CBS STRATEGY
We are curious, critical and innovative in our approach to major opportunities and dilemmas facing business and society.

We are committed to disciplinary and interdisciplinary excellence in our research and educational programmes.

We leverage our Nordic heritage to take responsibility for societal challenges – in collaboration with business, governments and civil society.
Our Vision

We will leverage global intellectual leadership to transform society with business by tackling challenges with curiosity, creative new ideas and collaborative engagement.
Curiosity fuels innovation and positive change. But the change often poses major challenges and dilemmas for individuals, organisations and society. As the business sector assumes increasing responsibility for addressing these challenges, companies and organisations seek to mobilise curiosity and innovation for the benefit of the planet as a whole. As a partner in these efforts, CBS transforms society with business.

CBS is a globally recognised business school with a broad focus and deep roots in the Nordic socio-economic model. Our faculty has earned a reputation for high-quality disciplinary and interdisciplinary research and education. This unique global profile carries the obligation to address critical challenges in our research and to develop the transformational capabilities of students, graduates and business leaders via our educational activities and opportunities for lifelong learning.

Complex challenges call for joint action. CBS maintains close relationships with other universities, government actors, civil society stakeholders and especially the business community. Together with these partners, CBS must leverage the Nordic tradition of responsibility to better define the challenges facing our world and to generate transformative solutions for a better future.

CBS must continue to transform itself, to become even more curious and ambitious, and to take on more responsibility and risk. Therefore we must continue to cultivate the diversity and resilience of our student, faculty and staff communities and to provide opportunities for self-reflection and self-transformation.

Only by striving to improve ourselves can we contribute to transformative change in society as well.
Our Nordic heritage makes us stand out from other business schools: It is our duty to overcome an isolated analysis of business and instead create leaders who transcend organizations, individuals and society as much as current challenges transcend them. This is reflected in our priorities.

At the core where society, individuals and organisations meet is where the connections between the three areas are strengthened and become the conditions for many of our subsequent priorities.
Strengthen both fundamental business knowledge and transformational capabilities in the educational portfolio

Attract, develop and retain a diversity of highly talented staff and internationally leading scholars

Prioritise the exploration of big questions and develop incentive and support structures for venturing into and leading transformative, interdisciplinary and collaborative projects

Create incentive and support structures to design and deliver discipline-based and transformative education

Attract the best students and transform them into lifelong learners
Increase four transformative elements for students in all programmes (replacing courses where needed):
• learning abroad,
• starting a business,
• volunteering in a social organisation,
• taking part in a research project

Increase links to other academic disciplines outside of CBS when reviewing our curricula

Develop PhD education towards producing graduates with transformational capabilities grounded in research excellence

Develop structured assessment of societal impact

Focus on external funding sources that help us achieve research excellence and transformational impact
Create opportunities for transformation of the self through both self-reflection and engagement in a diverse and dynamic learning community.

Diversify campus life to increase the inclusiveness of the CBS community and the level of well-being.

Redesign the inclusion of practice, e.g. by redeveloping our part-time faculty portfolio as well as our corporate and external partnerships.

Review the admissions system relative to the transformative aspiration of CBS.
Copenhagen Business School develops disciplinary skills and transformational capabilities. Together we pursue knowledge that builds values, and values that prepare for action.

Graduating from CBS means that

**KNOWLEDGE**
- you have deep business knowledge placed in a broad context
- you are analytical with data and curious about ambiguity
- you recognise humanity’s challenges and have the entrepreneurial knowledge to help resolve them

**VALUES**
- you are competitive in business and compassionate in society
- you understand ethical dilemmas and have the leadership values to overcome them
- you are critical when thinking and constructive when collaborating

**ACTION**
- you produce prosperity and protect the prosperity of next generations
- you grow by relearning and by teaching others to do the same
- you create value from global connections for local communities