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Mission, Vision & Strategy



Welcome to Oxford Brookes Business School

Universities, and business schools in particular, have a key role in shaping the future of the economy and society, and in the wake of the Covid-19 pandemic this role has become more important. Oxford Brookes Business School is at the heart of Oxford Brookes University, a leading new university. The 2035 Strategy of the University builds on our strengths in education, research and knowledge exchange to drive collective progress through individual endeavour. As a University our goal is to equip people, and their organisations, with the skills, knowledge, mindset and attributes required to face new challenges and thrive in a complex, uncertain world.

Our high quality teaching and research underpins the reputation of Oxford Brookes Business School. As a School we are dedicated to enhancing the student experience, with our learning environment enriched by the scholarly activities of colleagues. The new Mission and Vision of Oxford Brookes Business School is informed by the practical relevance of our teaching and research, and the difference it makes to our learners, our partners and wider society. As an anchor institution in Oxford we are regionally embedded, as well as being engaged in a wide range of national and international networks. As a Business School it is our socially responsible outlook and collaborative approach that defines how we seek to make a difference.

I am excited about the new Mission and Vision of Oxford Brookes Business School, which encapsulates our ambitions as a catalyst for change. The engagement of colleagues and our wider community has been critical to informing our strategy, and reflects our shared aspirations for the future. This is a new chapter for Oxford Brookes Business School, and we are committed to working collaboratively with partners to make a difference.

Professor Tim Vorley

Pro Vice-Chancellor and Dean
Oxford Brookes Business School

The mission of Oxford Brookes Business School is:

Inspiring minds with insight and ambition.

Our focus at Oxford Brookes Business School is to inspire all of our learners and partners through our education and research, bringing insight and raising ambition. Our colleagues are themselves inspiring minds, with the ambition to advance insight through teaching and research.

The vision of Oxford Brookes Business School is:

Unlocking change and transforming futures together.

At Oxford Brookes Business School we want to be a catalyst to enabling and enacting change. We are committed to making a real difference with the individuals and organisations we engage with, and to the communities that we are a part of.

Strategic Priorities

The Mission and Vision of Oxford Brookes Business School inform our strategic priorities. These priorities guide our approach towards current and future activities of the Business School, and inform the strategies and action plans that underlie the four pillar portfolios. Based on our Mission, we have five strategic priorities that illustrate how we are realising our Vision and reflect our values-driven approach.

They are:

- **Pursue academic and applied research** that advances knowledge and makes a difference to individuals, organisations and society.
- **Foster an inclusive learning community** that supports and inspires its learners to become ambitious and responsible leaders of the future.
- **Engage and collaborate with our partners** to enhance their performance and prospects through our research and training portfolio.
- **Support and develop colleagues** to fulfil their potential and contribute to the life of the School and wider University.
- **Promote sustainability and responsibility in all of our activities** to demonstrate our commitment to the environment and society.



Pillar Strategies and Action Plans

Mirroring the overarching Oxford Brookes University 2035 Strategy, our strategy is structured around four pillars. It is through these pillars that we will deliver the Mission and realise the Vision of Oxford Brookes Business School to meet the current and future needs of the individuals, enterprises and organisations we engage with.

The summaries below provide a vignette for each pillar along with the associated key activities. Our pillar strategies and action plans remain under review by the School Executive, with progress and performance reported annually along with our key performance indicators (KPIs).



Pillar 1: Education and Enterprise

Oxford Brookes Business School has a reputation for teaching and learning excellence, and our portfolio of taught programmes is founded on an inclusive enterprise pedagogy that recognises the value of experiential learning and employability. Informed by the Mission and Vision of the School, our programmes are designed to develop the skills and attributes needed by our learners to meet their individual aspirations and succeed in their chosen careers. Through our programmes, graduates of Oxford Brookes Business School will be enterprising, creative, and resilient individuals, well placed to serve as socially responsible managers and leaders. We will achieve this by:

- Constantly refreshing our programme portfolios to ensure they remain at the leading edge of preparing students for current and future challenges;
- Encouraging immersive and experiential learning experiences, both embedded within and available beyond the curriculum;
- Emphasising and embedding inclusivity and socially responsible management in our courses and programmes;
- Developing and extending our international connections, focusing on opportunities to enhance the student experience;
- Expanding our programmes for working professionals and their organisations, ensuring they meet real world challenges.



Pillar 2: Research & Innovation

The Mission and Vision of Oxford Brookes Business School raises the ambition and performance of the research and knowledge exchange portfolios. We are committed to extending our internationally-leading research that advances knowledge and makes a difference to individuals, organisations and society. Developing our researchers and the research community in Oxford Brookes Business School is central to our Vision. We are committed to providing an inclusive, intellectually stimulating and nurturing research environment where researchers can fulfil their potential and career aspirations in pursuing insightful and impactful research. We are building on our research strengths, as well as fostering opportunities for innovation and impact related to research and knowledge exchange activities by:

- Focusing on expanding and creating internationally-leading research through collaborations within and beyond Oxford Brookes Business School;
- Engaging with policy makers, business leaders and other stakeholders, at regional, national and international level, to inform policy and practice;
- Enhancing the impact of our research through exchanging our knowledge of ethical and innovative practices with the wider economy and society;
- Leading the development of relevant University research capacity through networks and high-quality knowledge exchange activities.



Pillar 3: People & Culture

Oxford Brookes Business School is committed to promoting an inclusive culture, through which staff and students will be supported to fulfil their potential and contribute to the life of the School and wider University. The School has an open and collaborative approach based on transparent engagement and communications, with a commitment to enhancing staff wellbeing. The Vision of Oxford Brookes Business School is to cultivate an environment that promotes a high-performance culture where all individuals can flourish and excel. Building on recent improvements around workforce planning, development and recognition, we will continue to develop and extend the Oxford Brookes Business School community by:

- Developing clear and effective processes to support the professional development of colleagues throughout their careers;
- Recognising and rewarding the achievements of colleagues, while attract the new talent to Oxford Brookes Business School as an employer of choice;
- Promoting and incorporating diversity in everything we do to foster an innovative and inclusive learning and research community;
- Developing and supporting staff who can respond in an agile and effective way to the rapidly changing external environment;
- Fostering a stronger community of alumni who retain their connection and engagement with Oxford Brookes Business School.



Pillar 4: Partnerships & Place

There is a considerable opportunity for Oxford Brookes Business School to raise our visibility and reputation through greater engagement and collaboration with key partners in Oxford, Oxfordshire and beyond. As a major part of the Oxford economy, we want to expand our work with partners and stakeholders in our region, while pursuing national and international opportunities in our areas of strength. To realise our Vision we will extend the scope of our existing strategic partnerships and forge new connections and collaborations aligned to the strengths of our teaching and research. The focus of our work under the partnership and place pillar will include:

- Identifying and creating more opportunities for colleagues to engage with our partners regionally, nationally and internationally;
- Implementing a roadmap for new School-wide and programme-level accreditations to reflect the professional standing of our programmes;
- Raising the visibility of Oxford Brookes Business School through our active participation with professional bodies and networks;
- Investing in research and knowledge exchange led strategic partnerships with key partners that align with our Mission and Vision;
- Broadening our Professional Education portfolio to meet the current and future needs of organisations and individuals.

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