



UMEÅ SCHOOL OF BUSINESS,
ECONOMICS AND STATISTICS
UMEÅ UNIVERSITY

STRATEGY 2019-2025

Umeå School of Business, Economics and Statistics

SHORT VERSION

July 1, 2019 – December 31, 2025





The activities pursued at Umeå School of Business, Economics, and Statistics (USBE) shall comprise education ranging from first-cycle to doctoral studies, research and collaboration within Business Administration, Economics, and Statistics. Business Administration shall include the following subjects: Accounting, Entrepreneurship, Financing, Leadership and Organization, and Marketing. All activities are supported by the USBE's office.

USBE's most important resource is our staff, and our stakeholders include students, partners, and financiers. Together we are USBE, we make it what it is and we create its identity. We are strong in all our areas of activity and are propelled by our purpose as outlined in our mission statement. Our other hallmarks as a business school include a good relationship between students and staff, the engagement of students and other stakeholders in our ongoing activities, and a well-developed system for ensuring the students' learning processes.

VISION

"As an internationally respected, nationally influential, and regionally rooted part of Umeå University, Umeå School of Business, Economics, and Statistics contributes to societal development through education and research of a high international standard".

MISSION

"Through interplay with surrounding society, we provide education and research that contributes to the understanding, ability, and responsibility of individuals in relation to societal challenges and the importance of sustainable development".

We fulfil our mission by:

- offering a high-quality learning environment that encourages analytical, critical, and independent thinking
- providing a dynamic research environment of a high international standard within USBE's academic disciplines
- functioning as an attractive partner at the international, national, and regional level where we develop and disseminate knowledge in collaboration with other academic institutions, industry, and other actors in society.



Together with surrounding society, we provide education and research to produce responsible individuals with an understanding of and ability to handle society's challenges based on the UN's 17 Sustainable Development Goals.

VALUES

Our values are based on the following basic principles: Democracy, Legality, Objectivity, Transparency, Respect, Efficiency and Service. These common professional ethical foundations for all state employees are to characterize our actions in all aspects of school activities, in relation to each other, our students, partners, and society as a whole. This entails that we want to be viewed as an open-minded organization that encourages development and a critical and responsible approach, in concept and action, and that we are open to collaboration with others. Together and with the help of others, we will continue to develop.



RESEARCH AND DOCTORAL STUDIES

The overall goal of USBE's research is to have a dynamic research environment where research of a high international standard is conducted within our three main disciplines: Business Administration, Economics, and Statistics.



USBE shall offer high-quality doctoral education within each of our three main disciplines and conduct research that ranges from basic research to policy-oriented research, from theoretical to empirical approaches, from quantitative to qualitative methods, and includes the development of new methods.

The strategy for achieving the goals of research and doctoral education 2025 means in brief:

- That staff and doctoral students are encouraged to find collaborations both at USBE and other parts of Umeå University, as well as with other universities nationally and internationally.
- Strengthened external research funding and especially for doctoral students.
- Widened portfolio of research financiers and collaborators in external research projects.
- That the research environment allows for both breadth and depth, which maintains competence in existing areas and at the same time provides the opportunity to develop new research areas.
- That the research conducted is initiated by the researchers themselves and is characterized by a bottom-up process.



EDUCATION

The overall goal of USBE's education is to offer a high-quality learning environment that promotes analytical, critical, and independent thinking in order to prepare our students for societal challenges. Our education shall rest upon a scientific foundation and shall include programs and courses from first-cycle level up to doctoral studies within Business



Administration, Economics, and Statistics. We want to attract students both nationally and internationally.

The strategy for achieving the goals of education 2025 means in brief:

- That a broad education portfolio ranging from first-cycle level to doctoral studies within our main disciplines and with various opportunities for specialization, breadth and depth are balanced while at the same time students are prepared following graduation for different types of assignments in the job market, as well as career opportunities within the academic sector.
- That courses and programs provide students with the opportunities to develop into responsible individuals with an awareness of societal challenges, as formulated in the 17 Sustainable Development Goals, but also in terms of digitalization, artificial intelligence, and automation.
- Continued development of USBE's quality system, which is based on student-centered learning, innovation, assurance of learning, and that our teachers maintain a high scientific and pedagogical competence.

COLLABORATION

USBE's vision of being internationally, nationally, and regionally relevant gives our students an advantage as they head for the job market. Strategic partners are involved in the life of the school to expand our activities within education, research, and doctoral studies. Furthermore, we aim to strengthen the relationship with our alumni and contribute to life-long learning among those already holding professional positions. We also want to be an attractive collaboration partner in contexts where our employees' are enrolled as experts.

The strategy for achieving the goals of collaboration 2025 means in brief:

- That we continue to develop existing and new forms of international, national, and regional collaboration with the industrial sector, the public sector, and selected partner universities.
- That we can offer already professional tailor-made education that meets their unique needs.
- That we have collaborative processes that utilizes our own and our partners' strengths and improves the quality of both education and research. A strong environment for research and education coupled with an environment that supports innovation contribute to the development of society.



SUSTAINABLE DEVELOPMENT

Together with surrounding society, we provide education and research to produce responsible individuals with an understanding of and ability to handle society's challenges based on the UN's 17 Sustainable Development Goals.

The strategy for achieving the goals of sustainable development 2025 means in brief:

- To contribute to increased knowledge of and within sustainable development through education, research and postgraduate education.
- That we, through active participation in AACSB, GBSN, PRME and SDSN¹, develop ourselves while contributing to the development of others in sustainable development.
- That we continue to develop our environmental management system and work to keep our own environmental impact at a sustainable level.

INTERNATIONALIZATION

Students and employees are to be provided with the opportunity to work in an international study and work environment, and this is achieved through international experiences and internationalization at home. This creates and develops a good international understanding and intercultural expertise while allowing us to obtain knowledge about and learn from other schools.

The strategy for achieving the goals of internationalization 2025 means in brief:

- Internationalization at home, exchange activities and participation in international contexts linked to education, research, and collaboration.
- That students and staff at USBE are to be part of an international study and work environment, giving employees and students opportunities to develop a good international understanding and intercultural competence.
- That we continuously evaluate and adapt the partner portfolio to reflect our interests and contributes to our goals for research, education and collaboration while creating added value for our partner universities.

¹ AACSB: Association to Advance Collegiate Schools of Business, GBSN: Global Business School Network, PRME: Principles for Responsible Management Education and SDSN: The UN Sustainable Development Solutions Network.



A GOOD AND EFFICIENT WORKPLACE

Our activities shall be characterized by an awareness that the staff are our most important resource and that we contribute to each other's work environment. Together we shape USBE, making it what it is and creating its identity, including the goal of a good and efficient workplace.

The strategy for achieving the goals of a good and efficient workplace 2025 means in brief:

- That USBE is an attractive workplace in an international environment where our core values can be seen in our attitudes and actions. Specialized support functions at USBE's offices create better conditions for achieving our ambitions within education, research, and collaboration.
- That the USBE office, based on the needs of the departments, organizes support functions aimed at staff and students. Specialized support functions help to achieve the ambitions in education, research, and collaboration.