

# Integrated Development Strategy / ABRIDGED VERSION

2025–2030

Vilnius Business College is entering a new stage of development, and the 2025–2030 strategy becomes a guiding framework ensuring purposeful growth, internationalization, and sustainable impact on society.

„A strategy is our promise and commitment to the future.“

This strategy is our promise to create a learning environment where knowledge transforms into experience, innovation into real solutions, and the growth of the entire community into collective strength.

## MISSION

The mission of Vilnius Business College is to educate future-ready professionals and leaders capable of making meaningful impact in advanced industrial fields where human potential, business, and technology converge.

„To educate people who boldly create themselves and the world.“

## VISION

Vilnius Business College seeks to become an internationally recognized ecosystem of knowledge and innovation, connecting studies, applied research, and business.

„Vilnius Business College – an international ecosystem of knowledge and innovation.“

## DEVELOPMENT GOALS

These goals represent the highest-level development trajectories that connect all strategic priorities into one coherent framework for institutional growth

To become a **visible and recognised applied higher education institution internationally**, with its activities grounded in openness, co-creation, and advanced partnerships within the European Higher Education Area.

To develop a **student-centred, experience-based learning ecosystem**, integrating studies, applied research, innovation, and business relations.

To expand **applied research and knowledge exchange between the College, business, and society**, creating meaningful impact in advanced industries and social spheres.

To establish a **lifelong learning ecosystem** encompassing all phases of life.

To ensure the **sustainability and resilience of the organisation** by strengthening the culture of quality, digital maturity, financial stability, and governance efficiency.

To build a **vibrant, inclusive, intercultural academic community** that fosters cross-disciplinary interaction, social responsibility, and the development of human potential.

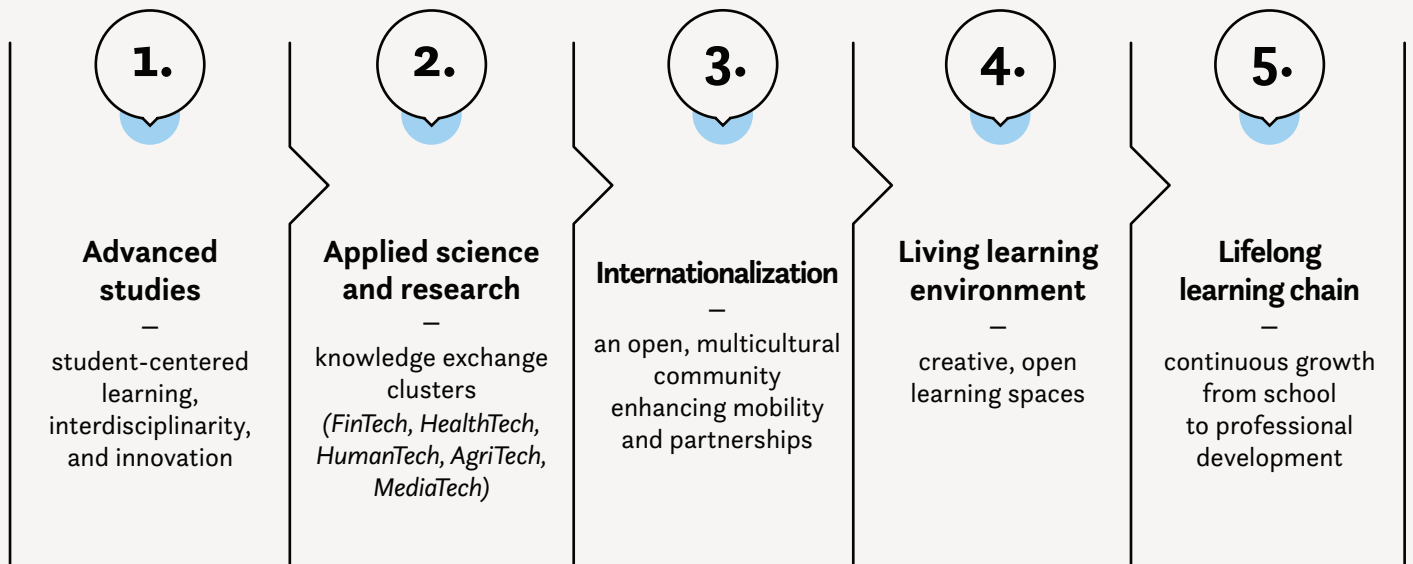


„Quality. Sustainability. Digitalization – the guides of our conduct.“

## INTEGRAL DIMENSIONS



## STRATEGIC PRIORITIES



## THE COLLEGE’S PROMISE TO SOCIETY

VBC is not only an educational institution – it is a living community that creates knowledge connecting business, technology, and people.

Our commitment is to ensure that learning is not only about acquiring skills, but also about embarking on a meaningful life journey.



„Knowledge that changes lives.“



„Learning is a journey that never ends.“



„VBC – a place where ideas turn into impact.“