

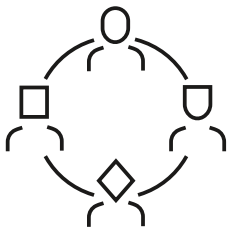
Strategic statements

University of Southern Denmark Business School is part of the Faculty of Business and Social Sciences, and supports the Faculty's 2028 vision:

"We go beyond the obvious in utilising our intellectual curiosity to co-create high-impact knowledge for the benefit of society."

Vision of the Faculty of Business & Social Sciences

To fulfil this vision, University of Southern Denmark Business School works with three strategic statements, which are the foundation for the development, implementation, and communication of the business school.



We create knowledge that has a positive impact in society and is relevant to business

University of Southern Denmark Business School is based on programmes of high-quality of internationally recognised research. Our research and education activities form the foundation that allows us to co-create and apply knowledge that provides value for society.

Our research activities focus on addressing societal challenges and producing knowledge that is relevant to society and the business community. Relevant research results are made visible and disseminated so that they can be actively applied and make a positive difference for companies and organisations. Selected research activities are developed in close interaction with the surrounding community, generating value for both researchers and the partners involved. The research areas where we strive to be thought leaders are health & welfare, sustainability & climate and digital transformation of society.

The students at the business school programmes are taught by committed researchers who are passionate about their field and disseminating their knowledge. Through this, the students gain a deep subject knowledge and strong academic competencies needed to make a positive impact on society both during and after their studies. Furthermore, there is a significant transfer of the latest knowledge to society through flexible learning activities.

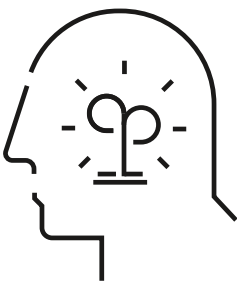


Through our regional identity, we build bridges with companies and organisations in Denmark and abroad, bringing researchers, students, and practitioners closer together

University of Southern Denmark Business School's strong international engagement, paired with its unique regional presence is actively used to build bridges between researchers, students, and the local business community in the individual eco-systems around the campus cities. The geographical proximity strengthens the opportunities to build close relationships and strategic collaborations and partnerships.

Through bridge building the students continuously encounter practice throughout their studies, for example in the form of current socially relevant issues in the teaching or specific projects in collaboration with companies. The students gain the opportunity to experiment and activate the interplay between theory and practice, where they bring their subject knowledge and competencies into play in practice to solve specific challenges. Through this, they become ready for business already during their studies and as graduates.

Within the common framework of the business school it is possible for each campus to have a unique profile for programme activities that originate from the regional identity and the link to the local business community, research environments, student population, and other educational offerings. At the same time, all campuses have a national and international outlook. Students must be able to challenge current business practices translating internationally recognised theory into local practice.



We go beyond the obvious to develop global citizens and leaders who challenge conventional wisdom and break boundaries for a sustainable future

University of Southern Denmark Business School educates graduates to handle a wide range of functions at the future labour market – managers, entrepreneurs and employees in both public, private, national, and international organisations and companies.

Our graduates are provided with academic and personal competencies that enable them to handle complex tasks and issues, as well as challenge conventional wisdom, relate critically to existing practices, and be action- and solution-oriented - going beyond the obvious to challenge conventional wisdom.

These competencies are crucial in the volatile labour market of the future, where it is possible to continually develop, refine, and strengthen existing competencies with a top-of-mind choice of relevant lifelong learning educational activities at University of Southern Denmark Business School.

The graduates can make a difference in both their academic and personal work, as well as contribute to initiative a sustainable development in the organisations of the future. They contribute to navigate in a changing world – both large multinational companies and local small and medium size companies.