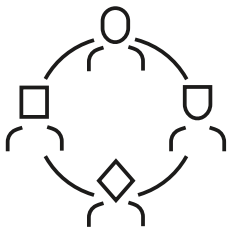


Strategic statements

SDU Business School was established on September 1st, 2021 as part of the Faculty of Business and Social Sciences, and supports the Faculty's vision:

"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. Based on high quality research and education in demand, we address significant societal challenges and contribute with our solutions. In our effort to be relevant, we cooperate between our different academic skills and together with our surroundings."

To fulfil this vision, SDU Business School works with three strategic statements, which are the foundation for the development, implementation, and communication of SDU Business School.



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

SDU Business School is based on research excellence and research-based programmes of high-quality. Our research and education activities form the foundation that allows us to create and apply current knowledge that provides value for society.

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 students at SDU Business School's 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 a wide range of continuing education activities.

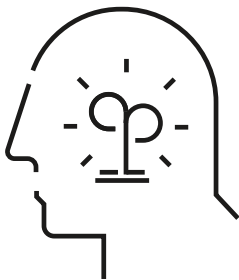


Through our regional identity, we build bridges with companies and organisations bringing researchers, students, and practitioners closer together

SDU Business School's unique regional presence is actively used to build bridges between researchers, students, and the local business community in the individual 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 SDU 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 'think globally, act locally' and thus translate internationally recognised theory into local practice.



We develop global citizens and leaders who challenge conventional wisdom and break boundaries for a sustainable future

SDU 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.

SDU Business School provides graduates 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. 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 relevant continuing education activities at SDU Business School in a lifelong learning perspective.

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 – both large multinational companies and local small and medium size companies.