



Bern University
of Applied Sciences



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Strategy

Who we are

Sustainable, digital and entrepreneurial: these are the pillars of the new strategy of the BFH Business School, which are aligned with the strategic priorities of the entire BFH. Whether it is digital transformation, resource scarcity or social justice, we are committed to sustainable transformation in business, society and the public sector. To achieve this, we are guided by the Sustainable Development Goals and contribute to the necessary change in the economy and society as the Business School with a sustainable impact. We prepare our students to become specialists and executives for the sustainable business of the future. **We are THE Business School with a sustainable impact in Switzerland.**

What drives us

As a university, we have our finger on the pulse of society and work on relevant topics in research and service projects that flow into our teaching and further education programs. In so doing, we generate sustainable benefits for society, institutions and our ecosystem. With our students, graduates and employees, we create new and inspiring paths towards a sustainable, digital and entrepreneurial future. Furthermore, we have set out our shared values in our Code of Conduct.

Fields of activity

Our six strategic fields of activity determine the focus of development for the coming strategy period.

Teaching and Future Skills: Combining the expertise of our lecturers in current teaching and learning methods with a focus on future skills relevant to the labor market prepares students for future challenges.

Research: Our focus is on impact-oriented projects and networking, through inter- and transdisciplinary cooperation between researchers from different institutes, schools at the BFH or other universities.

Continuing education: With personalized and flexible modules, we promote future skills and sustainability competences. Educational partnerships with universities, companies and the public sector ensure inter- and transdisciplinary learning.

Communication and partner management: We maintain and expand our partnership network and so contribute to the long-term positioning of the BFH. The Marzili Knowledge Campus is a place of discourse through sustainable activities and exchange formats.

Sustainable development: The active contribution and discourse of teaching, research, and continuing education to the shared fields of activity defines us as a Business School with a sustainable impact.

Internationalization: We promote mobility, are globally connected, and encourage our students and employees to develop their linguistic, intercultural and global competences.

What we do

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. In so doing, we aim to stimulate public debate, enable participation in projects and support relevant stakeholders. For our students and employees, we offer a learning and working environment that is driven by shared values and promotes collaboration and personal responsibility.

With our shared fields of activity **entrepreneurial thinking and acting, circular economy, platform economy, and digital technologies**, we promote networking across disciplines, key areas, and faculties. This enables us to develop creative, comprehensive and dynamic solutions that are measured by their feasibility and impact and add value to teaching, research and further education. With transdisciplinary collaboration on solutions to current and future problems, we strengthen our collaborative leadership and mutual respect. Together with our partners, we sustainably implement the findings and results in practice and incorporate them into teaching in order to generate new knowledge.

How we stand out

Our business education enables students, researchers and future professionals and leaders to independently and responsibly identify problems, find transdisciplinary solutions and develop transformation processes that create an impact for business and society. Our values, which enable lively, creative and respectful collaboration, help us to shape a sustainable, digital and entrepreneurial future.



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