience**