

<https://shu.edu.pk/about-us/vision-mission-core-values/>

Vision, Mission & Core Values

Vision

To be recognized nationally and internationally for the advancement of learning and research and impact on industry, economy, and society.

Mission

To advance quality education, research, and practice for creating impact on society, economy, industry, and environment through development of ethical and entrepreneurial leadership that is committed to improving the lives of all stakeholders including faculty, staff, students, and alumni.

Core Values

- **Ambition:**We aspire for every member of the community to be a high achiever.
- **Collaboration:**We believe in setting and sharing common goals and working together to achieve them. Members of the SHU community endeavor to actively promote the well-being of society.
- **Excellence:**We strive for the highest quality in all that we do, recognizing that to achieve it we must always adhere to merit and merit alone.

- **Innovation:**We believe in out-of-the-box thinking and welcome creative thinkers and value those with entrepreneurial and creative minds who challenge established dogmas or practices. The pursuit of knowledge and the application of this knowledge for the development of innovative solutions for the improvement of society is an attribute we value highly.
- **Integrity:**We behave in an honest, fair and ethical manner by creating a culture of trust that spans across all institutional activities. Our actions always exhibit our integrity and show our utmost dedication towards our institution and our country.
- **Respect and Tolerance:**We believe that every member of our community should be treated with civility, respect, and professionalism, regardless of their gender, age, ethnicity, race, nationality, religion, personal background and, socio-economic status, or any disabilities.
- **Responsibility:**We believe that each individual and institution has the responsibility to add value and give back to society.

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