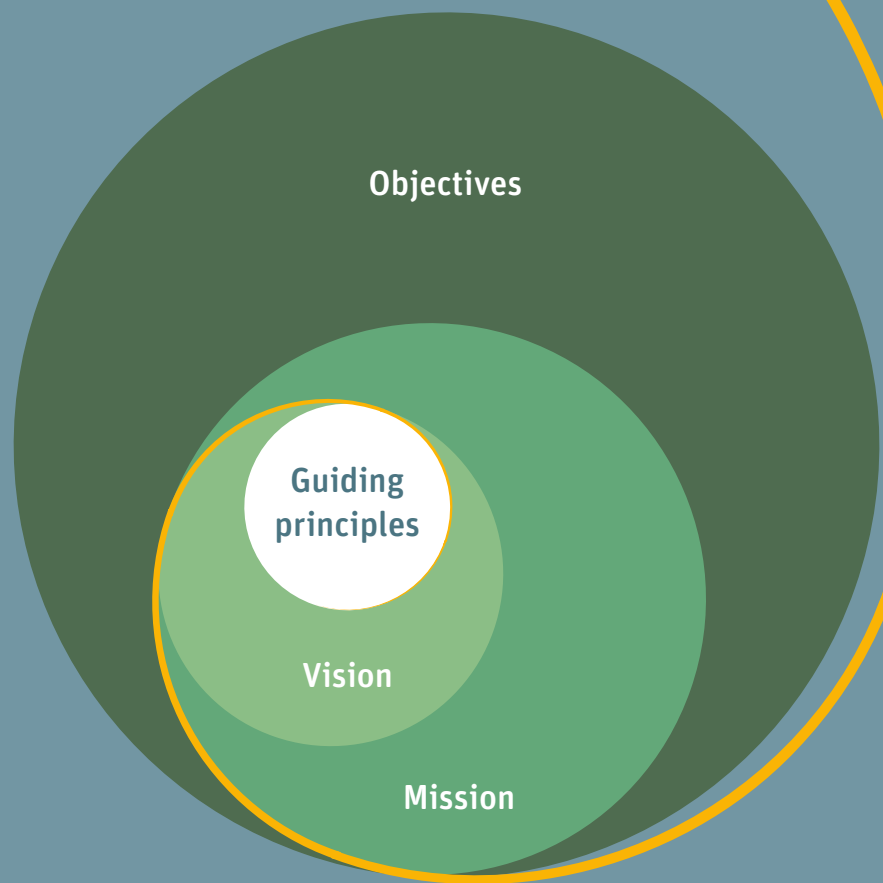




Bern University
of Applied Sciences



The strategy of Bern University of Applied Sciences 2023–2026

Bern University of Applied Sciences is moving forward and opening up. We are moving forward to meet social challenges proactively with smart and creative concepts. And we are opening up to internal and external dialogue in order to reflect on our position and objectives from different perspectives.

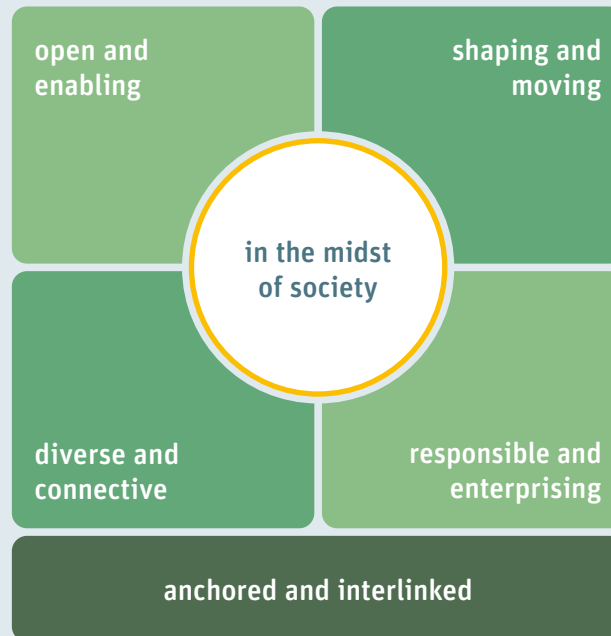
Approved by the University Board on 16 November 2022

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Guiding principles¹: BFH's values

4



in the midst of society

We² are a university with a social responsibility. In the midst of society, we address the issues it raises, develop blueprints for the future and generate sustainable impact with creative pioneering achievements. We are a driving force and a dynamic player in public discourse and social transformation processes.

open and enabling

We are a friendly and welcoming university. We promote a culture of possibilities and opportunities, of dialogue and sharing – always with a view to the bigger picture. We encounter each other in a constructive, appreciative and interested fashion, working together and standing up for each other.

shaping and moving

We are personalities with high scientific, design and action-oriented standards. With the people around us, we reflect and think ahead, we enter new territory, we question and develop. We are explorative, independent and committed. With our expertise we take a stance and become visible. We set things in motion and we are on the move.

diverse and connective

We are a diverse multidisciplinary university with shared objectives. We foster multi-perspectivity, diversity and inclusion in response to the complexity and ambiguity of our times. We connect people, languages, cultures and academic disciplines to develop practical approaches and professions jointly.

responsible and enterprising

We act today to increase individual and social opportunities for tomorrow. As an enterprising university we support those who take the initiative, lead the way responsibly, reflect ethically, and act courageously. Together we stand for humanistic values.

anchored and interlinked

As a multilingual and cross-cultural university with a distinctive profile we radiate from the region into the world. Regionally, we are anchored in the political centre of Switzerland – both socially and economically as well as culturally. On a national level, we take on a leading role in selected topics. Globally, we are engaged in international and intercultural communities of knowledge and education.

¹ The guiding principles are the normative basis of our strategy. They show what we want to stand for. These guiding principles were developed in a broad internal discussion process in 2020 and passed by the University Board on 30 June 2021.

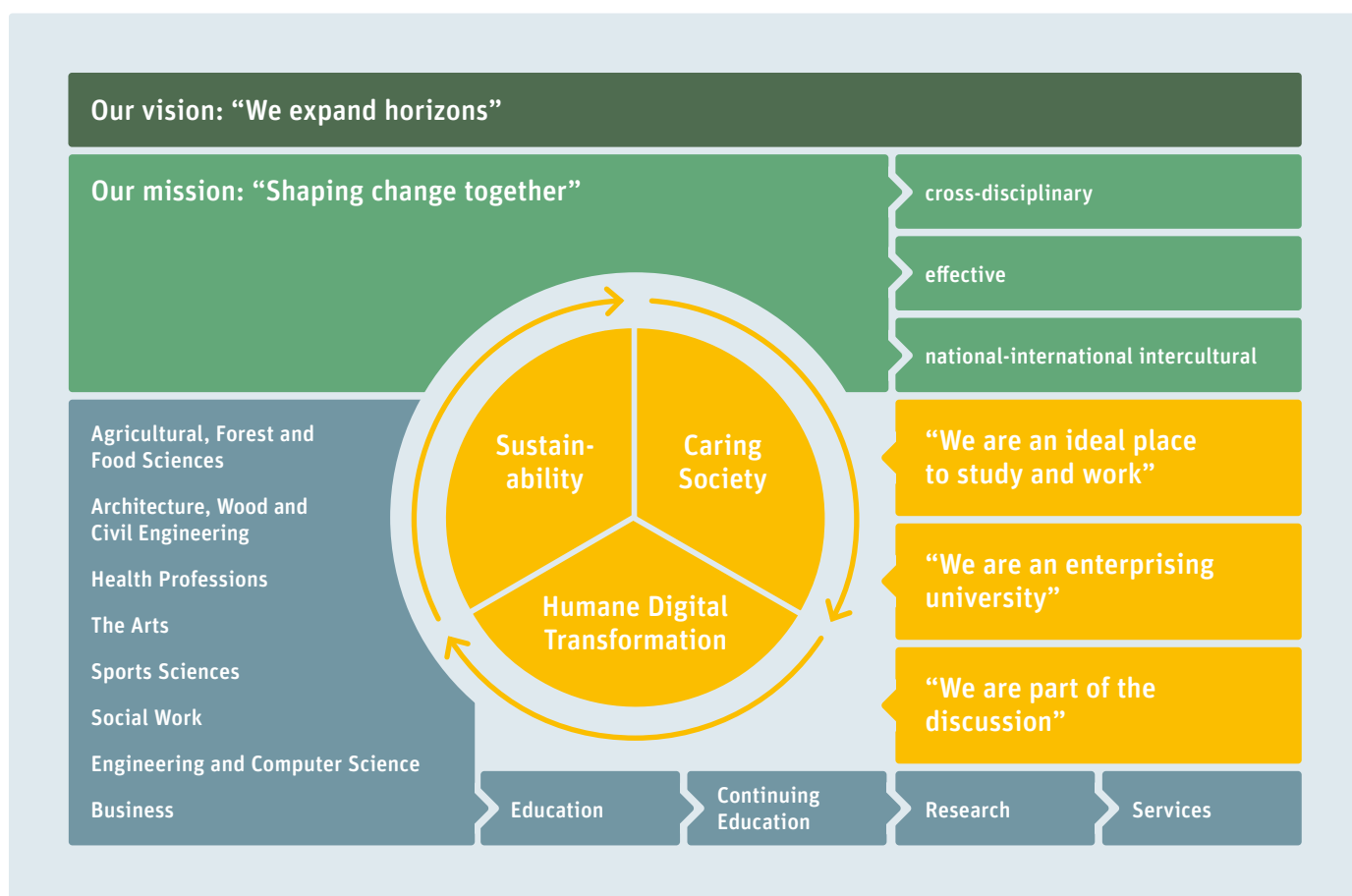
² "We" means all of us who are active at and for BFH: employees, lecturers, students, alumnae and alumni, friends, members of the University Board, etc.

Strategy 2023 to 2026

Our ambition for the strategy period 2023 to 2026 is to further strengthen BFH's profile as an engaged university that supports social change aimed at creating a responsible society (vision). To do this, we pool our manifold resources and skills across all disciplines effectively and with a national and international perspective (mission). Our vision positions our research, teaching, continuing education and university operations in three thematic fields: Sustainable Development, Humane Digital Trans-

formation and Caring Society. We do this as a vibrant university community with an enterprising mindset and a strong focus on dialogue (BFH objectives). The schools, service areas and internal services (university operations) support the BFH vision with their diverse skills and make their own mark with their own future-relevant topics and national thematic leadership (school and service-area strategies).

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What we stand for (vision and mission)

“We expand horizons”

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We are an engaged university at the heart of political and social life in Switzerland. We take a practical and inquisitive approach to expanding horizons and to teaching, researching and shaping the future of a responsible society.

“Shaping change together”

As a diverse university, we pool our resources and skills to carefully help shape the transformation towards a sustainable, digitally literate, health-conscious and intergenerationally just society.

Our students and employees generate a social impact with their actions. We make our mark regionally, nationally and internationally with our future-relevant topics and aspire to thematic leadership in specific fields.

We combine artistic, scientific and socio-scientific approaches, encourage cross-disciplinary collaboration and thus develop new ways to tackle complex challenges in teaching and research.

We actively participate in national and international science networks and promote transnational and intercultural skills and collaboration.

Bern University of Applied Sciences objectives until 2026

BFH is moving forward. Underpinned by our guiding principles, vision and mission, we stand together in aspiring to achieve ambitious goals and become involved in key action areas. These are based on the European priority themes, the Government Programme of the Canton of Bern and BFH's strategic profile.

Sustainable Development – we foster, live and breathe sustainability

In our teaching and research, as well as in our dialogue with the public, we are strong advocates of the Sustainable Development Goals³.

We pay particular attention to the development of healthy food systems, the circular economy and sustainable living environments. We conduct effective interdisciplinary, national and international research into this and empower students, employees and project partners to help shape the transformation with a view to creating a resource-conserving economy and society.

As a university, we act with credibility and courage – we want to be climate-neutral by 2030.

Caring Society – we promote health and well-being for people of all ages

For us, people's health is one of the criteria for a solidly united society and its sustainable development. We particularly focus on the correlations between way of life, social situation and health.

Together with experts in the field and users of care services, we enable social, organisational and technological innovations that promote health and well-being. To this end, we exploit the networking opportunities which Bern offers as a major medical hub.

Humane Digital Transformation – we put people at the heart of the digital transformation

Together with civil society, we make a nationally and internationally respected contribution towards ensuring a humane digital transformation by paying particular attention to a well-considered relationship between humans and technology as well as to the impact of technology on human living environments.

In our teaching, research and university activities, we empower and connect people, promote interaction and critical reflection, and support responsible digital design and transformation processes.

We want to have an impact in social transition processes and in public discourse, and to position ourselves as an enterprising, inclusive, intercultural and interdisciplinary university. The foundation for all of this is the excellent environment BFH provides for motivated and productive creativity and learning.

Our university is a great place to study and work

We are a vibrant community of inquisitive and cosmopolitan personalities. We stand with each other, for each other and for the university as part of a dynamic academic system.

We foster a culture of appreciation and opportunities for all. Our attractive environment and development opportunities make our university a healthy, inspiring and impactful place to learn and work.

As a trilingual and diverse university, we promote equal opportunities as well as cultural and social diversity in an inclusive and non-discriminatory environment.

We are an enterprising university

Entrepreneurship is part of our identity. At our university and in our environment, we promote sustainable entrepreneurial thinking and actions as well as intrapreneurship and entrepreneurship initiatives.

We are part of the discussion

We are seen as an active participant at the heart of Swiss politics and society. Our strategic thematic fields and the future-relevant topics of the individual schools help shape ongoing public discourse and initiate new discourse. We actively and professionally communicate and publish specialist and science-backed content, for which BFH receives national and international acclaim.

Together with civil society, we advocate a strong self-image of Bern as a great centre for higher education. The BFH brand comes across as fresh, enthusiastic and likeable, and it elicits a strong identification with our university.

³ The 17 Sustainable Development Goals (SDGs) are political goals of the United Nations (UN) aimed at ensuring sustainable development worldwide in three dimensions: economic, social and environmental.

What the individual areas of BFH are doing to bring about social change

The sub-strategies of the individual areas of BFH make their mark in the national context with future-relevant topics and the aspiration to lead in specific subjects. They are also closely intertwined with the overriding BFH values and objectives. At the heart of the joint commitment are effective and visible contributions to responsible social transformation processes in the areas

of “Sustainable Development”, “Humane Digital Transformation” and “Caring Society”. Given the diverse expertise of our individual schools, our targeted innovations in research, teaching and continuing education, and our further development of university operations, the strategy of BFH can be viewed as a “whole-institution approach”, as shown in the overview below.

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BFH area	Sustainable Development	Caring Society	Humane Digital Transformation
Teaching (education and continuing education)	Sustainable teaching and learning, sustainable entrepreneurship	Engaged university, interdisciplinary and intercultural teaching and learning approaches	Digital education and open educational resources, BeLEARN
Research	Profiling and fostering of interschool research collaborations in and between the three strategic thematic fields: Sustainable Development, Caring Society and Humane Digital Transformation		
Services (university operations)	BFH climate-neutrality	Diversity-oriented and inclusive terms of employment and HR development	Digitalism to support Work@BFH
Agricultural, Forest and Food Sciences	Sustainable food systems and biogenic resources	Healthy, individualised and age-appropriate nutrition	Smart, digital solutions for agriculture, forestry and the food industry
Architecture, Wood and Civil Engineering	Sustainable building culture	Healthy living environments	Digital building and production with wood
Health Professions	Sustainable healthcare, health aspects of plant-based nutrition	Development of health professions, user involvement, new care models, healthy lifestyle in all phases of life	Digital health
The Arts	Conservation, preservation and restoration of cultural assets	Healthcare communication design	Digitalism in art and journalism
Social Work	Social sustainability	Inequality, participation and well-being; social innovations	Self-determined, thought-out mediation, Hack4SocialGood, ethical conduct in the digital environment
Sports Sciences	–	Sport and movement	–
Engineering and Computer Science	Energy storage and conversion, electrical networks, mobility, circular economy, sustainable product development and value creation	Medical engineering and computer science, Hospital@Home, rehab technologies, future living, usability, mobility	Human-centred augmented intelligence, cyber security/privacy, data science, Internet of Things, smart factory/industry, software engineering
Business	Sustainable business, social entrepreneurship, sustainable finance and public procurement, circular economy	Diversity and inclusion, low-end social innovation	Digital law, knowledge commons, platform economy, digital responsibility, ethics and sustainability

Strategic objectives
of the service areas

Teaching – education

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Sustainable teaching and learning for the future of society – we are a forward-looking brick-and-mortar university that uses digital forms of teaching and learning to promote diversity, future skills and networking in a civic-minded way.

Teaching and learning at BFH is based on the following principles:

- **Employability:** We prepare our graduates for a dynamic, increasingly complex and ever-changing working world, ensuring they have the practical future skills they need and are highly employable.
- **Transformation expertise:** We foster reflective capacity and tolerance of ambiguity in our graduates so that, as mature individuals, they display creativity and commitment in devising sustainable solutions to help shape the digital and social transformation process. They generate impact for society as a whole through their actions.
- **Interdisciplinarity:** Our teaching does justice to diversity. It is designed to be interconnected, interdisciplinary and motivating. Our teaching supports flexible and individual learning and promotes collaboration across disciplinary borders. We use internal and external networking in a targeted manner to expand and further develop teaching.
- **Practice and science:** We emphasise a decidedly hands-on approach in our teaching, which enables graduates to be self-organised, competent and creative when dealing with complex work challenges and goes hand in hand with an appropriate scientific basis.
- **Sustainable teaching and learning:** Our range of courses is characterised by appropriate adherence to the guiding principles of sustainable teaching and learning as well as pronounced interdisciplinarity.
- **Places of learning:** We have modern sites, learning spaces and virtual learning environments that are conducive to learning and facilitate innovative teaching and learning methods.
- **Quality:** Our evidence-based quality development process continually and tangibly improves the quality of teaching and learning perceived internally and externally.
- **Teaching research:** We contribute to teaching quality development with our education-based research.
- **Third mission:** Thanks to the interaction between teachers, students, researchers and civil society (third mission, engaged universities), our teaching has a direct impact on society.

Profile development

a) Social contribution

With our forward-looking teaching, we help empower society to deal with current and future changes. This increases the individual and collective opportunities for living a self-determined and responsible life. We gear our teaching to societal, economic, political and cultural needs. Current megatrends – digitalisation, development into a knowledge society, mobility, globalisation, change in values, scarcity of resources, demographic change, health and urbanisation – are resulting in considerable opportunities but also risks for teaching at BFH. We derive the development objectives and action areas for teaching at BFH from these trends.

b) Areas of specialisation in which we take national precedence

We make our mark nationally and internationally through “sustainable teaching and learning” based on the following guiding principles:

- Future sustainability and employability of our graduates (“academic practitioner” vision).
- Conveying sustainable values and attitudes aligned with the Sustainable Development Goals and thus empowering people to think and act both critically and in an ethically responsible manner.
- Impact orientation of our teaching to prepare our students for positions of responsibility in society, economics, politics and culture.
- Digital education and open educational resources.
- Disciplinary, interdisciplinary and intercultural teaching and learning approaches geared towards long-term, in-depth understanding and actions.
- Lifelong learning and empowering of the lecturers for sustainable teaching.

Fields of activity and development objectives

Future skills

- We develop future skills as meta-competencies of the teachers and students.
- We combine interschool scientific, sociological and humanistic approaches to ensure comprehensive profession development.
- We create understanding for education as a comprehensive lifelong development process and promote the joy of lifelong learning.
- We achieve synergies and overlaps between education and continuing education.

Digitalisation

- We implement the strategy for teaching and learning in the digital age, focussing on empowerment, networking, interaction, reflection, shaping and transforming (BFH position paper on digitalisation).
- We intensify cross-university collaboration in the BeLEARN network with the goal of application-oriented research in the field of digital education (digital skills, digital tools, data science for education).
- At our Virtual Academy, we promote continuing education, services and education research in the BeLEARN future-relevant topics, and we support didactically appropriate linking of analogue and digital teaching and learning.

Sustainability

- We promote responsible, critical and ethical thinking and actions when dealing with human, natural and economic resources.
- We develop interdisciplinary teaching to encourage collaboration and diversity of perspectives.
- We foster multilingualism and interculturalism to prepare graduates for a multicultural and multilingual job market.
- We encourage individual, flexible and self-directed learning.
- We promote open educational resources by managing and sharing teaching knowledge (Virtual Academy OER platform).

Appealing to students

- We have a national profile and expand the market area for the degree programmes.
- We improve our market position compared to other universities.
- We develop attractive analogue and virtual teaching and learning environments (campus projects).

Networking in the canton of Bern

- We intensify our collaborations with Swiss “secondary level II” educational institutions.

Access to educational resources

- Our university library generates added value thanks to efficient structures and processes, through synergies between the sub-libraries, and by accelerating the further opening and digitisation of our offering.

Teaching – continuing education

We are the education partner of choice for application-oriented university-based continuing education in the canton of Bern – with national and international reach.

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We support our students by adopting an interdisciplinary and multi-perspective approach and encourage their development as active and critical members of society. We facilitate continued university-based professionalisation by offering a learning-process oriented service for lifelong learning. In this way, we ensure our students' employability (as academic practitioners) and help enhance Switzerland's position as a business location.

We cooperate closely with our undergraduate teachers and our researchers, using any available synergies. We think and act like entrepreneurs, and we expect our students and employees to adopt the same stance.

Profile development

a) Social contribution

In our continuing education, we address society's ecological, economic and social challenges, training our students to think critically and holistically and to show responsibility and commitment.

b) Areas of specialisation in which we take national precedence

In the national environment, we profile our continuing education through sustainable teaching and learning by promoting:

- future sustainability and employability of graduates (as academic practitioners),
- intrapreneurship and entrepreneurship as part of our enterprising-university initiative,
- sustainable values and attitudes aligned with the Sustainable Development Goals, and thus empowering people to think and act critically and ethically responsibly,
- effective skills for taking on positions of responsibility in society, economics, politics and culture,
- digital education and open educational resources,
- interdisciplinary and intercultural teaching and learning approaches geared towards long-term, in-depth understanding and actions,
- lifelong learning.

Fields of activity and development objectives

Offer portfolio

- We optimise the mix of analogue and digital teaching. Consequently, we enhance learning effectiveness and expand our market area domestically and abroad.
- We promote the skills of our continuing-education students as “change agents” for digital transformation and the sustainability goals.
- We gear the development of our offerings and programmes to current social discourse as well as to current developments and megatrends in the working and professional environment. This includes BFH's strategic thematic fields in particular. For this we use synergies with undergraduate teaching.
- We are innovators in continuing education and take account of not only the dynamic development of content and methods in the continuing-education market but also the specific continuing-education needs of the particular professional fields. Our courses are aimed at specialisation and deepening of knowledge, multi-disciplinary skill building, and interdisciplinary or multidisciplinary expansion of consecutive education qualifications in the tertiary sector.
- In defined areas, we integrate cross-profession topics into our curricula and thus encourage interschool courses of study.

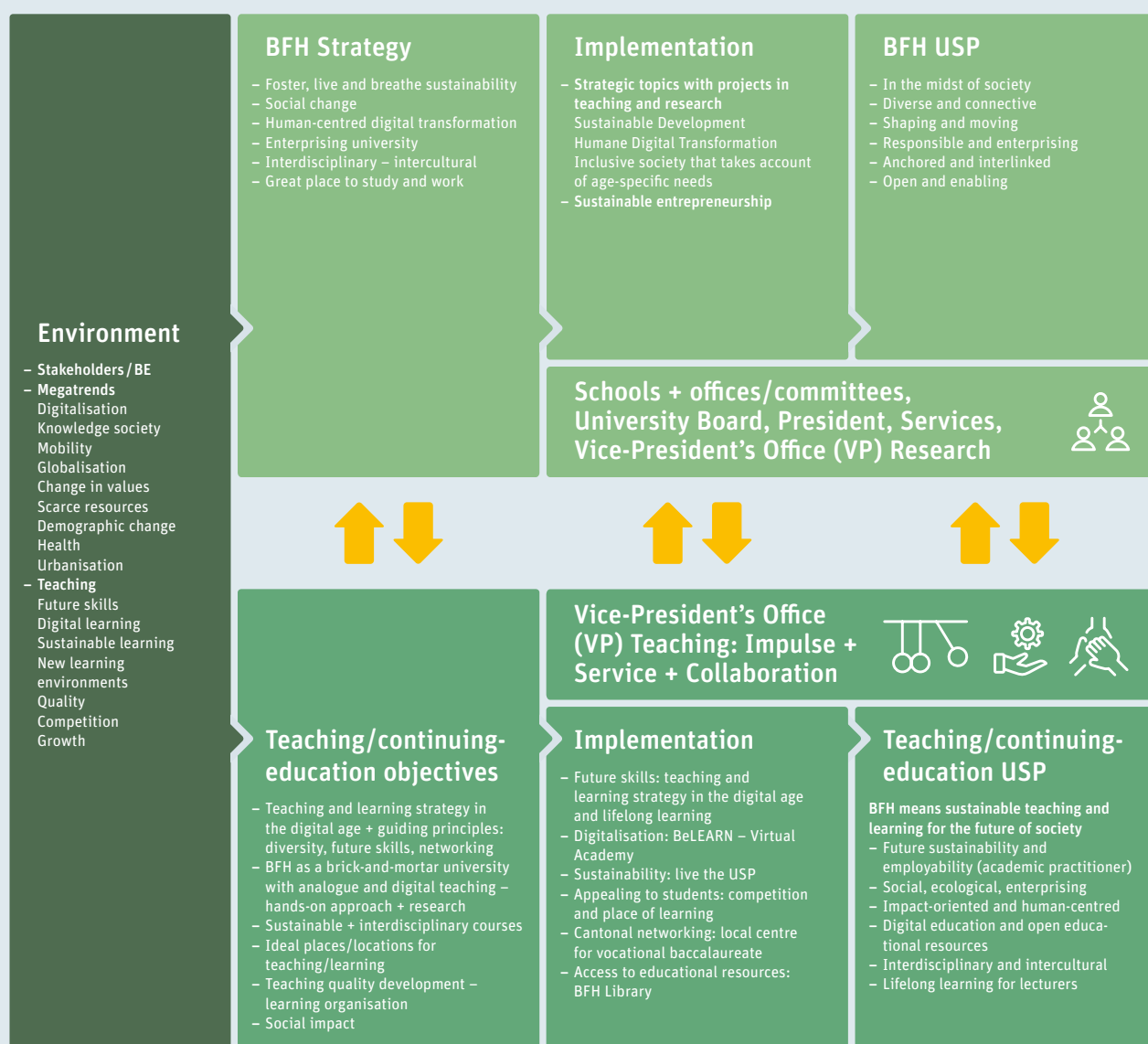
Teaching and learning processes and quality assurance

- We enhance the effectiveness of continuing education by increasingly focussing on learning outcomes.
- We promote teaching and learning processes by establishing an education-theory foundation and contemporary didactic concepts for university-based adult education.
- We create modern teaching and learning environments that encourage the acquisition of skills for dynamic and complex working environments.
- We facilitate access to knowledge and encourage self-organised learning. We also strengthen the role of our lecturers as coaches who accompany the learning process.

Market and customer focus

- We work together with our continuing-education customers and graduates to develop vibrant “communities of practice”.
- We promote enterprising thinking and actions as well as intra-preneurship and entrepreneurship initiatives.
- We internationalise suitable continuing-education products and become part of an international and intercultural continuing-education community.
- Everything we do is focussed on the customer and on generating a positive customer experience. We have a dedicated Customer Relationship Management team for this.
- We create an empirical foundation for the development of our offering through our own research into university-based continuing education.

BFH teaching strategy



Research and development

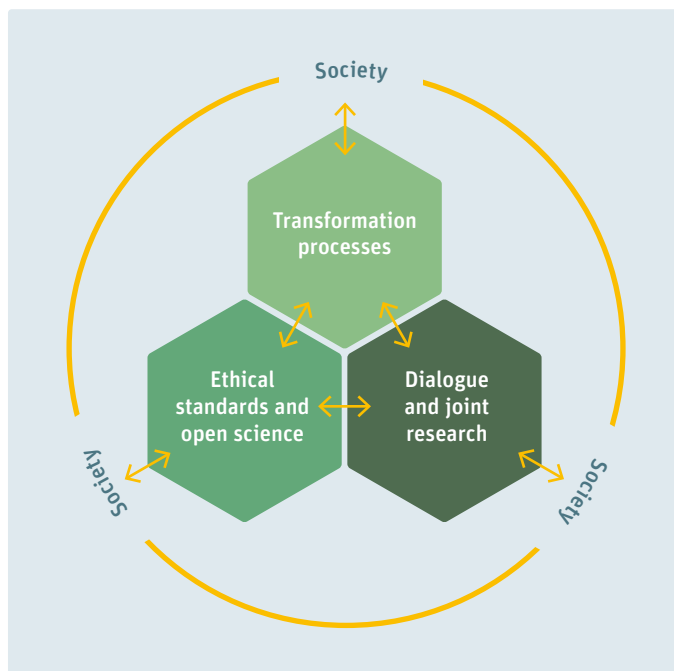
As a research-intensive and open university, we engage in an active dialogue with the public by making a significant contribution to social transformations with our practice-oriented solutions.

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Based on the thematic strengths of the schools and current developments, we specifically promote interdisciplinary research that is society-oriented. In doing so, we consolidate ethical standards of scientific work, and we practise a fundamentally open research culture by strengthening and developing the practice of open science and broad science communication.

Profile development

a) Social contribution



In socially relevant topics such as sustainable development, caring society and humane digitalisation, we drive appropriate transformation processes in and with society.

We shape the exchange with society through open dialogue and joint research ("citizen science"). We are committed to ethical standards in scientific work and, with open science, assume social responsibility for transparent, verifiable research and transfer processes.

b) Areas of specialisation in which we take national precedence

In research, we aim to raise our profile in the strategic thematic fields Sustainable Development, Caring Society and Humane Digital Transformation in order to

- enable structural and targeted funding of research activities that ensure the positive impact of our research on social issues (inward impact),
- develop answers to current social questions and ensure the connection of research to society (outward impact).

In doing so, we take the existing thematic strengths of the schools and successful interschool collaborations as a starting point, develop them further and establish new interdisciplinary research areas, where possible with relevance to teaching.

Visibility of the subjects through collaboration with and specific enquiries from the field, outreach activities, as well as media coverage serve as measures of the desired subject leadership.

BFH's Research Committee supports the definition of the strategic thematic fields and facilitates and simplifies interschool cooperation.

Fields of activity and development objectives

Impact

As a research-intensive university of applied sciences, we are present in the public perception as well as in the scientific and practice-oriented specialist communities and are, accordingly, impact-driven. We achieve this by

- cultivating and expanding the discourse with society,
- committing ourselves to open and transparent science (open science),
- enabling the population to participate in scientific projects within the framework of citizen science and participatory research,
- maintaining close partnerships with business, society and the arts,
- increasingly publishing research in English,
- encouraging researchers to be more involved in national and international bodies (e.g. editorial boards, expert panels, review work, professional associations, task forces, etc.).

Infrastructures and processes

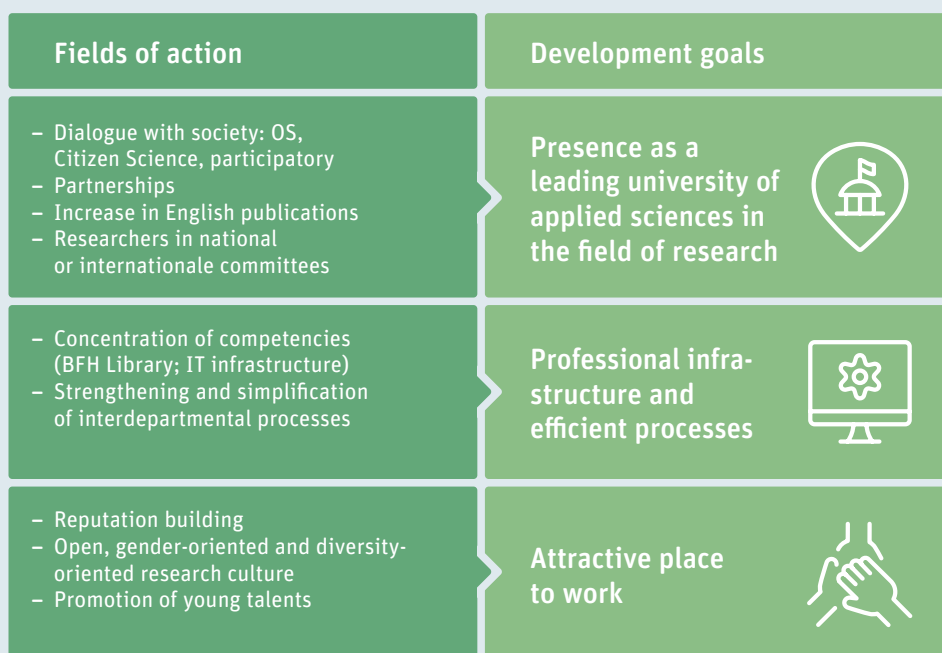
We achieve a professional infrastructure and efficient processes in research by

- bundling existing competences or building up new ones (e.g. BFH University Library, BFH Research Promotion, etc.),
- consolidating and simplifying cross-school processes.

Appealing to researchers

We are an attractive workplace for researchers. We achieve this through

- the targeted development of a scientific reputation,
- the promotion of an open research culture (e.g. by means of open research data),
- a modern IT infrastructure that allows for the further development of collaborations,
- the targeted promotion of young academics (e.g. through innovative tenure track models adapted to the environment at universities of applied sciences, specialist qualification, programmes such as the Junior Scholars Programme: BFH transversal),
- the further development of a gender- and diversity-oriented organisational and research culture.



BFH as a modern campus (Services)

Profile development

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Together we create an inspiring work and learning environment

We are committed to providing our customers with needs-based, efficient and sustainable services.

We take social as well as technological developments into account.

We implement BFH-wide solutions.

Fields of activity and development objectives

Governance and funding of BFH

- We support impact-driven leadership by providing relevant and level-appropriate leadership metrics.
- We are introducing a sustainable, BFH-wide procurement system.
- We promote an agile mindset and agile (project) methods.

Employees (human resources)

- We introduce target group-specific approaches in personnel marketing and recruitment.
- We support employees in their readiness for and handling of change, leadership concepts and competences, lifelong learning, digital skills, function and career models, as well as performance and behavioural assessments.
- We boost BFH's appeal as an employer by allowing for flexibility in terms of working hours and location (working time models, mobile working, work-life balance).
- We promote diversity and inclusivity as a matter of course.

IT services (IT resources) Key pillars of the IT strategy

- We assist teaching and research staff with up-to-date, high-performance IT infrastructures and support.
- We enable time- and location-independent forms of studying, working and collaboration.
- We harmonise, digitise and automate processes.
- We use and link data.
- We ensure technical functionality and performance.
- We support the implementation of the position paper on digitalisation (Work@BFH).

Buildings and rooms (structural resources)

- We implement the BFH location strategy in terms of location concentration, campus buildings and the further development of the remaining locations.
- We provide inspiring working, teaching and learning environments at BFH locations.
- We shape the transition phase until the move into the new campus buildings and the organisational development in preparation for the campuses.
- We improve resource efficiency for a climate-neutral BFH.

Services – internal

- We focus on cooperation with the schools or stakeholders and continue to develop this cooperation.
- We strengthen cross-school and cross-team cooperation within the Services.
- We reinforce innovation management and entrepreneurial thinking and action.
- We base our actions on the “safe enough to try” principle.
- We raise awareness and build consciousness of sustainable development within the Services.

School strategies

Agricultural, Forest and Food Sciences

As the “green university” par excellence, we are pioneers for sustainable development in land use and the agri-food industry.

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We combine science and practice in an exemplary way, setting high standards in teaching and research, both nationally and internationally. Methodologically competent, solution-oriented, innovative and multilingual, we prepare bachelor's and master's students for their professional future as specialists and leaders.

Through applied research, we develop comprehensive solutions for current issues and future challenges such as sustainable nutrition and resource use. We take the lead in key areas of the agriculture, forestry and food industries.

We create a culture where employees support each other, show initiative, think like entrepreneurs, network with those around them and are passionate about what they do.

Profile development

a) Social contribution

We are strongly anchored in society and work on issues of particular social relevance. Our solutions are developed together with partners in the field. They are implemented quickly and, thus, form the basis for innovative practical action.

We pay special attention to the exchange of knowledge with the general public as well as with the specialised sectors.

We teach respect for nature and the environment in our degree programmes. We also teach the conservation and management of natural resources for the benefit of future generations. Among other things, this contributes to healthy, highly individualised nutrition with a reduced ecological footprint.

b) Areas of specialisation in which we take national precedence

Sustainability in agricultural, forest and food sciences is a key theme in our work. We continue to expand our subject leadership throughout Switzerland in the following areas:

- Sustainable food production with particular emphasis on circular economy and consumer behaviour
- Sustainable use and protection of natural resources (soil and water)
- Sustainable safeguarding of forest ecosystems and their multifunctionality in the face of climate-induced changes

Fields of activity and development objectives

We are a value-driven employer

We offer our employees optimal conditions for personal and professional development.

Sustainability

We implement and enforce sustainability in terms of the SDGs in all service areas.

Impact

We are a defining part of the scientific and social discourse in and through our topics.

Architecture, Wood and Civil Engineering

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We are pioneers of sustainable construction. We rely on collective intelligence, work through education, research and innovation in the real-world laboratory, think in terms of cycles and, thus, take responsibility for our living space.

We develop, convey and promote knowledge and skills for sustainable construction. With our innovative and application-oriented programmes and products in the fields of education, research and services, we make a pioneering contribution to an environment built for the future. We experiment and work in the real-world laboratory that is Switzerland. We are part of a global network and the achievements of our employees, students and alumni are recognised around the world.

Profile development

a) Social contribution

Our unique range of topics enables us to explore the constructed environment comprehensively and at all scales, and to shape it in the spirit of sustainability. We act responsibly by being mindful of all resources and relying on renewable raw materials. We actively engage with society through service learning.

b) Areas of specialisation in which we take national precedence

In the field of wood, with a focus on wood technology and timber construction, we are a national trendsetter and are internationally recognised in education, research and services. Together with architecture and civil engineering, we work on and research sustainable construction in a comprehensive and integrated manner. The practised transdisciplinarity at the interface of architecture × wood × civil engineering makes us unique in Switzerland.

Fields of activity and development objectives

Sustainable building culture

We develop innovative solutions to promote a sustainable building culture. With passion, curiosity and respect, we work both in disciplinary as well as in inter- and transdisciplinary teams for a high-quality constructed environment.

Studying in the real-world laboratory

We focus on research-based, practice-oriented and project-oriented teaching. Our students develop their skills in the real-world laboratory and work in interdisciplinary teams on socially relevant problems. As an integral part of the curriculum of each degree programme, we offer a wide range of interdisciplinary and cross-year modules.

New job profiles

Our programmes are based on the principle of lifelong learning. With our minor and major programmes geared towards future job profiles, we enable students to follow individual learning paths. High-quality teaching is our foundation and we are committed to experimentation: we set new standards in terms of content, didactics and methodology.

Practical relevance and entrepreneurship

In cooperation with our partners from business and society, we align our teaching content with current and relevant challenges. We encourage entrepreneurial thinking and action and support our students in taking the step into a career or self-employment. The practical relevance and excellent networking with the industry are reflected in the cooperation with many companies and institutions that place their trust in us and allow prospective specialists and executives to receive education and continuing education at BFH's School of Architecture, Wood and Civil Engineering.

Health Professions

We make a significant contribution to sustainable health care in Switzerland.

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Health is considered one of the most valuable assets in our society. Therefore, good health care is of paramount importance, especially in a prosperous country like Switzerland. Health care has been a growth market for years. At the same time, the system faces numerous challenges, such as the shortage of skilled workers, demographic change, an increase in the incidence of chronic diseases, the ever-increasing diversity of the population, and higher cost pressures. Furthermore, digitalisation in this sector is lagging behind.

The School of Health Professions is committed to the education and continuing education of health professionals and generates relevant knowledge and innovations in the fields of health and health care through applied research and development.

Profile development

a) Social contribution

Our actions are guided and informed by mission statements (see graphic).

b) Areas of specialisation in which we take national precedence

- Academic and Practice Partnerships (APP Insel, Domicil, Lindenhof, UPD)
- Division of Nutrition and Dietetics
- Mental health and psychiatric care
- Competence Centre Participatory Health Care
- Institute of Health Economics and Health Policy (IHEP)

Fields of activity and development objectives

Professional development

Through teaching and research, we promote the academic health professions based in the school, which are still in the process of growth.

Clinical development

We generate practical knowledge that allows intervention and decision-making in health care, especially in the context of our professions.

Integrated care

In close collaboration with those working in the field, we develop new models and professional roles that promote patient-centred, integrated health care.

Trends in health care

We anticipate trends, embrace them and contribute to their development.

These four fields of activity are rooted in the four overarching transdisciplinary themes of interprofessionalism, leadership, digitalisation and user involvement.

The mission statements of the School of Health Professions

Competence

With our knowledge and skills, we are a proficient contributor to issues related to health care and the health system.



Innovation

We are innovative – in small and large ways. This is how we pursue our vision of high-quality and sustainable health care.



Impact

With our education, training and research, we contribute to meeting the challenges of the Swiss healthcare system.



Identity

Our key areas of focus comprise the four health professions of dietitian, midwife, nurse and physiotherapist. We empower students in their professionalism and thus in their roles as essential actors in the interprofessional setting.



The Arts

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As a multidisciplinary university of the arts, we offer our students highly individualised artistic and design degree programmes in a dynamic, regionally embedded and, at the same time, internationally shaped environment. We see ourselves as a workshop of ideas, contribute to solving social challenges with creative knowledge in teaching and research and enable our students to enter into dialogue with the world as creative individuals.

What sets us apart is our diverse range of courses in music, design and art, conservation-restoration, theatre and literature as well as the interdisciplinary Y Institute. We offer education across all three academic levels – from bachelor's to master's and doctoral programmes in collaboration with universities in Switzerland and abroad, anticipating the needs of a dynamically changing professional world. To promote innovative thinking and provide sustainable stimulus, we work with many partner institutions in the Bern region, throughout Switzerland and around the globe. We see ourselves as an institution where people from the most diverse backgrounds and experiences work and learn together.

Profile development

a) Social contribution

The Bern Academy of the Arts (HKB) is a nationally and internationally renowned university of the arts that makes a significant contribution to the reputation of the canton of Bern as a cultural centre. In times of social vulnerability, we are committed to cohesion, discourse and inclusion. Our work is based on the mediating, critical and unifying power of art and culture in society. As a multidisciplinary school of art, we live the principle of interdisciplinary thinking and acting. With multilingual degree programmes and its locations in Bern and Biel/Bienne, we act as a valuable bridge between the German-speaking and French-speaking parts of Switzerland in the cultural and arts scene.

b) Areas of specialisation in which we take national precedence

We contribute to our uniqueness with our distinctive portfolio, our orientation towards the latest artistic and scientific developments, our application-oriented research, our wide range of continuing education courses, innovative forms of teaching, our location in the cultural cities of Bern and Biel/Bienne and our bridging function between the German- and French-speaking cultural areas. We distinguish ourselves with a range of programmes that are unique in Switzerland, such as the bilingual Literature Institute, the transdisciplinary Y Institute and the doctoral programme "Studies in the Arts" (SINTA), which is offered jointly with the University of Bern. Moreover, we are leaders in our expertise in artistic and cultural education.

Fields of activity and development objectives

Social responsibility and sustainable development

We participate in social change and deal with topics of great social, artistic and design relevance.

The Academy of the Arts as a workshop of ideas

We see the HKB as a workshop of ideas and innovation laboratory and encourage research-based teaching and learning. We provide space for artistic products and services to be developed and research questions to emerge.

From teaching to learning

We focus on the learning process in close exchange with the students and use appropriate methods and competences for this purpose.

Overcoming disciplinary boundaries

We encourage a disciplinary basic education with transdisciplinary components for bachelor's programmes. As for our master's programmes and continuing education courses, we place the emphasis on opening up the curricula as much as possible.

Focus on art and cultural education

We are leaders in art and cultural education. We play a significant role in shaping the national and international discourse in this field through teaching and research.

Focus on digital media literacy

Our students and employees have a high level of digital media literacy. We deal with digital issues ethically, politically, artistically and conceptually, and reflect on existing concepts of quality in the digital world.

The Swiss Federal Institute of Sport Magglingen SFISM is a leading international university of applied sports science.

In the dynamic and competitive environment of competitive and popular sport, we train competent professionals that are much in demand on the labour market. Through innovative and applied projects, we conduct high-quality multidisciplinary research on issues related to sport.

Given our proximity to the Swiss sports federations and other partners in public and private sport, our education, research and service activities are of great social relevance. All of these contribute to an improved quality of life for the Swiss population, as well as to the success of Swiss competitive sport, and they mutually benefit each other. We are guided by international standards in our teaching, research and development as well as in our services and focus on the demands of our target groups. In addition, we act according to ethical principles and integrate sustainability into all our activities.

Profile development

a) Social contribution

We fulfil our social educational and scientific mandate as part of the Federal Office of Sport in accordance with the Federal Act of 17 June 2011 on the Promotion of Sport and Exercise (Sport Promotion Act, SpoPA). The main objectives are to increase sports and exercise activities of all age groups, to increase the importance of sport and exercise in education and training, to create suitable conditions for promoting talented young athletes and elite sport, to encourage behaviour that establishes the positive values of sport in society and fights undesirable side effects, as well as to prevent accidents during sport and exercise.

b) Areas of specialisation in which we take national precedence

- We encourage integration in and through sport and contribute to the prevention of addiction, violence, exclusion, doping or sexual assault in sport.
- We advise on the construction and operation of sports infrastructures.
- We provide scientific advice to the Swiss Armed Forces on sports-related training, physical fitness, physical stress and injury prevention.
- We train and develop coaches in junior and elite sport.
- We are the competence centre for sports economics, in particular applied economic research in the field of junior and elite sport.
- We provide services in sports medicine, physiology and diagnostics.
- We perform sport analyses to identify performance-relevant factors.
- We identify talent and train athletes.
- We offer expertise in training management, including preparation and behaviour in competitions.

Fields of activity and development objectives

Sport promotion

We focus on our strengths and the mandate according to the Sport Promotion Act.

Responsibility

We act according to ethical principles.

Diversity and equal opportunities

We support our employees and practise the principles of diversity and equal opportunities.

Added value for society

We generate added value for society through long-term national and international partnerships.

Digitalisation

We use digitalisation to consolidate our position as a leading international university of applied sciences for sports science.

As a partner for education and social issues, we promote equal opportunities and social welfare. This is our contribution to social cohesion. We are guided by the need to improve the well-being of all and of social welfare.

We focus on professional social work and work on current social issues from an interdisciplinary perspective. Teaching, research and practical relevance are closely linked here. In this way, we shape innovations together and develop solutions for tomorrow's society.

Profile development

a) Social contribution

With the bachelor's and master's degree programmes in social work with research-based learning as well as service learning, we offer an education that qualifies students for employment (employability) and strengthens their commitment to civil society (active citizenship). With our programmes in practical continuing education, we promote lifelong learning and enable postgraduate specialisation. Our work is based on cooperation and research in the fields of childhood, youth and family, old age, social and cultural diversity, social security and social policy, organisation and social management, counselling, mediation, supervision, professional development as well as specialised didactics and digitalisation.

b) Areas of specialisation in which we take national precedence

We are national leaders with our degree programmes in terms of competence acquisition with a focus on personal development. Our research and development is renowned in Switzerland for its contributions in the areas of poverty and social inequality, social assistance and integration, health and social work, social participation in old age, as well as in the area of child and adult protection. With innovative research approaches, we highlight not only problems, but also successful processes. We offer added value both through cooperation with project partners and through the inclusion of stakeholders and service users in research and development projects in keeping with the spirit of a socially engaged university.

Fields of activity and development objectives

Social sustainability

We promote socially sustainable, viable education and continuing education by

- enabling, as a university with face-to-face teaching, learning in both analogue and digital forms, promoting professional and personal development and making contributions to open educational resources,
- using and promoting the diversity of students and employees as a strength and fostering a culture of open debate.

Empowering social welfare

We reinforce social welfare in the areas of education, counselling, care and assistance by

- strengthening partner organisations and empowering users with sound research findings and innovative development contributions,
- developing solutions to problems with regional and national partner organisations and jointly providing basic principles and success factors within the framework of open science.

Social participation

We make a contribution to successful social participation and involvement for all ages and circumstances and, thus, to the well-being of all by

- improving the protection, promotion and participation of children, young people and adults – especially in vulnerable situations – within the framework of teaching and research,
- critically examining social practices together with partners in the field and students with regard to their contribution to strengthening social cohesion and enabling the continuous further development of desired social practices.

Engineering and Computer Science

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We open up professional fields of activity with above-average and entrepreneurial commitment in order to shape social change in the areas of health technologies, energy, sustainability and digitalisation today and tomorrow with the confidence of highly qualified professionals and the curiosity of well-rounded individuals.

In health technologies, energy supply, smart industry, IT security and data sciences, we are pioneers and reliable partners for politics, business and society when it comes to education and continuing education as well as in applied research and development at regional, national and international levels.

Profile development

a) Social contribution

Our teaching staff, who are active in research and development, provide application-oriented, diverse and inspiring teaching based on a high level of technical expertise and train highly qualified engineers/computer scientists who, with the cultural background of a multilingual university education, shape an entrepreneurial and innovative future for the Swiss workplace as well as internationally. The continuing education we offer is targeted at people who excel in integrative and complex requirements for professional, leadership and innovation competence within the framework of the school themes.

b) Areas of specialisation in which we take national precedence

We train top specialists and executives and, together with our partners, develop sustainable solutions for the social challenges in our focus areas of health technologies, energy, sustainability and digitalisation. In education and research, we work on and develop technical and technological innovations with a view to the well-being of people and the environment, and play a decisive role in shaping them. Through our proactive dialogue, knowledge and technology transfer, we improve the entrepreneurial competitiveness of our partner organisations and clients, creating sustainable benefits for society.

Fields of activity and development objectives

Multilingualism

We are considered to be the multilingual engineering and IT centre in Switzerland, offering our graduates the best career prospects in Switzerland and around the world. To this end, we invest in human resources and in the further development of our courses.

Practically relevant and research-based teaching

We provide our students with innovative, practically relevant and research-based education and continuing education formats at the highest professional level. To this end, we consistently optimise the roles and profiles of lecturers and students.

Entrepreneurial mindset and action

We are a formative part of the enterprising university that provides its graduates and employees with uncomplicated opportunities to implement their own ideas in a committed and responsible manner.

Comprehensive continuing education

Our continuing education is rooted in the themes of the school and we expand our courses in the areas of leadership and management, innovation and technology, health technologies, data science/engineering, smart industry and smart factory in line with demand and in a timely manner.

Strong in research and technology

We ensure that our research is practically relevant and innovative, based on strategic resource allocation, proactive acquisition activities, tenure-track funding and technology-based start-ups. We distinguish ourselves through an effective and efficient research infrastructure as well as a lean research administration with the highest digital efficiency.

Contribution to the innovation location

We communicate our research findings and build our innovation network together with partners as well as business and professional associations.

We are the Business School with a sustainable impact.

With our students, graduates and employees, we create new and inspiring paths towards a sustainable, digital and entrepreneurial future. We are committed to a comprehensive definition of sustainability in terms of the SDGs.

Profile development

a) Social contribution

BE business: sustainable, digital and entrepreneurial. Whether digital transformation, resource scarcity or social justice, we are committed to sustainable transformation in business, society and the public sector. We qualify our students to become specialists and executives for tomorrow's sustainable business. With our "sustainable mindset in action", we stand for the human side of digital transformation and are committed to a sustainable and creative economy of tomorrow.

The Business School is distinguished by the thematic focus of its institutes and uses their content to address teaching, research and continuing education in cooperation with practitioners (see graphic).

b) Areas of specialisation in which we take national precedence

BFH's strategic thematic fields also benefit from the "sustainable mindset in action": whether through collaborations, research projects or in teaching and continuing education – together we are shaping Switzerland's educational landscape.

Fields of activity and development objectives

Platform economy

We understand the opportunities and risks of platform economy and its implementation, anchor the findings into teaching and continuing education, and thus shape the mindset for sustainable and digital business.

Circular economy – reuse, reduce, recycle

We are committed to sustainable entrepreneurship and sustainable behaviour in our service areas as well as in university operations.

Entrepreneurship

An entrepreneurial mindset shapes the actions of our employees and students. We promote the development of entrepreneurial skills and support our employees and students in launching and implementing entrepreneurial initiatives.

Digital technologies

Information systems and data form the basis for digital transformation. Therefore, we address technological, organisational and human aspects of creating and using digital technologies (artificial intelligence, cloud technologies).



Bern University of Applied Sciences

President's Office

Falkenplatz 24

3012 Bern

+41 31 848 33 00

office@bfh.ch

bfh.ch