

A group of four people (three women and one man) standing against a dark background. The man on the left is wearing a light blue shirt, a dark vest, and a patterned bow tie. The woman next to him has blonde hair and is wearing a black top. The man next to her is wearing a yellow beanie, glasses, and a grey striped shirt. The woman on the far right has red hair and is wearing a grey blazer over a black top. They are all looking towards the camera with slight smiles.

PATHWAYS TO SUCCESS

UNIVERSITY OF VAASA
2021-2022



Vaasan yliopisto
UNIVERSITY OF VAASA

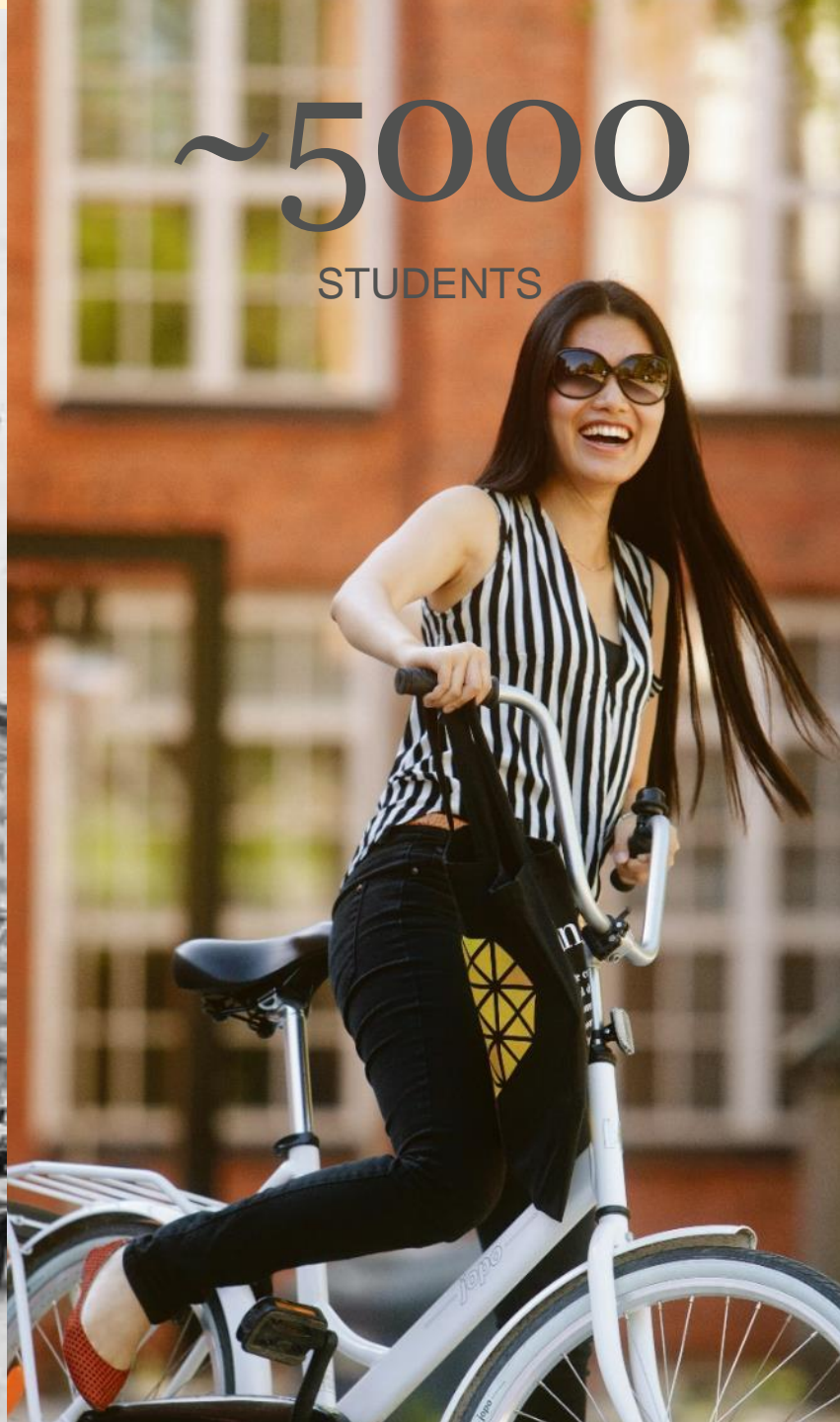
1968

FOUNDED



~5000

STUDENTS



~500

STAFF



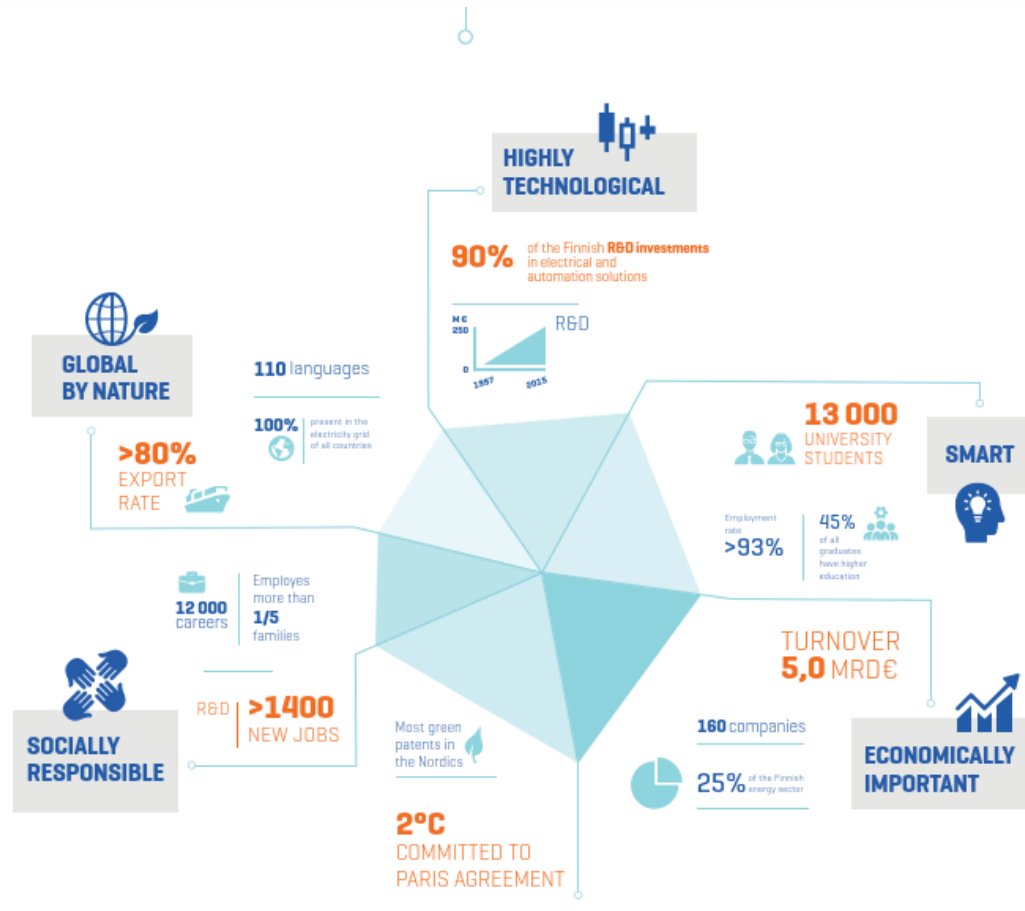


Where we are matters to us

- ▶ With our campus located in a UNESCO world heritage site, we are working to transform it to become an even more attractive, inspiring and carbon-neutral community.
- ▶ Our university truly integrates business and technology to power innovation for sustainable futures. We are the entrance to a region that acts as one big living lab.
- ▶ We operate at the heart of the leading energy and environmental technology competence center in the Nordic countries, EnergyVaasa.
- ▶ Our schools and research platforms cooperate closely with public, private and third sectors.



EnergyVaasa is the leading energy technology competence centre in the Nordic countries



- ▶ EnergyVaasa is an economically significant region with more than 160 companies in the energy industry.
- ▶ These companies employ 12,000 people, 25% of all employees in the Finnish energy industry.
- ▶ The combined annual turnover of these companies is €5 billion, 80% of which comes from exports.
- ▶ The region's export sales account for up to 25% of all Finnish energy technology exports.

What we are about

Values

Courage

Community

Responsibility

Vision

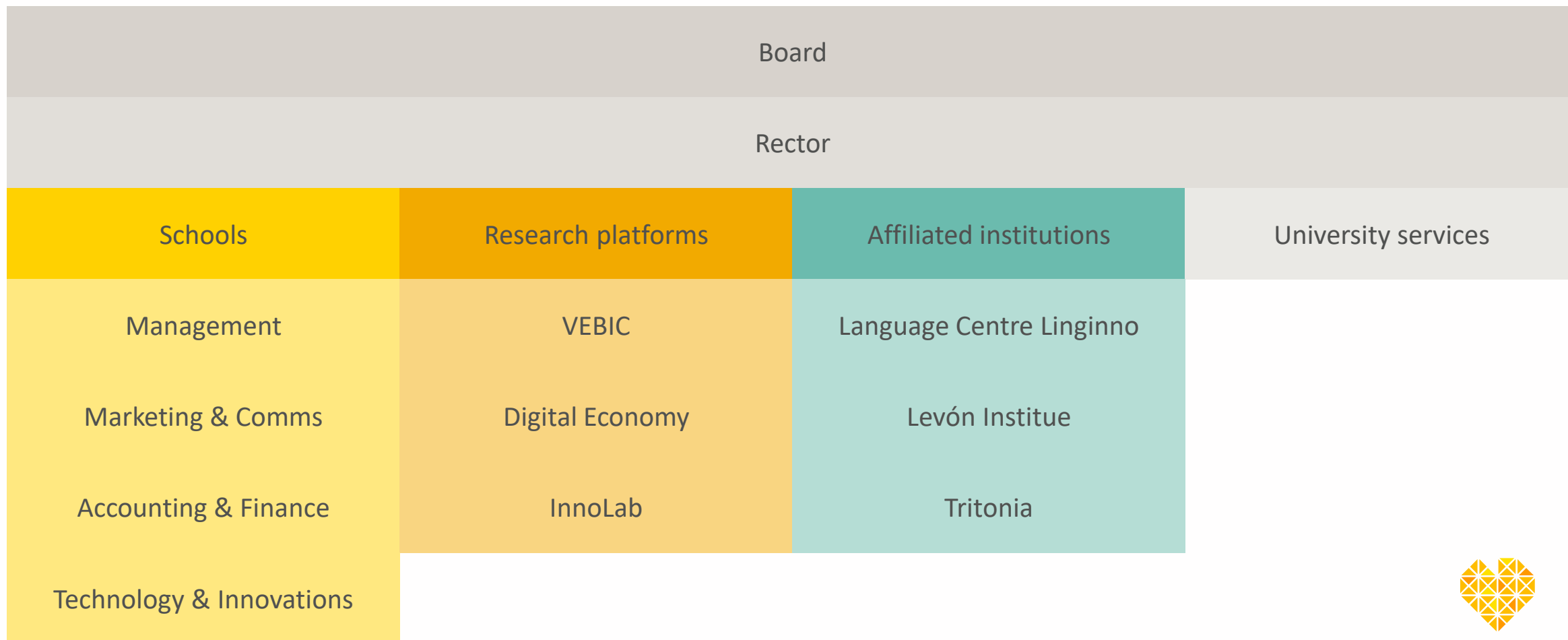
The University of Vaasa is regarded internationally as a successful and impactful research university. We innovatively bring together experts in business, leadership and technology. Together, we generate solutions to global challenges. We are an attractive community based on equality and openness, to which people want to belong.

Mission

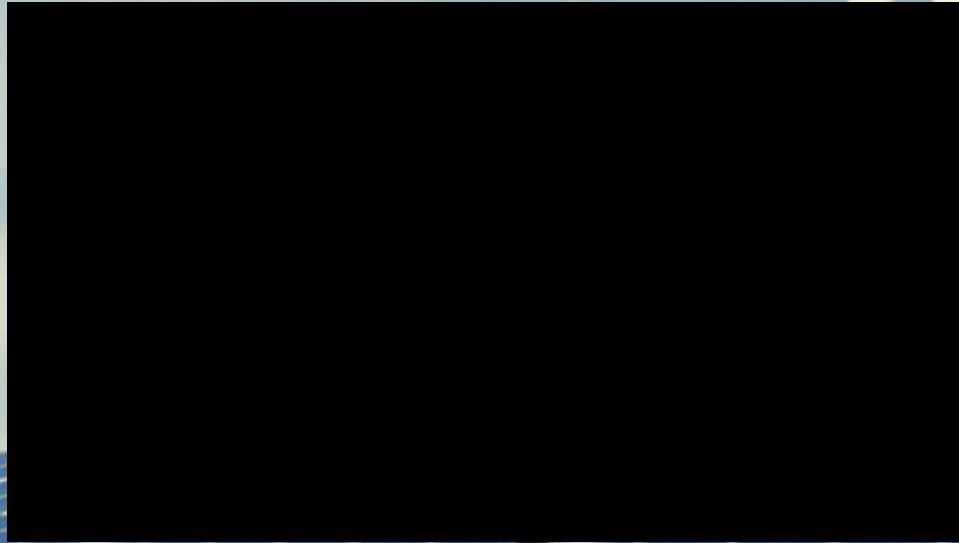
We carry out impactful research and educate experts that address the needs of society today, and in the future. We advance competitiveness, innovation and sustainable development in business, technology and society.



How we are organised



**What are our big questions
for the future?**

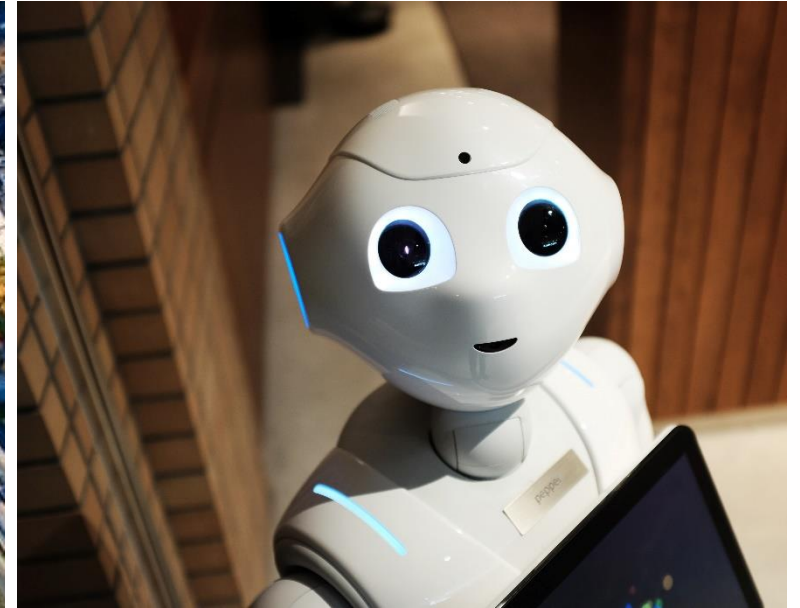




What happens
on a heating
planet?



What makes
a good city?



What is the
future of work?



Do economies
have rules
in the future?

Who do we listen
to and why?

How do we
pull together?

What happens on a heating planet?

Climate change and global heating is the biggest threat humanity has faced.

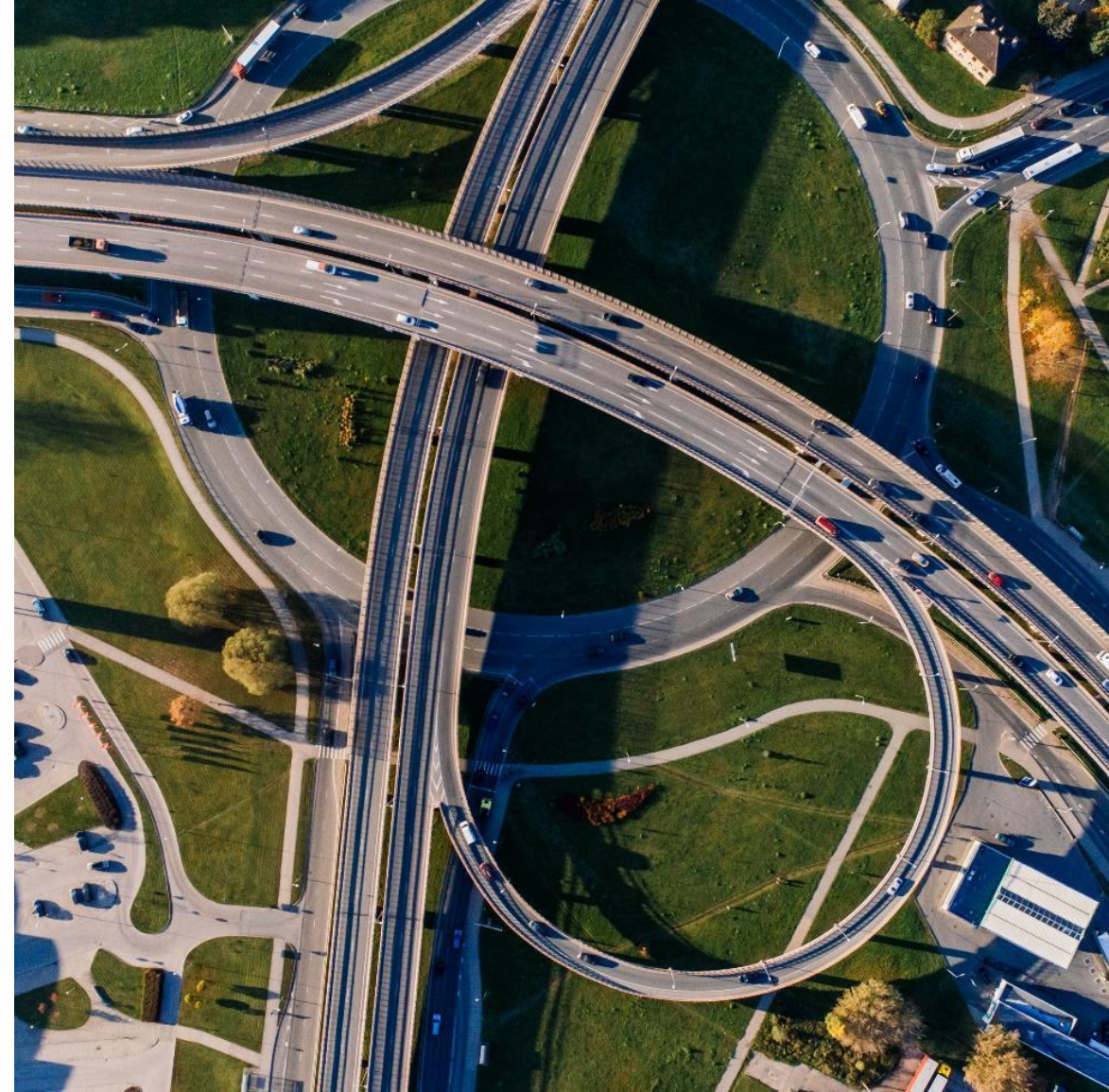
Could we use new energy technologies, green investment strategies, sustainable business thinking, as well as deep understanding of human behavior – to do more with less?



What makes a good city?

Cities are the most concentrated hubs of change and lead the digital transformation of the world.

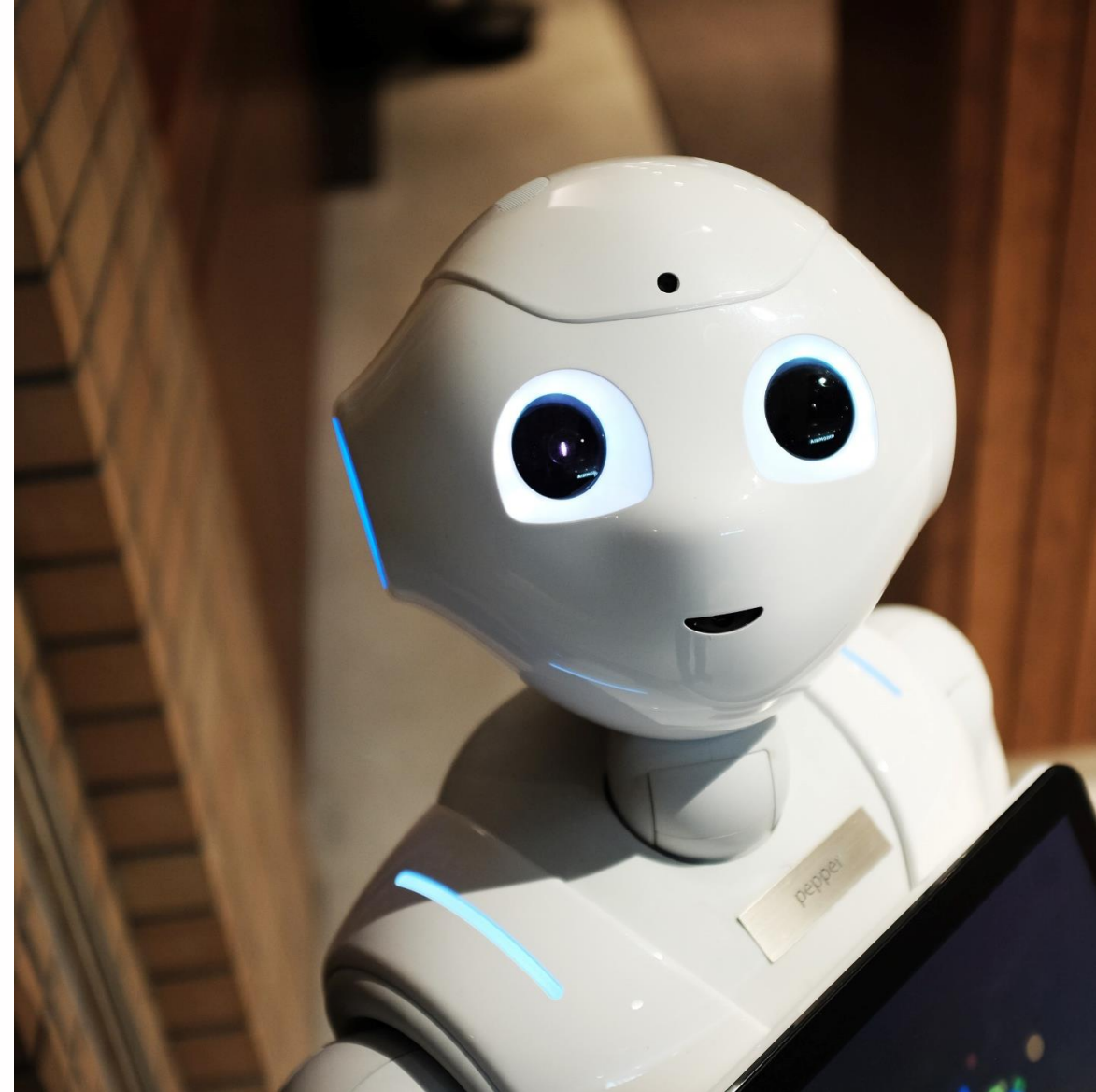
As our lives, jobs and communities are constantly reconfigured and new challenges arise, how can we make urban living smarter and greener?



What is the future of work?

Before you could get a degree and do the same job until you retired or died, but that rigid model is no longer current.

How are digitalisation, the manufacturing industry revolution, gig economy and disruptive business models changing the way the world works, and can we learn to balance it all?



Do economies have rules in the future?

Economic turbulence and global dynamics show that our current economic models are nowhere near exhaustive.

What are the rules and risks of green investments? Are the winners the more flexible ones? Can any business think and operate truly locally anymore?



Who do we listen to and why?

The skill of persuasion has become more valuable than ever due to the emergence of social media.

How can the power of media be used for good? How can we develop the communication skills of both public and private organizations all while ensuring media literate citizens?



How do we pull together?

The global pandemic has tested humanity as a whole. The only way to solve any big problem is to collaborate.

How can policies be designed to anticipate and react to change? How do social systems and public management keep citizens safe and societies flourishing?



Our response to global challenges – making a sustainable impact



Our response to global challenges

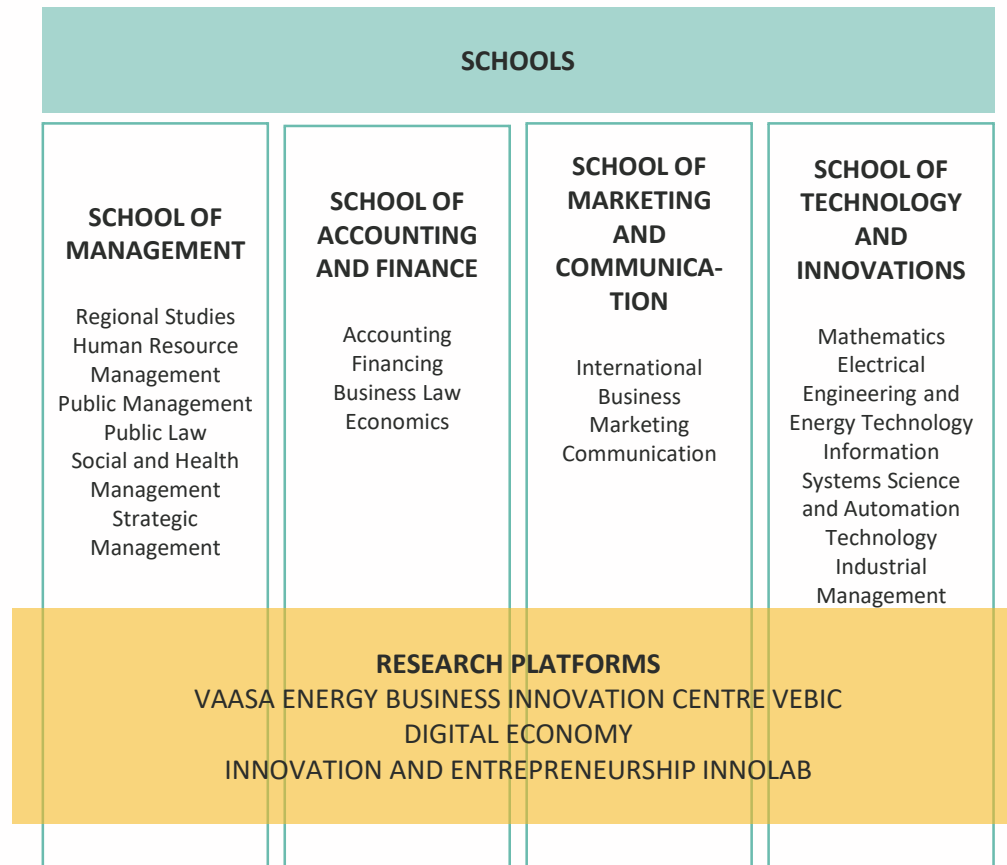


Our research contributes to solving complex societal challenges through scientific means.

Our strong basic research in specific fields and multidisciplinary research platforms work together to address challenges across disciplines. We promote multidisciplinary, interdisciplinary and cross-disciplinary research

Our key themes are **responsible business, communication and ethical administration**

Our research also serves the region's leading energy and environmental technology competence centre



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OUR TAUGHT PROGRAMMES

EXCELLENCE IN EDUCATION



Vaasan yliopisto
UNIVERSITY OF VAASA

Diverse educational offerings



- ▶ The University of Vaasa offers high-quality, multidisciplinary education



→ 5 Bachelor's Programmes → 20 Master's Programmes → 6 International Master's Programmes
→ 3 Doctoral Programmes → Continuous Learning → Open University

**We are a
community — on a
beautiful &
innovative campus**



Our community provides paths to success

- ▶ Our **accredited programmes** in **business and technology** attract students from all around the world.
- ▶ A **friendly atmosphere** combined with **top-quality education** provides you with a unique foundation for your future.
- ▶ Our graduates enjoy **excellent employment opportunities**, and employers hold degrees earned from the University of Vaasa in high regard.
- ▶ Our tightly knit **international community** is one of the main strengths of the University. **9% of the students and 30% of the academic staff are international**, ensuring a lively and diverse experience.



Corporate Partners & Graduate Destinations – a small selection



EUROPEAN CENTRAL BANK



WÄRTSILÄ



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UNIVERSITY OF VAASA



International cooperation

- ▶ We are active in leading international and domestic research and education networks and partnerships
- ▶ Our partners are international science communities and companies
- ▶ Our internationally accredited university ensures an excellent education and employment opportunities



Our international provision



INTERNATIONAL MASTERS:

- FINANCE (EFMD ACCREDITED)
- INTERNATIONAL BUSINESS (EFMD ACCREDITED)
- STRATEGIC BUSINESS DEVELOPMENT (EFMD ACCREDITED)
- INDUSTRIAL MANAGEMENT (ASIIN ACCREDITED)
- INDUSTRIAL SYSTEMS & ANALYTICS (ASIIN ACCREDITED)
- SMART ENERGY
- MORE THAN 200 EXCHANGE PARTNERSHIPS ON RECORD
- UNIVERSITY HAS SEEN 150-200 INCOMING EXCHANGE AND DOUBLE DEGREE STUDENTS EACH YEAR





OUR SCHOOLS



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UNIVERSITY OF VAASA

Accounting & Finance



- ▶ Auditing and Control in Accounting
- ▶ Business Law and Information
- ▶ Economics
- ▶ Finance and Financial Accounting

1223

STUDENTS

660

BACHELOR'S STUDENTS

519

MASTER'S STUDENTS

44

DOCTORAL STUDENTS

18

PROFESSORS



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UNIVERSITY OF VAASA

Marketing & Communications



- ▶ International Business and Marketing Strategies
- ▶ Marketing and Consumer Research
- ▶ Communication Studies

1103

STUDENTS

583

BACHELOR'S STUDENTS

474

MASTER'S STUDENTS

46

DOCTORAL STUDENTS

14

PROFESSORS



Vaasan yliopisto
UNIVERSITY OF VAASA

Management



- ▶ Human Resource Management
- ▶ Public Policy and Organisations
- ▶ Strategic Business Development
- ▶ Complexity

1520
STUDENTS

749
BACHELOR'S STUDENTS

678
MASTER'S STUDENTS

93
DOCTORAL STUDENTS

15
PROFESSORS



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UNIVERSITY OF VAASA

Technology & Innovations



- ▶ Smart Electric Systems
- ▶ Renewable Energy
- ▶ Networked Value Systems
- ▶ SC-Research

1298
STUDENTS

736
BACHELOR'S STUDENTS

477
MASTER'S STUDENTS

85
DOCTORAL STUDENTS

17
PROFESSORS



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OUR RESEARCH PLATFORMS

PHENOMENON-BASED RESEARCH



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Co-operation with research platforms

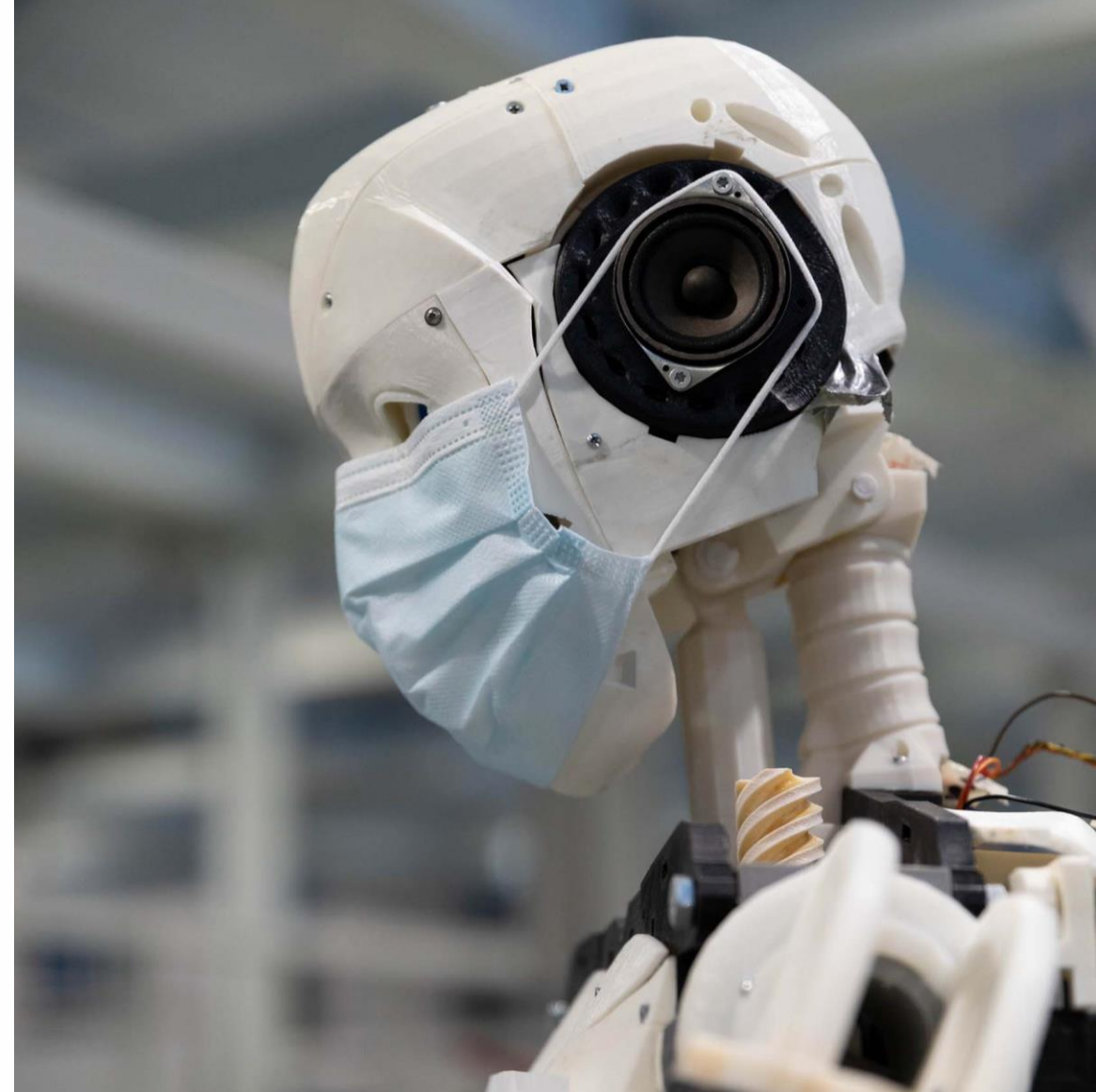
Platforms are **multi-disciplinary** and **open for third parties**

Platforms provide an effective way to engage in **open research and open innovation activities**

Platforms engage with industrial and research partners, assisted with external Advisory board and Scientific board

Platform collaboration will provide

- ▶ Access to latest knowledge and expertise
- ▶ Opportunities to set up tailored research projects
- ▶ Leading edge expertise and thought leaders
- ▶ Excellent networking and recruitment opportunities



Digital Economy

- ▶ Digitalisation as a driver of change in business and society
- ▶ Data and innovations
- ▶ Digital organisations
- ▶ Platforms and demand side economics of scale

FOUNDED IN
2018

8
TENURE TRACK PROFESSORS

NEWS

Small satellites can provide a method for accurate navigation indoors – INCUBATE project receives funding from Teknologiateollisuus

PERSONNEL

27



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UNIVERSITY OF VAASA

FOUNDED IN

2016

5

TENURE TRACK PROFESSORS

NEWS

Hydrogen and wind for the vessels of the future – significant EU funding for the University of Vaasa for low-carbon shipping research

PERSONNEL

52

VEBIC

Vaasa Energy Business Innovation Centre

- ▶ VEBIC work is organised in two interacting research programmes:
 - ▶ Future Resilient Energy Systems
 - ▶ Energy Transition Management
- ▶ Three research laboratories and one educational laboratory.



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InnoLab

Innovation and Entrepreneurship

- ▶ Evolving space of innovation and entrepreneurship
- ▶ Cross-governmental innovation
- ▶ Open and user innovation
- ▶ Design thinking, prototyping, hackathons

FOUNDED IN
2018

5
TENURE TRACK PROFESSORS

NEWS

More effective support for
innovation –
ELVIS explores new ways to
evaluate the impact of innovation
policy

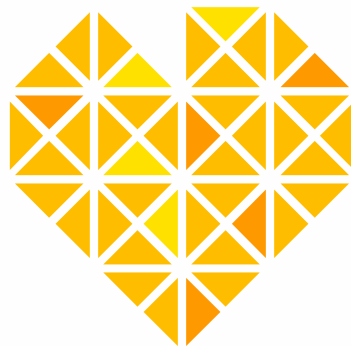
PERSONNEL

26



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