

Princess Nourah bint Abdulrahman University is a comprehensive women's university, distinguished by its leadership in education and scientific research. It contributes to establish a knowledge-based economy with societal and global partnerships.

Mission

To be a beacon of knowledge and values for women

Vision

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Agility  
تعدد  
Flexibility  
Adaptability

ج  
Pioneering  
ريادة  
Proactivity  
Excellence

و  
Awareness  
وعى  
Citizenship  
Empathy

ن  
Growth  
نماء  
Life-long learning  
Innovation

Values

# PNU Strategic Plan 2025

**First goal: Competitive graduates in national economy**

**Initiatives:**

Labor market integration

Skills, knowledge & values enhancement

**Second goal: Leading, advanced and futuristic academic programs**

**Initiatives:**

Teaching and learning excellence

Leading academic programs

Distinguished faculty members

**Third goal: Pioneering women in national development process**

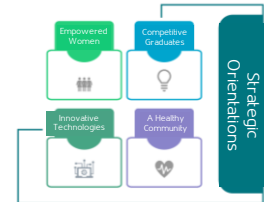
**Initiatives:**

Spotlighting Saudi women's achievements

Women's studies & research

Women's leadership support

Supporting the participation of women in national development



**Fourth goal: Research, innovation, and entrepreneurship ecosystem**

**Initiatives:**

A supporting environment for innovation and entrepreneurship

Outstanding scientific publication

Research focused on national development

**Fifth goal: Leading knowledge and social impact**

**Initiatives:**

Local & global community networking

Knowledge impact

Enriching digital content

Social responsibility and volunteering

**Sixth goal: Institutional enablers supporting excellence, sustainability and financial stability**

**Initiatives:**

Development of a financial ecosystem

Institutional efficiency

A service-based organizational culture

Asset & revenue growth

Environmental sustainability

Effective & sustainable operations of university campus

Human capital efficiency

Automation of services and integration of systems

**Seventh goal: A university life that supports health and well-being**

**Initiatives:**

A campus that promotes wellness and happiness

A campus that promotes Arts and cultures

World-class athletics