

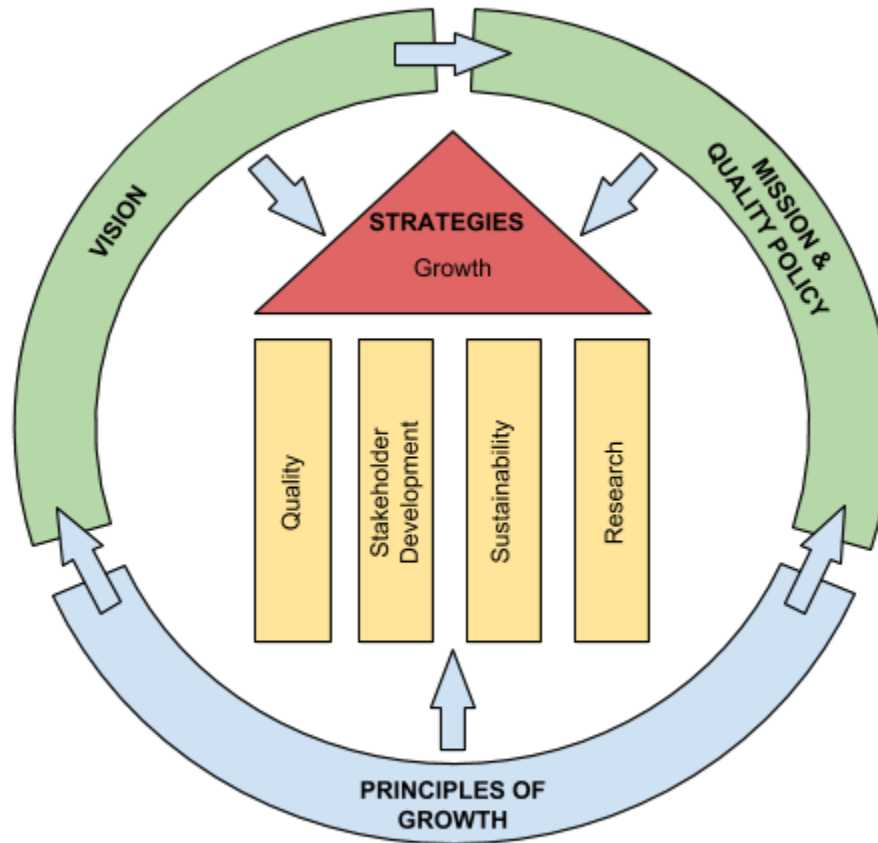
## **Botho University Sustainable Growth Strategy 2018-2022**

### **Vision**

Botho University aspires to be an integral player in building an economically diversified, fast growing, and prosperous Africa built on integrity, excellence, inclusiveness and financial viability.

### **Mission and Quality Policy**

Botho University will produce well-rounded, entrepreneurial, and globally-employable graduates with the attitude, knowledge, skills and competencies to create value and drive productivity increases needed to catalyse sustainable economic growth. The University is committed to long-term stakeholder satisfaction through continuous quality improvement, financial viability, and a culture of integrity, excellence and inclusiveness in all its activities including its leadership, teaching, research, consulting, and community services.



### **Principles of Growth**

Integrity, Excellence, Inclusiveness, Financial Viability

### **Strategies for Growth and Sustainability**

#### **Growth**

1. Increase the breadth and depth of programme offerings to meet current and future industry needs
2. Widen presence across Africa while continuing to develop existing campuses

#### **Quality**

3. Ensure strict compliance with relevant quality management standards and compliance requirements
4. Operate with a customer-centric service-mindset

#### **Stakeholder Development**

5. Develop competent and motivated staff who drive strategy implementation
6. Develop competent and entrepreneurial students who are appropriately placed soon after graduation
7. Increase University-alumni engagement
8. Engage with and help develop industry and the community

#### **Sustainability**

9. Manage costs through operational efficiency
10. Minimize environmental impact of operations

#### **Research**

11. Grow research capability, output and impact