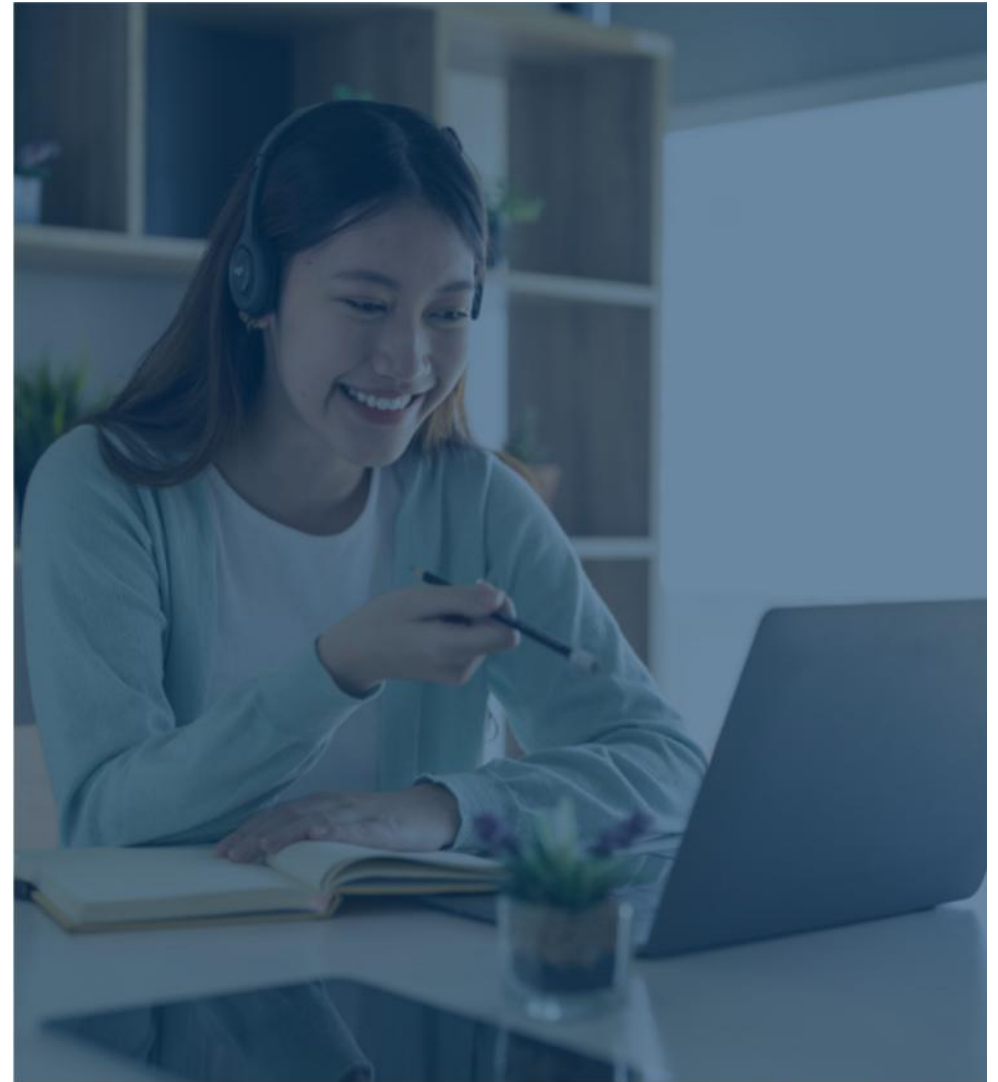




Strategic Plan 2023-2027

The Strategic Plan sets out our vision, mission, values, and strategies for years 2023 – 2027.



**Table of
contents**

**01 MISSION, VISION,
AND CORE VALUES
STATEMENTS**

03 Governance

**02 Strategic
Pillars**

04 Strategies

**MISSION,
VISION, AND
CORE VALUES
STATEMENTS**



MISSION

Developing people with skills and knowledge that equip them for current and future employment



VISION

BU is on a mission to be a **world leader in education**. Our mission is to develop programmes that offer educational and vocational opportunities to learners. We aim to facilitate a student's success in distance learning programmes by providing and promoting an environment of equal opportunity, that allows graduates to be employed with the necessary knowledge and skills. Most importantly, we want to inspire and empower people through education.

 **CORE
VALUES**

A. Students

Service

BU is committed in providing **excellent services** to learners and endeavours to **exceed all their expectations**.

Care & Concern

BU puts the needs of its learners first and provides a **positive and supportive environment** for them to achieve their goals.





B. Faculty and Employees

Innovation

BU is always looking to **improve** and find **new ways** of doing things better.

Openness

BU puts the needs of its learners first and provides a **positive and supportive environment** for them to achieve their goals.

Employee Development

BU is committed to providing and **enhancing the personal and professional development** of its employees.



 **CORE
VALUES**

c. Academic

Academics are our core, and our faculty and verifiers/moderators are **encouraged to provide feedback** and become actively involved in the **development of the programmes** in line with industry norms and standards. We promote **teamwork, responsibility and empowerment.**



Our Aim

We aim as education professionals to equip our graduates with the following qualities:

- Up-to-date and relevant knowledge of their chosen profession or discipline (including an informed understanding of the principles, values and ethics of their chosen profession or discipline).
- An ability to communicate and express themselves with confidence (verbally and in writing).
- Good analytical, problem-solving and numerical skills.
- Ability to deliver good presentations relevant to their profession or discipline.
- Competency in using technology and software relevant to their profession or discipline.
- Ability for independent critical thought, rational enquiry and self-directed learning.
- Ability to search, evaluate and manage information.
- Ability to plan work and use time effectively.
- Ability to work effectively and collaboratively in teams.
- A willingness to engage in constructive public discussion and to accept social and civic responsibilities.



GOVERNANCE

Academic Board

At BU, there is a governance structure that **protects and assures the integrity** of academic decision making. The Academic Board has been established with a clear remit for academic quality assurance and **its role and responsibilities are defined in the Academic Standards and Quality Handbook (ASQ)**

GOVERNANCE



Strategic Pillars

The 6 main strategic pillars

Pillar 01

Grow our student numbers to exceed 4000 by the end of 2027

Pillar 02

Raise student satisfaction to no less than 85%

Pillar 03

Rated at a minimum of 4 stars on the QS rating for online education

Pillar 04


Ensure a retention rate of at least 80 % of staff employed

Pillar 05

Gain national and international accreditation by accreditation bodies

Pillar 06

Ensure sustainable revenue and continued investment in BU



We want to be trailblazers in how we deliver education. Excellent teaching and our Curriculum are the core of what we do.

Student Targets

Grow our student numbers to exceed 4000 by the end of 2027

Student Targets					
2022	2023	2024	2025	2026	2027
842	1,296	1,725	2,345	3,178	4,387

The growth in numbers is based on a strategy of **developing new programmes** as well as **increasing enrolments** in the existing programmes.

In addition, Brittany shall continue to **develop university partnerships** to provide the learners with the opportunity of having programmes that are dual/triple awarded by reputable European and Asian universities.

Student Satisfaction

Raise student satisfaction to no less than 85%

Satisfaction rates are now measured based on the following criteria:

- i. Programme contents, duration and schedule
- ii. Programme structure and delivery mode
- iii. Programme support including learning materials, reference materials, online library, academic advice and technical support
- iv. Quality of academic Staff and delivery
- v. Assessment workload
- vi. Assessment feedback and usefulness for personal improvement
- vii. Access and quality of information provided
- viii. Response time to queries or assistance sought
- ix. Relevance of knowledge, skills and attributes gain for career progression
- x. Ease of use and functionality of the Learning Management System

Rated at a minimum of 4 stars on the QS rating for online education

QS Quacquarelli Symonds is the world's leading provider of **services, analytics, and insight** into the **global higher education sector**.

The QS Stars university **rating system** uses a comprehensive and in-depth framework to rate and compare university performance across a broad range of key criteria. It's designed to provide **valuable insights** into **areas of strength and weakness**, driving best-in-class standards in higher education.

By the **end of 2027**, we aspire to be rated at a **minimum of 4 stars by QS**.



Retention Rate

Ensure a retention rate of at least 80 % of staff employed

The strength of Brittany Université is dependent on having a **robust and dependable team** that includes operations, administration, academics and sales and marketing, all **working in unison**.

We understand our responsibility to staff, faculty and students to ensure the strategic pillars for 2023 – 2027 are met. Leadership must constantly **be in direct communication** with all members of the team to **appreciate the roles and provide support** to complete the job whenever required.



National and International Accreditation

Gain national and international accreditation by accreditation bodies

- Maintain our **Qualiopi Certification**
- Get the France Competences – **RNCP title** for four of our programmes.
- Get the **British Accreditation Council (BAC)** Quality Mark
- Get the « **Commission d'évaluation des formations et diplômes de gestion (CEFDG)** » Quality Mark



Strategies

STRATEGY 1: Anytime, Anywhere



Anytime Anywhere Learning is the concept of delivering training to our learners the flexibility of learning at their convenience

STRATEGY 2: Collaborative Learning between faculty, learners and industry experts



We want **learners to learn from faculty as well as peers** and shall work to provide the tools to maximise collaborative learning. In the next 5 years, we would like to **encourage employers/industry to be active participants** in the education of our learners through the concept of collaborative learning

STRATEGY 3: Partnership with more established universities



Build on our collaborations as an efficient and effective way of providing staff and learners with the opportunity **to engage with faculty and learners from other universities and learn the best practices.** **And to add to our quality of delivery and processes.**

STRATEGY 4: Practice what we preach



We must stand out as an **employer who shows the value** we place on our people, and in return, **our people will create an outstanding experience for our learners.** We must strive to have **an inclusive, open, and collaborative staff experience** that ensures our people are able to operate to the highest standards of performance

STRATEGY 5: Be Global Think Local



We shall continue to **expand through a B2B strategy** by having marketing centres that are local to support us in **providing feedback from the ground.**

Alongside our B2B strategy, we shall **develop a B2C strategy that compliments our B2B** development by entering markets where we do not have a strong B2B partnership.