

Value for society

[Forfattere]

Implementation of the
strategic objective within
education

Societal relevance from an
education perspective

It is the faculty's vision that *we want to be the Faculty of Business and Social Sciences in Denmark who most intensively and effectively activates knowledge and creates value for society.*

The vision has been unfolded into two objectives, where the strategic objective within education is that; *our teaching programmes are in demand, and the staff on our courses work continuously to ensure an optimum fit between the students' competencies and the needs of the labour market in a lifelong learning perspective.*

Our education programmes create value for the society through the following:

- We have a relevant portfolio of education programmes
- Our students gain strong and relevant professional and cross-disciplinary competencies
- We have a close interaction with the surrounding society

It is our goal that all staff involved in our education programmes will actively work to fulfill the strategic objective both at the individual course level, education program level, and both at department level and faculty level.

A relevant portfolio of education programmes

All education programmes at BSS, both full-time, part-time and continuing education, must match and continuously be adapted to the needs of the sounding society and the labour market. At the same time, our education programmes and teaching methods must challenge existing ways and have an innovative perspective. This is to make sure that our education portfolio is relevant and in demand both now and in the future – in a lifelong learning perspective.

We must apply the latest research to identify new trends in society, be at the forefront of new needs and opportunities for new learning activities and education programmes to ensure that our education portfolio always remains relevant. We must use a research-based approach to be inventive and become inspired to take on new opportunities from both internal and external sources.

Our students' competencies

Students at BSS must build competencies to create a meaningful life both in a professional, personal and societal context. We must educate graduates both for their first job after graduation and for a full working life with opportunities for development of a personal and professional career¹.

Students must acquire strong professional and academic competencies through research-based teaching and be strengthened in cross-disciplinary competencies including:

¹ <https://www.ed.ac.uk/employability/staff-information/what-why-employability-important/what-is-employability>

- To be solution-oriented and action-oriented in relation to significant societal challenges
- To be able to engage in cross-disciplinary cooperation
- To develop intercultural and digital competencies

We must have a strategic and systematic focus on ensuring that our education programmes provide the competencies needed in the future, both in terms of professional competencies, cross-disciplinary competencies and learning competencies with a strong focus on the interplay and synergies between these competencies.

Interaction with the surrounding society

Through interaction and partnerships with the surrounding society, we must ensure a coherence between our education programmes and the society's needs. Partnerships and inclusion of practice must be an integrated part of our education programmes to ensure that our students develop professional and cross-disciplinary competencies by working with concrete (and multidisciplinary) societal challenges.

To address societal challenges there can be partnerships and the inclusion of practice by working with other faculties at SDU, other educational institutions, employers or other stakeholders. We must take advantage of the fact that the faculty is situated at multiple campuses, which provides a unique opportunity to be close to students, citizens, employers and other stakeholders across Denmark.



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