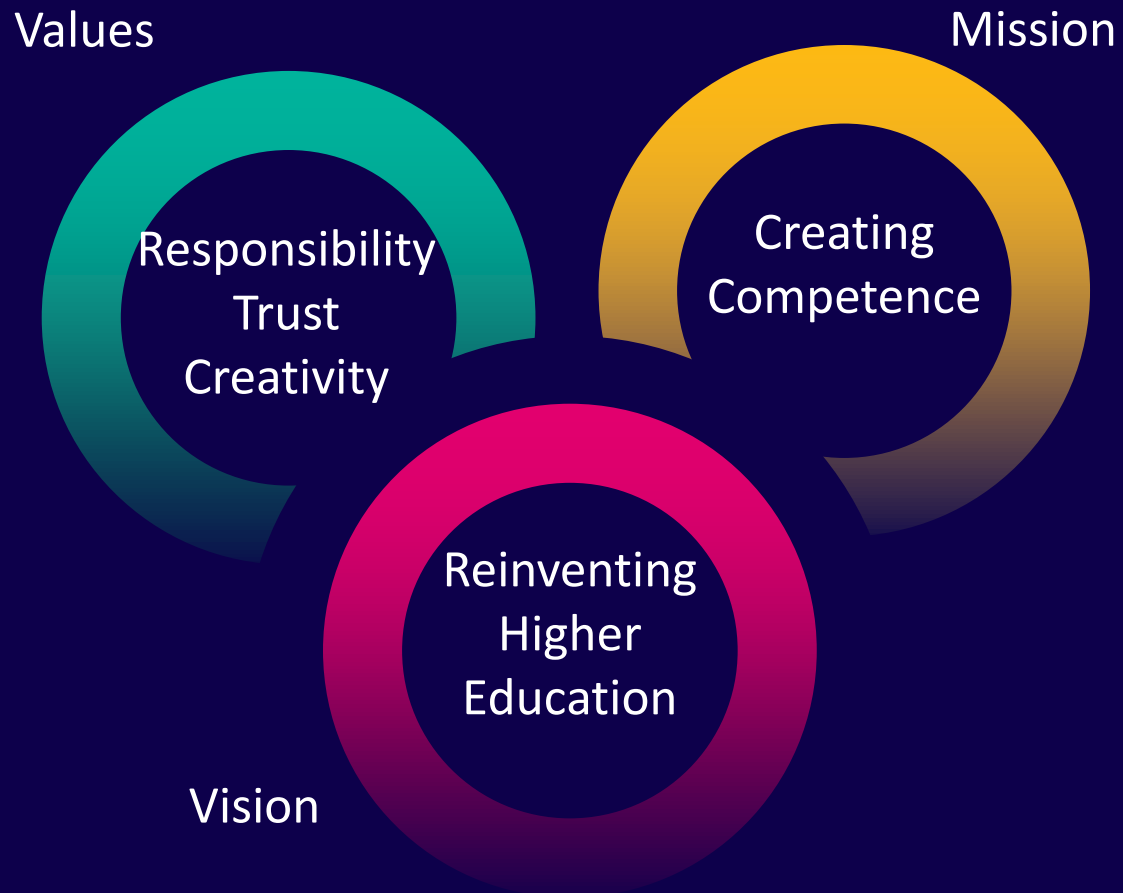




Creating Competence

Strategy of the JAMK University of Applied Sciences 2020 - 2030

Mission, Vision and Values



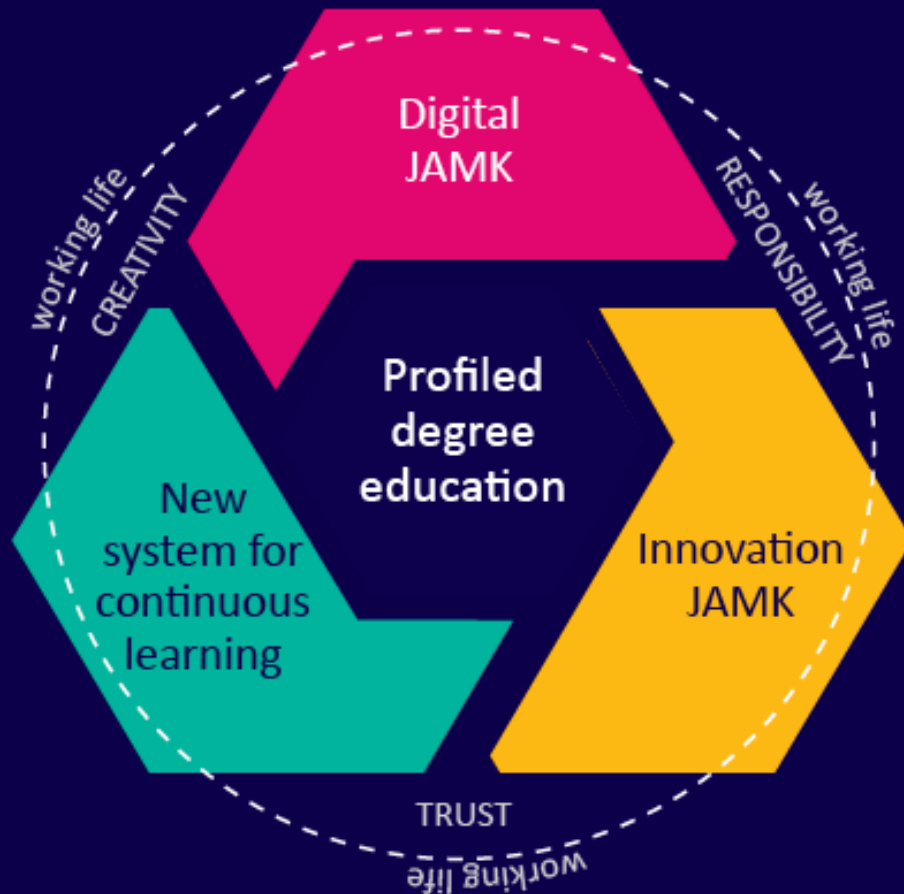
Internationalisation, entrepreneurship and high quality are the driving force behind JAMK's operations.

Creating competence means using expertise to improve the competitiveness of both our students and clients.

JAMK has gained international recognition for renewing learning and generating competitiveness.

Responsibility, trust and creativity are the core values at the heart of JAMK's operations.

Reinventing Higher Education



JAMK responds to changes in learning and working life.

The aim is to form a new kind of higher education institution that guarantees state-of-the-art operating practices for students, staff and clients.

This reinvented model also responds to the tightening demands of the economy.



Continuous Learning

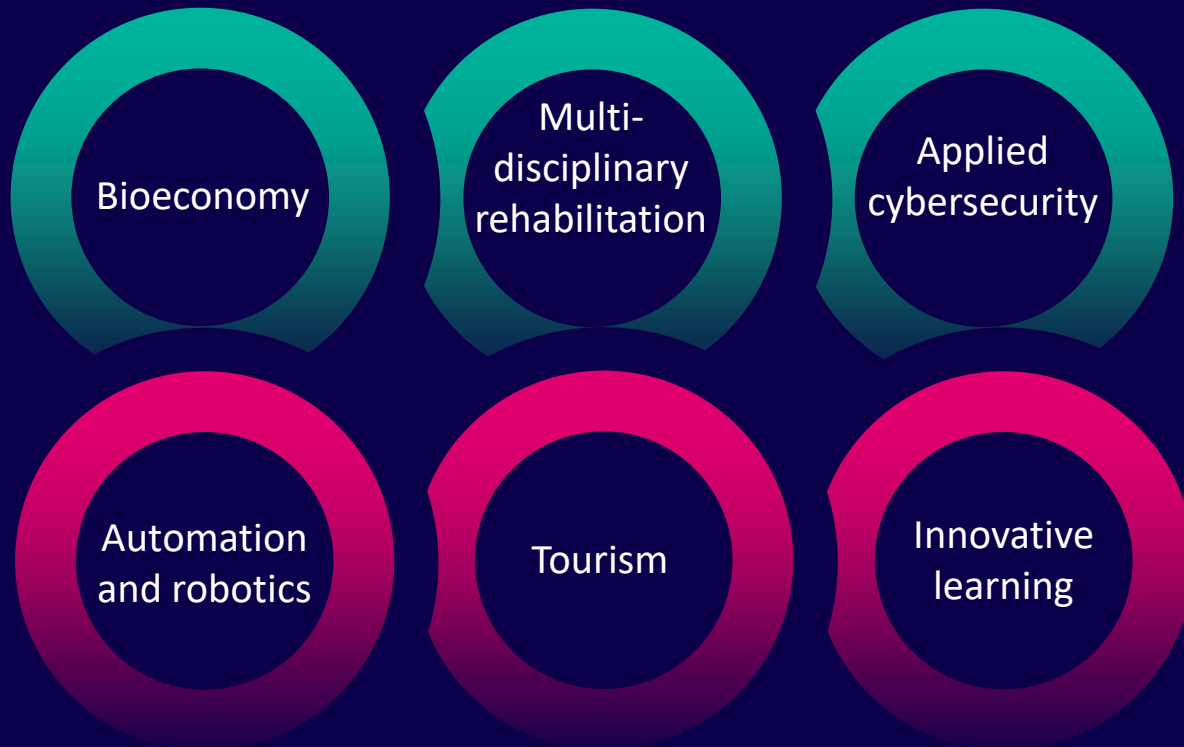
“We offer flexible and working life oriented education in an international learning environment.”

Continuous Learning

“We attend to your competence at different life stages.”

jamk

Focus Areas



JAMK's focus areas are based on the needs of the operating environment. They compile the expertise to form competitive centres of excellence.

The focus areas are a multidisciplinary combination of several areas of expertise at JAMK.

The focus areas are growing and known both at the national and international level.

Each of them also has a significant educational task, focused RDI activities and professional service business activities.



RDI Activities

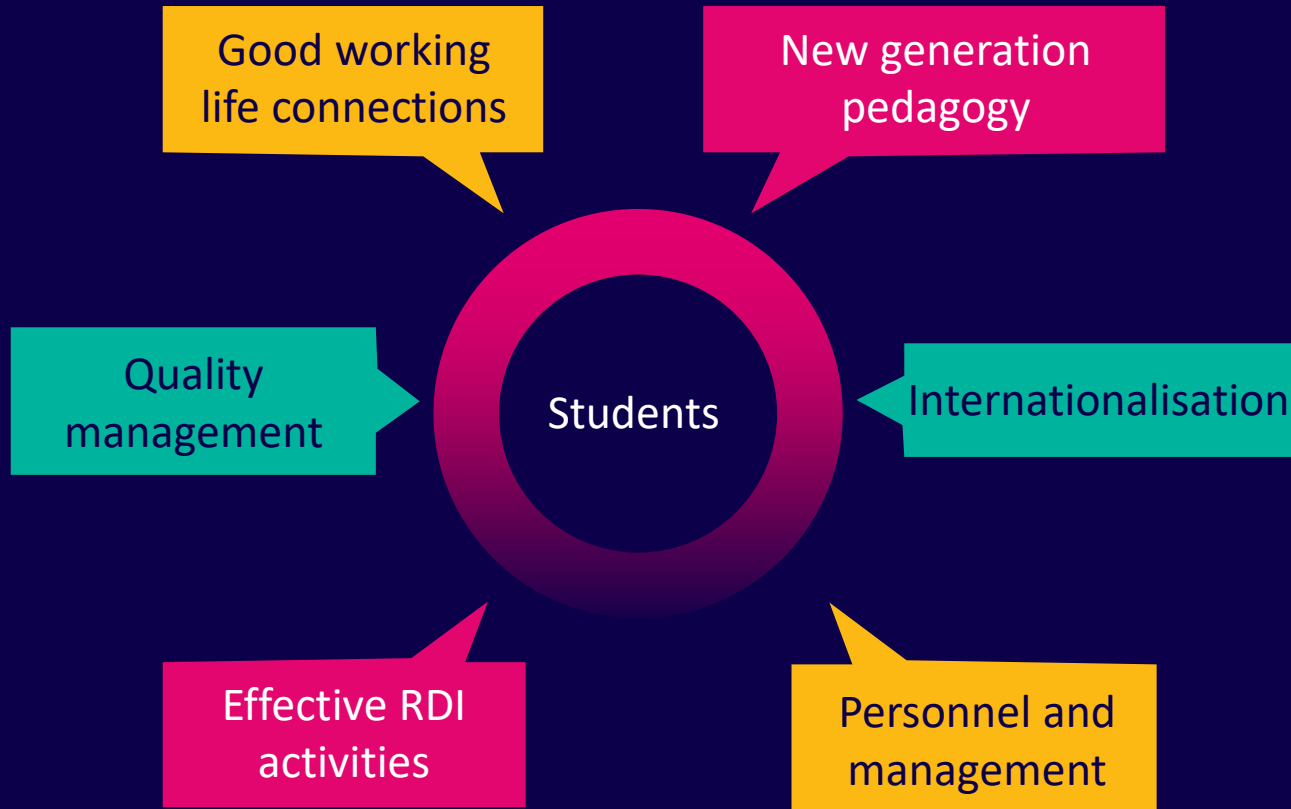
“We co-create solutions that renew operations and improve competitiveness.”

Service Business

“We respond to your future competence and development needs.”

jamk

Strategic Development Programme 2021–2024

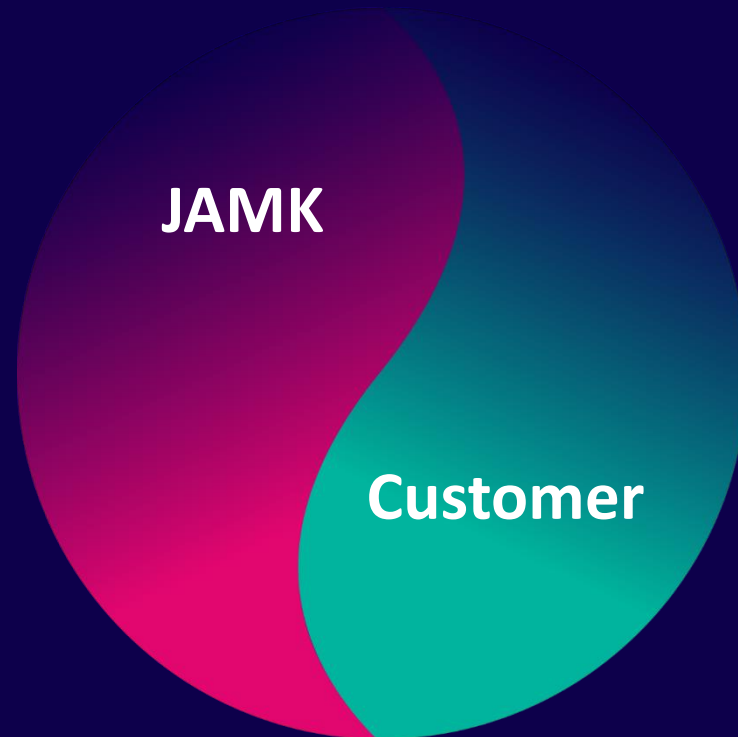


The strategic development programme steers the strategy work and aims at formulating an operating model for the reinvented higher education institution.

It is divided into six themes.

Additionally, JAMK's service business is central in promoting the impact of the new-generation higher education institution.

Creativity. Partnership.



jamk | Jyväskylän ammattikorkeakoulu
University of Applied Sciences