

## Vision

A leading university promoting excellence in applied education & research in Bahrain and the region.

## Mission

ASU is dedicated to offer students and staff the opportunity to contribute to the sustainable development of society & community. In addition, ASU strives to be recognized nationally and internationally for its reputation in applied teaching and learning, research and community engagement.

Furthermore, ASU is committed to enhance graduates' employability through innovative approaches and entrepreneurial practices in order to help them compete in international markets.

## Strategic Objectives

### Main pillars :

#### 1. Learning & Teaching

Enhance the culture of learning and teaching that supports reaching the university's strategic direction of being leader in applied programmes

#### 2. Research

Maintain and enhance the professional research culture to attain a competitive edge in research practices.

#### 3. Community Engagement

Engage the university in the national community activities to contribute in achieving the community's priorities.

### Enablers :

#### 4. Student Support

Continuously develop support provision for students in order to graduate Highly-qualified students and support their career aspirations

#### 5. Quality Enhancement

enhance the quality of the University provision and operations.

#### 6. Entrepreneurship & innovation

Develop a robust and supportive environment that fosters entrepreneurship and innovation

#### 7. Internationalization & Partnership

To be an active university that supports international education activities and priorities

#### 8. Human Capital

Invest in creating the best environment that foster national and international staff

#### 9. Sustainable Growth

Utilize the available resources effectively and efficiently to map and implement a sustainable growth direction for the university

## Values

**Integrity -- Collaboration & Team Spirit -- Loyalty -- Social Responsiveness & Community Engagement – Quality – Innovation & Creativity**