

# Strategy

2010-2015

Full English version of the strategy  
for Aalborg University :  
[www.aau.dk/om+aaU/strategi](http://www.aau.dk/om+aaU/strategi)



## Strategy for AAU 2010-2015

AAU's strategy contains the overall guidelines for the university management and development during the period 2010-2015.

The strategy contains a description of AAU's

- Mission
- Vision
- Distinguishing AAU values
- Shared academic values
- Strategic goals.

The strategy was adopted by the AAU board of directors on 21 June 2010, following the recommendation of the executive directors and a general debate at the university.

### Mission

AAU's objective is to offer study programmes and conduct research within the humanities, engineering, science, social science and medical science.

This is pursued through research, education of researchers, research based education, research-based public-sector services and the exchange of knowledge with our surroundings, always to the highest international level.

Aalborg University is a young, internationally oriented network university with a specific mission within:

- Problem based learning
- Interdisciplinarity
- Innovation.

Our problem based project work approach ensures close interaction at AAU between theory and practice, brings AAU and the surrounding society closer together and trains students in innovative solution oriented conduct. AAU is to be found among the world's leading universities as regards problem-based project work.

Interdisciplinarity within research and education is an offshoot of the problem based approach and one of AAU's strengths and specific national areas of responsibility.



The innovative approach will ensure AAU a prominent position as a knowledge creating institution that contributes to technological, economic, social and cultural innovation in society through entrepreneurship and transfer of knowledge. AAU should maintain its position as one of Europe's strong innovative universities.

### Vision

#### A complete university

AAU will expand its position as a university with an attractive internationally oriented research and learning environment which offers all the programmes characterising a modern university and will conduct interdisciplinary research which transcends academic boundaries and contributes to building up Denmark as a knowledge society.

#### A centre of knowledge and learning

AAU will create an environment where research and research based learning are given equal weight and interact as equal activities, and where students and researchers alike are able to satisfy their scientific curiosity and to develop as far as their commitment and talent will take them in close interaction with one another and with society in general.

#### An attractive workplace with a good atmosphere among colleagues

AAU will focus on the well-being of staff and students by creating an attractive study and work environment in which academic and professional competencies go hand in hand with well-being, commitment and job satisfaction.

## Distinguishing AAU values

The close cooperation between the university and the surrounding society has contributed to developing a set of specific values which constitute the basis for the outward-oriented, friendly and accommodating corporate culture which is characteristic of AAU:

### Creativity

AAU considers it a fundamental value to break new ground within research, education and exchange of knowledge with our surrounding society.

### Openness

The university regards openness as a prerequisite for the ongoing development of the creative and innovative potentials of the university. This involves openness to dialogue, new thoughts and ideas, to constructive critique and differing views.

### Cooperation

The multiform types of cooperation at the university are characterised by an atmosphere of confidence and respect, and are at the same time boundary-breaking and of influence in a constant search for new cooperation forms, areas and partners.



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## Shared academic values

In addition to the distinguishing values that characterise AAU activities, AAU shares a number of basic academic values with other universities.

These values are:

- Freedom of research
- Freedom of speech
- Independence from religious, political and commercial interests
- Scientific honesty and ethical integrity in science
- Pursuit of academic and educational excellence
- Formation through science
- Constructive critique.



## Strategic goals for the period 2010-2015

### For the entire AAU

AAU will:

1. Improve its position among the best 5% of universities in the world.
2. Further develop and strengthen its profile as a network university based in Aalborg and with campuses in Aalborg, Esbjerg and Ballerup.
3. Continue its close cooperation with other universities, research institutions, educational institutions and enterprises.
4. Maintain and further develop an efficient internal incentive structure and well-run service functions, which will support the academic priorities of AAU.
5. Enhance its external profile.

## Research

6. Strengthen selected research environments in the world league, develop nationally leading research areas and ensure internationally strong research environments within all academic fields of the university.
7. Support interdisciplinary research among strong research environments across organisational boundaries.
8. Secure the nursing of exceptional research talents through a high intake of PhD students and strengthen the doctoral schools at AAU.
9. Strengthen university research cooperation with external partners and participation in global and international research cooperation, for instance under EU auspices.
10. Secure free research within all academic disciplines of AAU, whether directed towards problem matters in society or towards basic research.

## Education

11. Be in the lead internationally within the development and application of problem-based project work in education.
12. Develop distance learning methods and ICT-supported learning processes for the promotion of problem based project work.
13. Be the university with the highest total share of students who complete their studies within the stipulated time and who, at the same time, compare favourably with the best in relation to quality.
14. Contribute to covering a regional and national need for a university educated workforce, for instance by supporting pattern breakers.
15. Enhance further and continuing education, for instance by enhancing our supply and organisation of part-time master programmes.
16. Establish a strong faculty of medicine which will develop and renew medical research and education in Denmark.

## Communication

17. Be among the leading universities in Europe within innovation and academic entrepreneurial culture.
18. Engage in local and regional development, for instance by engaging in match-maker schemes and match-points, and cooperating with enterprises and institutions.
19. Maintain AAU's present research-based public-sector services and participate in the competition for relevant tasks which are subjected to competition.
20. Offer cooperation as a partner with other research and consultancy institutions which have not yet merged with a university.

## Internationalisation and globalisation

21. Further develop international cooperation relating to education and research and enhance the exchange of students, researchers and research results with the more than 800 universities which AAU is cooperating with.
22. Offer study programmes, build up research and establish networks abroad in fields that will enhance AAU's research and education.
23. Maintain Danish and English as parallel languages, so that staff are free to express themselves in Danish and English but also obliged to be able to understand both Danish and English.

## Work and study environments

24. Further develop attractive work and study environments by implementing an active personnel and work environment policy.
25. Endeavour to secure a gender balance in professional careers and in AAU study programmes and encourage a productive multiplicity.
26. Implement the action plans for all departments, sections and main areas and AAU as a whole with a view to increasing job satisfaction among staff.
27. Secure improvements in study environments and in the physical facilities in the three AAU campuses.
28. Secure recruitment of well-qualified academic and technical/administrative staff.
29. Secure co-influence of AAU students and staff on management processes on the basis of well-functioning cooperation fora, efficient communication and dialogue at all levels.

## Campus development

30. Endeavour to make university premises and outdoor areas the settings of an attractive academic and social campus life.
31. Prepare a complete sustainability strategy for the physical extension of AAU in Aalborg, Ballerup and Esbjerg, and take concrete initiatives to implement environmental improvements and CO<sub>2</sub> reductions at the university.
32. Further develop distance teaching methods and video conference technology for the support of learning and cooperation across the AAU campuses.