

Value for society

The 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.

The rationale

To create value for surroundings is the ultimate raison d'être. We are here to create knowledge and conceive ideas that contribute to progress, welfare, creation of opinion and the making of informed decisions, and our research is a means to promote higher goals. Our surroundings rightly expects - and increasingly so - that we address key societal challenges and problems. That we contribute solutions and new knowledge. We therefore strive to make relevant and activate high quality research for the benefit of the society of which we are an inseparable part.

The objectives

As benchmarks for the vision, we have two strategic goals to set an overall direction for the faculty's activities in research, education and knowledge exchange. The unfolding of these two objectives must be decentralised, particularly in the research groups and in education – but supported by the faculty and the departments.



1. We have focused research groups that provide research of high international quality and of great impact. All research groups are reflective about how they work with relevance as an activity and high quality research as a means.



2. 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.