

swissuniversities

Bern, January 2015

Swiss Universities of Applied Sciences and Arts: Profile and key messages

- 01 Positioning model Swiss UAS**
Promises, Values, Essence, Benefit

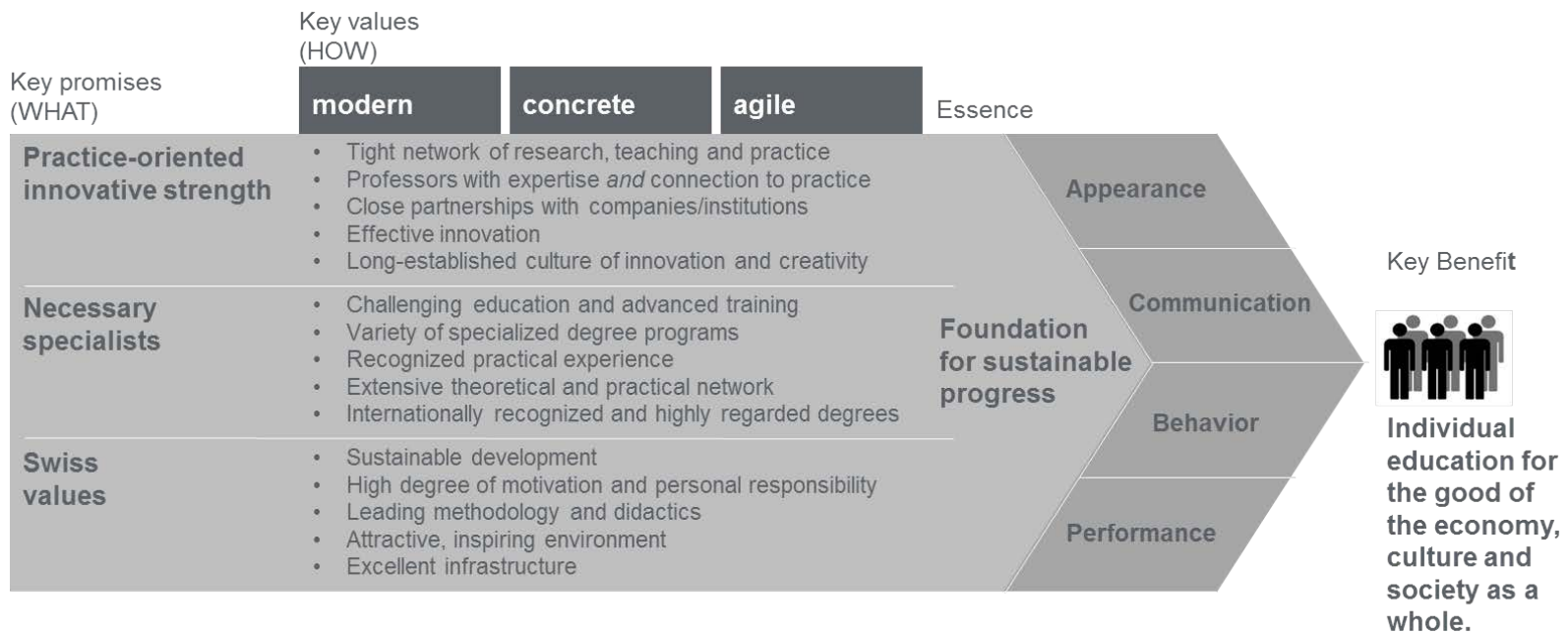
- 02 Key messages**
Short and extended version

01

Positioning model

Positioning model

The Swiss Universities of Applied Sciences and Arts have a unique profile, which sometimes needs to be pointed out to an international public. The model below and the key messages can support international communication where needed.



02

Key messages

Key messages

Can be used individually or combined.

Short version

1. The Swiss Universities of Applied Sciences and Arts are highly relevant to practice.
2. The Swiss Universities of Applied Sciences and Arts increase companies' innovative strength.
3. The Swiss Universities of Applied Sciences and Arts provide the employment market with the experts it needs.
4. The Swiss Universities of Applied Sciences and Arts provide excellent job and career prospects for their graduates.
5. The Swiss Universities of Applied Sciences and Arts comply with Swiss quality standards in the field of education and research.
6. The Swiss Universities of Applied Sciences and Arts lay the foundation for sustainable economic, cultural and social progress.

Key messages

Extended

1. The Swiss Universities of Applied Sciences and Arts are highly relevant to practice.

The Swiss universities of applied sciences and arts are, nationally and internationally, closely linked to the economy, culture and society. They promote intensive cooperation with companies, institutions and other educational establishments and maintain beneficial partnerships with them.

Through this and as a result of the qualified faculty from the field, the Swiss universities of applied sciences and arts guarantee highly relevant degrees and continuing education for practice.

2. The Swiss Universities of Applied Sciences and Arts increase companies' innovative strength.

With the synthesis of practice-oriented teaching and application-oriented research, the Swiss universities of applied sciences and arts make a major contribution to the innovative strength of companies and institutions and thus to the economy and society as a whole.

The basis for this are modern and relevant curricula, work on specific research and development contracts, as well as highly qualified, innovation-oriented graduates.

3. The Swiss Universities of Applied Sciences and Arts provide the employment market with the experts it needs.

The Swiss universities of applied sciences and arts know the current and future needs of the employment market. This knowledge, coupled with a high degree of flexibility, allows the universities of applied sciences and arts to continually align their curricula with the needs of the job market early enough, thereby fulfilling the demand from employers for highly skilled and well-connected specialists.

4. The Swiss Universities of Applied Sciences and Arts provide excellent job and career prospects for their graduates.

Due to their close link to practice, considerable network and up-to-date knowledge base, graduates of the Swiss universities of applied sciences and arts are sought-after specialists with verifiably excellent job and career prospects. Moreover, the extensive degree offerings and continuing education programs allow flexible, goal-oriented lifelong learning and offer students the ability to individually shape their career development.

5. The Swiss Universities of Applied Sciences and Arts comply with Swiss quality standards in the field of education and research.

The Swiss universities of applied sciences and arts base their application-oriented research and practice-oriented teaching activities on Swiss values and standards.

Consistently high quality, drive for sustainable progress, a pronounced sense of responsibility as well as a first-class infrastructure in attractive, inspiring surroundings are among the key characteristics of the Swiss universities of applied sciences and arts.

6. The Swiss Universities of Applied Sciences and Arts lay the foundation for sustainable economic, cultural and social progress.

The Swiss universities of applied sciences and arts understand sustainable progress as the evolution of the economy, culture and society through people and technology, taking individual, social, economic and cultural needs into account. With this stance, the Swiss universities of applied sciences and arts help forming individuals who shape the future and who make an important contribution to lasting progress.