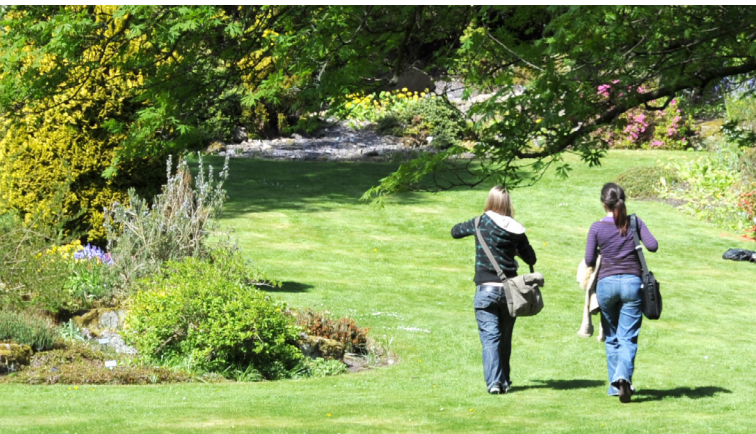


# POWERING CHANGE FOR BETTER BUSINESSES AND BETTER LIVES...

Inclusive, International,  
Interdisciplinary,  
Sustainable



The University of Aberdeen Business School is part of an 'Ancient' University with an excellent reputation and a unique blend of ancient and modern on a beautiful campus close to the Centre of Aberdeen. The School benefits from and contributes to the Aberdeen 2040 Strategy commitments linked to being **Inclusive, Interdisciplinary, International** and **Sustainable**. Our strategy builds on our strengths, particularly our international and interdisciplinary focus and inclusive culture, and expertise in sustainable transitions, it increases our impact on society and business, and has a clear development path involving the wider University and community.



## THE OVERALL STRATEGIC PRIORITIES FOR THE SCHOOL ARE:

- Develop high quality impactful research, particularly on global challenges including sustainable transitions
- Develop impactful leaders and entrepreneurial/ intrapreneurial behaviour (education and internationalisation strategy)
- Connect change makers particularly in the world's energy cities (internationalisation and external relations strategy)
- Ensure that the School has a purposeful, professional and respectful culture creating an inclusive environment within which to work (people strategy)
- Further develop our societal and community impact through all of the above in a thoughtful, planned manner (external engagement strategy)

### MISSION - Powering change for better businesses and better lives:

- through research engaging global societal challenges, and
- by developing new and impactful leaders and entrepreneurs with an ethical and international mindset.

### VISION - To be internationally recognised for

- leadership in interdisciplinary research and education on sustainable transitions;
- capacity building, collaborative innovation and entrepreneurial learning;
- connecting change-makers, entrepreneurs and strategic thinkers in the world's energy cities.

### VALUES - Our School culture is: **purposeful, professional and respectful**

As a Business School, we also aspire to:

- Innovation and relevance in our education, research and engagement,
- Instilling and developing resilience in uncertain times,



The School has developed a number of sub-strategies with key priorities and related KPIs which will be discussed regularly at Executive meetings and School Fora.

The below strategic priorities are taken from these sub-strategies to summarise areas of focus and here we show direct links to the University 2040 strategy:



## COMMITMENTS...

### EDUCATION

1. Continue to develop our undergraduate and postgraduate programmes with the focus on interdisciplinarity;  
(addressing #7 of the 2040 Vision)
2. Continue to embed sustainability and related SDGs in our programmes where relevant;  
(addressing #16 and #17 of the 2040 Vision)
3. Allow our graduates to thrive in diverse workplaces, by tackling real world problems and through workplace experiences, such as student-initiated internships, and volunteering;  
(addressing 'Education' statement of ambition in 2040 Vision, #12 and #14)
4. Focus on our core activities, selection of high-quality partnerships, simplifying our portfolio and delivery modes, and continual review will be critical in realising our ambitions.  
(#6, #7, and #11 of 2040 Vision).

### RESEARCH

1. Attract and retain internationally highly recognised scholars who combine research excellence with an enthusiasm to encourage and:
  - support research capacity building within the Business School;  
(#3 of 2040 Vision)
  - enhance its international reputation;  
(incl. #14 of 2040 Vision)
  - develop further interdisciplinary links across the University;  
(#6 of 2040 Vision)
2. Increase research income stream;  
(#20 of 2040 Vision)
3. Grow an integrated and vibrant PhD programme;  
(#7 of 2040 Vision)
4. Engage with public and private non-academic stakeholders.  
(#3 of 2040 Vision)

### INTERNATIONALISATION

1. Equip our graduates for global employment through our curriculum and teaching methods to be delivered in close collaboration with the education team in the school;  
(#11 and #12 of 2040 Vision).
2. Promote international faculty mobility and the development of research networks, to consolidate the School's reputation for excellent research (#8 of 2040 Vision); building on work on global challenges;
3. Continually develop the international content of our programmes of teaching, learning and research, to enable our stakeholders to operate in the global business environment;  
(#12 of 2040 Vision)
4. Expand international partnerships with highly reputable educational and corporate institutions, to support international, collaborative educational and research programmes.  
(#14 of 2040 Vision)

### EXTERNAL ENGAGEMENT AND SOCIAL IMPACT

1. Listen to and work with external stakeholders to build partnerships that address societal and industrial challenges, which speak directly to our region;  
(#14 of 2040 Vision)
2. Translate our globally excellent research into impact that is locally relevant via consulting, KT work and/or targeted Exec Ed and CPD offerings;  
(#9 of 2040 Vision)
3. Enhance our students' learning and employability through partnerships, via internships and placements, practice engagement in the delivery of our teaching;  
(#7 2040 Vision)
4. Engage with alumni (especially in Edinburgh, Glasgow, London, Qatar and Shanghai);  
(#8 and #9 2040 Vision)
5. Through external engagement support Education strategy to increase the percentage of students from (multiple) disadvantaged backgrounds.  
(#2 2040 Vision)



# STRATEGIC PRIORITIES...

## PEOPLE

1. Attract, identify, develop and retain high-performing talent with a good international mix, ensuring all staff and faculty are supported to maintain their professional and personal development, including effective support for promotions  
(#1 of 2040 Vision).
2. Foster a values-based organisation focused on a purposeful, professional and respectful culture ensuring positive staff engagement  
(#4 and #6 of 2040 Vision).
3. Ensure open communication, and honest discussion alongside 'strategic deployment' of core faculty, planning ahead to match changes in programme portfolio and student cohorts with the relevant people skills and professional staff, whilst also supporting adjunct faculty to become engaged in the life of the School  
(#15 of 2040 Vision).
4. Develop and support the growth of transformational leadership and management, ensuring all with management responsibility are trained and supported to develop themselves and others  
(#16 and #17 of 2040 Vision).
5. Ensure faculty workloads allow sufficient time for high quality international and/or inter-disciplinary research  
(#16 of 2040 vision).



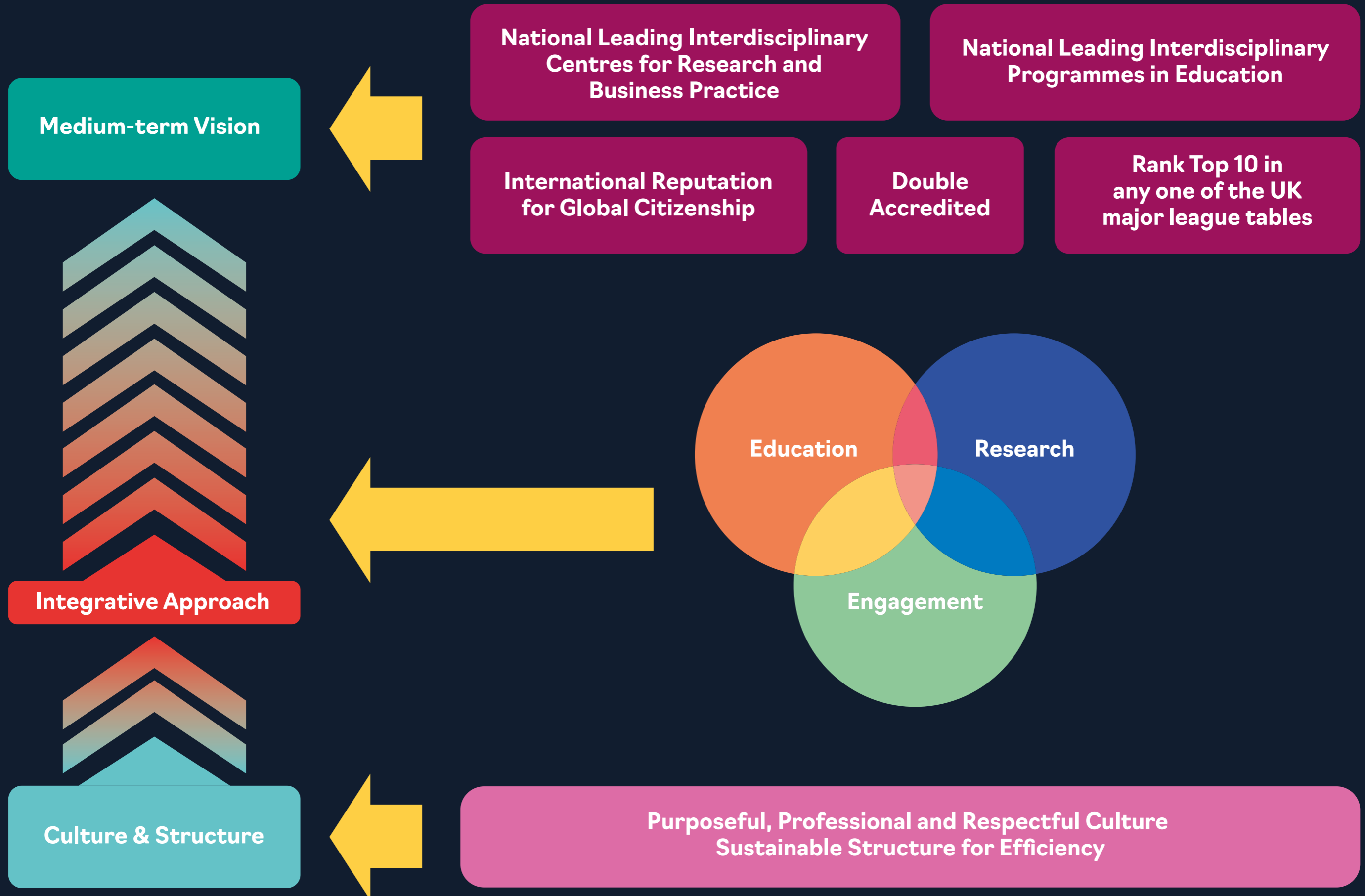
## OUR COMMITMENTS

Over the next 20 years, University of Aberdeen will fulfil our 20 commitments to be a more **inclusive, interdisciplinary, international** and **sustainable** university.

[abdn.ac.uk/2040/commitments/index.php](https://abdn.ac.uk/2040/commitments/index.php)

# LONGER-TERM OBJECTIVES (7 YEARS)

TRANSFORMING TO WORLD-CLASS, ACCREDITED BUSINESS SCHOOL



# ACHIEVING THE MISSION REQUIRES FOCUS AND CARE

## PURPOSEFUL

Have clear aims and purpose to their work.

## PROFESSIONAL

Meet high professional standards at all times.

## RESPECTFUL

Ensure that everyone in the School's community is treated with respect.



1495



UNIVERSITY OF  
**ABERDEEN**

BUSINESS SCHOOL



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