

RISEBA STRATEGY 2026-2030

1. Identity and Positioning

RISEBA is a flexible, international and people-centred interdisciplinary higher education ecosystem connecting education, research, industry and creative practice.

We bring together business, arts and technology to create meaningful learning experiences, applied research, and real-world impact through strong collaboration with industry and global partners.

Positioning: RISEBA is a European hub where business, art and technology meet to shape creative new experiences, careers and industries.

Purpose: We discover, develop and connect human potential, transforming it into meaningful impact in a rapidly changing world.

Strategic Intent: RISEBA will evolve into a European interdisciplinary hub and career transformation ecosystem integrating education, research, industry collaboration and creative experimentation.

2. Strategic Context

The higher education landscape is undergoing transformation due to digitalisation, AI, demographic changes, and global competition.

RISEBA benefits from interdisciplinary potential, flexibility, and growing international and industry collaboration. This requires moving beyond business as usual towards a focused and differentiated model.

These dynamics create opportunities for specialised, internationally connected institutions capable of operating as agile interdisciplinary hubs.

3. Guiding Principles

Excellence: High academic and professional standards with measurable outcomes.

Relevance: Alignment with industry needs and societal challenges.

Dynamism: Continuous innovation and adaptability.

4. Strategic Pillars

RISEBA's strategy is built on four interconnected pillars:

1. Entrepreneurial Business

We develop entrepreneurial, globally minded and innovation-oriented business capability, preparing graduates to navigate and shape rapidly evolving professional environments.

2. Creative Intelligence

We integrate creativity, artistic thinking and human-centred approaches across disciplines, strengthening innovation, collaboration and problem-solving capacity.

3. Immersive & Digital Technologies

We embed immersive, audiovisual and digital technologies into education, research and professional practice, enabling new forms of learning, creativity and experience.

4. Experience & Impact

We connect learning with real-world challenges, industry collaboration and societal engagement, creating meaningful educational and professional impact.

5. Signature Learning Model

RISEBA adopts Studio-Based Immersive Learning combining project-based learning, interdisciplinary teamwork, iterative development, and real-world application.

The model encourages continuous interaction between students, faculty, visiting professionals and industry partners, strengthening RISEBA's role as an interdisciplinary learning and innovation hub.

6. Strategic Initiatives

RISEBA's strategy is implemented through the following key initiatives:

- Studio-Based Immersive Learning Implementation
- Program Portfolio Transformation
- Creative & Immersive Technologies Lab
- Global Ecosystem & Internationalisation
- Faculty Transformation
- Applied Interdisciplinary Research and Intellectual Contribution Clusters

7. Campus Development and Physical Infrastructure

RISEBA will develop an integrated interdisciplinary campus environment bringing together all faculties within a unified creative and educational ecosystem.

The long-term objective is to consolidate activities into the Creative Quarter, creating a shared environment for business, arts, architecture, media and technology students, faculty and partners.

The campus transformation will support:

- stronger interdisciplinary interaction and collaboration
- implementation of studio-based immersive learning
- increased operational efficiency
- stronger institutional identity and student experience
- enhanced capacity for events, conferences, exhibitions and international collaboration

During the strategic period, RISEBA will develop the financial model, spatial development plan and implementation roadmap required for the transition to a unified campus environment.

8. Integration of Research, Education and Practice

Embedding research into programmes, involving students, aligning research domains and strengthening industry collaboration.

This integrated approach provides the foundation for RISEBA's intellectual contribution, which is defined in the following section.

9. Intellectual Contribution and Research Impact

RISEBA defines its intellectual contribution at the intersection of business, creativity and technology.

Our research priorities include:

- Creative industries and entrepreneurial ecosystems
- Immersive and digital technologies
- Experience design and human-centred innovation
- Societal impact and sustainability

Intellectual contribution at RISEBA is developed through close integration with education and practice, including applied research projects, collaboration with industry, and student involvement in research and innovation activities. Through interdisciplinary collaboration and international academic exchange, RISEBA contributes to the development of emerging knowledge and practices across creative, technological and entrepreneurial domains.

10. Target Outcomes (2028-2030)

70% programmes redesigned

50% courses immersive

30-40% international students

3-4 research clusters

Strong employability outcomes

Development of a unified interdisciplinary campus in the Creative Quarter

11. Governance and Quality

Implementation guided by EFQM principles ensuring alignment, measurement and continuous improvement.

The strategy will be implemented through a collaborative and network-oriented approach, supporting RISEBA's development as a dynamic European hub.

12. Closing Statement

RISEBA creates environments where people learn by doing, experimenting, and creating meaningful impact.