



Keele University

Business School

Our Vision, Mission *and* Strategy



THIS IS KEELE



Statement

from Dr. Scott Bambrick,
Director of Keele Business School

This document sets out the Mission and Vision of Keele Business School, along with our Strategy and priorities for 2023-2028.

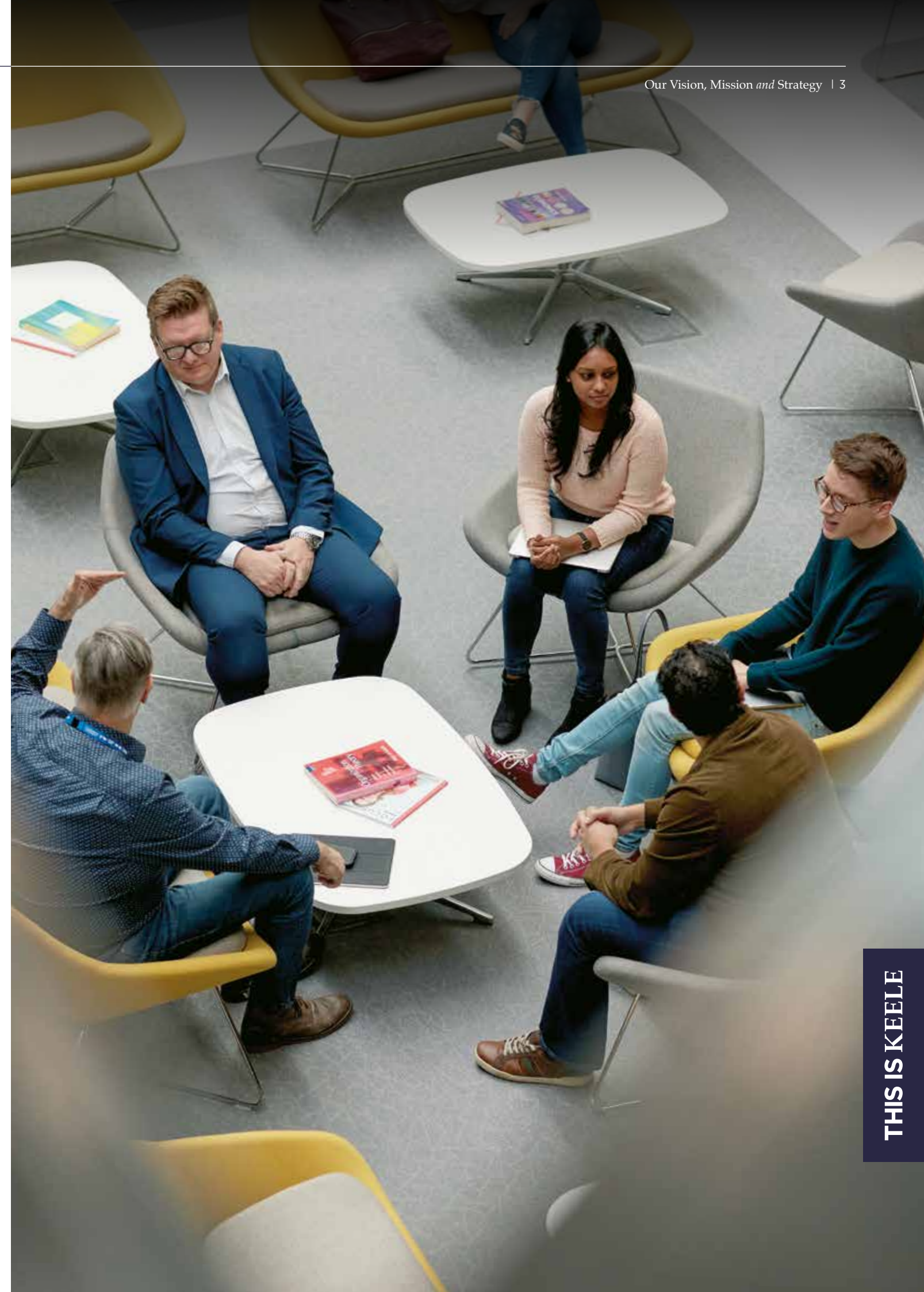
Our KBS Mission aligns with the founding mission of Keele University, outlined by Lord Lindsay in 1949; and that commitment to meet the demands of a new kind of society, economy and world remains as relevant today as it was when the University was established.

In the Business School, we have a strong sense of purpose. We have a purpose to ensure that we are inspiring and preparing future leaders to act with social responsibility. We have a purpose to be a business school for businesses. We have a purpose to contribute knowledge and opportunities to make positive societal impact and support economic growth, in what is a deprived region of the country.

This strong sense of purpose is important throughout this five-year strategy period, perhaps more so than ever, as we navigate the financial crisis facing the higher education sector and we evolve with the global challenges affecting people and businesses around the world. We recognise the barriers and the aspirations of our local and wider region – and that is our first commitment to where our Business School can work collaboratively to make a difference.

Our understanding of our purpose and our commitments are clearly visible in our Mission, Vision and our ambitious Strategy – and are being embedded throughout all activities within our School. I look forward to progressing the impact of the Business School over the five-year period, through to 2028.

Dr. Scott Bambrick
DIRECTOR OF KEELE
BUSINESS SCHOOL





Our Mission:

We will inspire future leaders through our diverse and entrepreneurial community environment to meet the demands of an ever-changing society, economy and world.

To achieve our mission, we will:



Deliver excellent quality and innovative teaching



Expand our world-class research



Create impactful regional, national and international collaborations and partnerships



Our Vision:

To be recognised regionally, nationally and internationally as a business school that transforms individual lives, enhances social bonds, and contributes to the creation of sustainable value.

Our Values are based on the six pillars that underpin all activities within the Keele Business School:



Creative



Sustainable



Innovative



Ethical and inclusive



Enterprising



Digitally aware

Strategic Objectives

2023-2028

The KBS Vision, Mission and Values were reviewed and reset in 2023 following a consultation process involving a wide range of our stakeholders – which in turn informed the strategic objectives of the School for the period 2023-2028.

Six strategic objectives have been defined to task the School to make progress in order to realise its ambitious Mission and Vision, with each objective being supported by an enabling strategy and action plan.



Education *and* Curriculum Delivery:

A continued commitment to create a cohesive & market facing portfolio of programmes, ensuring we are at the cutting edge of curriculum design and delivery to truly engage our learners. Our curriculum delivery will have employability embedded throughout with a strong emphasis on sustainability & digitalisation.



Research:

Our strategic focus on research will see us driving a vibrant research culture within the School; we will transform our research governance structures; we will work to grow our grant income; develop our post-graduate research provision and ensure that we enhance our future Research Excellence Framework (REF) performance through staff development and recruitment.



Business Engagement:

We will refocus and embed our engagement with businesses throughout all operations and activities of the School, to allow KBS to build towards becoming a business school for businesses. Our strategic focus will be to raise awareness of KBS regionally for business engagement and innovation by increasing the opportunities for engagement, support & partnerships.



Global Recognition – Accreditations *and* Rankings:

We will lay the foundation to raise the global recognition of the School, delivering our Vision, at a regional, national and international level through accreditations, rankings and international recognitions. We will work with global accreditations bodies and embed our accreditation strategy to ensure the School communicates its continuous improvement and societal impact.



Internationalisation:

A key strategic priority is to enhance the internationalisation of the School, which will see KBS not only continue to grow international student numbers, but also increase the international profile of the School and enhance the learner experience. The activities to deliver this objective focus on partnerships, programmes, staff and student mobility, as well as accreditation alignment.



People Plan *and* Resourcing:

We will reinvigorate our commitment to supporting and developing our staff to encourage high standards of excellence, whilst creating a physical space that ensures a vibrant workplace and business school environment. We will prepare and respond to sector challenges that could impact our resources and people, to position the School for long-term financial sustainability and success.



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