

# Key objectives

## Learning and teaching and the curriculum

## Research and enterprise

### Comprehensive scope

- 1** To ensure a broad base of curricula while developing relevant, challenging and well-taught programmes that engage with theory and practice and with teaching informed by research.
- 2** To respond swiftly to new learning opportunities and lead the development of new areas within the curricula.

- 1** To continue to grow a high-quality staff and student research culture that, linked to the University's enterprise function, impacts significantly on society, culture and the economy.
- 2** To embed research and enterprise into the everyday academic life of the University, and encourage taught students to remain at the University and become research students and post-doctoral researchers, as appropriate.

### Academic focus

- 1** To support the growth of programmes, particularly at postgraduate level, that focus on identified areas of academic strength, and which will include provision for employer-led, work-based learning and continuing professional development.
- 2** To ensure that the curriculum takes full account of the challenges of our age.

- 1** To encourage and support areas of proven international excellence.
- 2** To improve further the University's performance in the 2012/2013 Research Excellence Framework.

### Fitness for purpose

- 1** To develop learning spaces and the social environment on our campuses to meet the needs and rising expectations of a diverse student body.
- 2** To expand and adapt our provision to offer additional funded places, where possible, by building upon our network of partners in the local and international markets.

- 1** To develop effective research and enterprise management skills and support systems within the University.
- 2** To increase the quantity and the diversity of the University's external research and enterprise income.

## Student experience

- 1 To provide a higher education experience within and beyond the 'classroom' that is challenging and satisfying for our students, and so equips them to be socially purposeful and successful citizens.
- 2 To improve the quality, range and accessibility of facilities and services available to students, provided by the University and by the Students' Union.

- 1 To forge mutually beneficial relationships between students, staff and alumni, through the curriculum, research, and economic and social engagement activities.
- 2 To provide students with the key skills, other employability skills and appropriate support necessary to gain good employment.

- 1 To improve and make more coherent the experience of students, through improving methods of teaching, the organisation and delivery of relevant administrative processes, the effective use of space and timetabling, and student support services, to make sure these meet the needs of students.
- 2 To review arrangements to understand the views and needs of all our students and to respond to these systematically.

## Management and organisation

- 1 To develop a stronger sense of community among staff and students.
- 2 To build on the positive contribution made by the University to the economy and quality of life in the local community.

- 1 To ensure that the campus development plan in its next phases demonstrably supports the University's learning, teaching and research aspirations.
- 2 To develop a high-quality learning environment that anticipates the needs of students and researchers by providing access to world-class information and datasets to support areas of research excellence and its dissemination.

- 1 To improve the effectiveness and quality of leadership, management and administration by promoting joined-up working between professional services, faculties and central departments, and streamlining governance and decision-making processes.
- 2 To sustain the financial viability of the University, supported by the development of robust management information systems to support decision-making processes.

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Academic focus

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