



SWISS TCM UNI
瑞士中医药大学

Overall strategy

The overall strategy is based on the mission statement.

(For the sake of simplicity, the masculine form is used throughout the text; the feminine form is always included).

An overall strategy has been developed to realise the mission statement (vision and mission). We combine teaching, research and clinical practice - focussing on effectiveness, expediency and efficiency.

Overall strategy:

- **Combining teachings:** TCM and conventional medicine in meaningful synergy
- **Imparting expertise:** Study programmes with academic degrees
- **Strengthen personal responsibility:** Prevention through healthy lifestyle habits
- **Researching effectiveness:** Evidence-based studies on integrative therapies
- **Putting knowledge into practice:** Clinical application of integrative medicine

In order to implement the overall strategy, objectives were defined in the five areas of application in accordance with the Higher Education Funding and Coordination Act (HFKG).

1. Quality assurance and development system (QAD system)

- **Quality assurance:** STU ensures the quality of its processes by means of regular surveys and evaluations.
- **Further development of the QAD system:** The results of the evaluations form the basis for optimising the QAD system.
- **Involvement of all:** All members are involved in quality assurance and development.

2. Governance

- **Achieve goals:** Implementing the defined strategy and achieving the targets set
- **Ensure independence:** Guarantee freedom of teaching and research
- **Promote sustainability:** Teaching sustainability and living it in everyday life
- **Live equal opportunities:** Ensure equal rights for all
- **Guarantee security:** Guarantee the completion of the degree programme for every student

3. Teaching, research and services

- **Excellent education:** Training and continuing education in accordance with the Swiss higher education qualification framework
- **Study programmes:** Study programmes leading to academic degrees: Bachelor of Science in TCM, Master of Science in TCM, Doctor/PhD in TCM
- **Continuing education:** Continuing education programmes leading to the following qualifications: CAS (Certificate of Advanced Studies), DAS (Diploma of Advanced Studies), MAS (Master of Advanced Studies)
- **Research:** Clinical research on humans according to internationally recognised research concepts for quantifying the effects of TCM therapy on various diseases
- **Integrative medicine:** Cross-practice research combining TCM and conventional medicine
- **Publications:** International publication of scientific articles
- **Services:** Consulting, educational offerings, projects, publications and contract work for third parties

4. Resources

- Provision of the necessary resources to achieve the set goals in terms of personnel, infrastructure and finances
- Support for all members through further training
- Motivation of all members to contribute research ideas

5. Internal and external communication

- **Intranet:** Central internal communication platform for students, lecturers, researchers and administration
- **Website:** External communication platform for presenting the STU (mission statement, strategy) as well as its degree programmes, continuing education courses and research activities
- **External visibility:** Through its own research conference, social media and trade fair appearances

This overall strategy forms the common foundation for the development of STU as a sustainable, health-oriented and inclusive university community.

This overall strategy was adopted by the university management on 28 March 2025.

It was approved by the university council on 31 March 2025.

This document enters into force on 1 April 2025 and replaces all previous versions.