

STRATEGY 2025

*“Shaping people and business
for an international, digital and
sustainable future”*

Research-based
Learning-oriented
Connected

NORWEGIAN

Strategic Context – Time for Change

With very respectable results in top international research journals, with promising development on the Financial Times- and the Economist rankings, as holder of the three most prestigious international business school accreditations and with a stronger than ever financial foundation for further development, BI has established itself in the top tier of European Business Schools.

The distributed bachelor programmes have been the back bone of BI's business model for many years. During the strategic period 2018 - 2025, we will further develop the bachelor portfolio in order to secure its future attractiveness.

We are experiencing a shift in student preferences towards technology, health sciences and teacher education. Moreover, competition from public higher education institutions in Norway has increased, in terms of innovation of programme portfolios and in terms of focus on teaching quality and closer relations to business and industry. However, it must be noted that we experience an increasing interest from both international and domestic students for BI's international bachelor programme taught in English.



Core values

WE ARE UNCONDITIONALLY COMMITTED TO OUR STUDENT'S SUCCESS

This means that:

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Strategic priority: Faculty Excellence

Framework for Developing Faculty Excellence

- We will foster a world-class faculty with significant impact on international research, student learning and business practice.
- We will use innovative research to advance the academic knowledge base, develop a cutting-edge curriculum and provide solutions to key business and societal challenges.
- We will use BI's PhD programme as a driving force in developing faculty.
- We will implement effective teaching practices and student centred learning design to secure student learning outcome and provide inspiring learning experiences.

The Way Forward

ACADEMIC RESEARCH EXCELLENCE

- We will have 2-3 academic research disciplines placed among the best in Europe.

FROM TEACHING TO LEARNING EXCELLENCE

- We will improve future teaching and learning practices through greater insight in student learning (learning analytics) and systematic pedagogical training and support (learning design).

COMMITMENT TO INVESTMENT IN RESEARCH

- We will prioritize investments in excellent research and researchers, and research-related support infrastructure, supplemented by
- Externally-funded research aimed at expanding research capacity and productivity, and
- cross-institutional and cross-disciplinary projects that address key challenges in business and society.

FACULTY MANAGEMENT AND DEVELOPMENT

- We will strengthen faculty management and engage supporting faculty to secure a faculty composition aligned with our strategic ambitions.
- We will redesign the faculty work-load and compensation model to reward excellence in research, teaching and impact on business practice.

Strategic priority: Operational Excellence

Framework for Developing Operational Excellence

- We will promote a culture of innovation and excellence in performance, by focusing on diversity, inclusiveness, collaboration and supportive leadership practices.
- We will develop interaction and collaboration with complementary partners to strengthen innovation in research, educational programmes and operations.
- We will support and develop entrepreneurial initiatives, by connecting academia, students and businesses
- We will offer high quality support services and increase operational efficiency, through digitalisation, enhanced interaction and shared practices.

The Way Forward

EXCELLENT STUDENT SERVICES

- We will develop shared, user-friendly and efficient student services that combine self-service and automated solutions, with personal guidance and attention.

DIGITAL PLATFORMS AND BUSINESS ANALYTICS

- We will build a robust digital infrastructure and develop business insights and analytics to strengthen (o s)100 (ed,r-N7ihfO.02 Tc -O.01i (eneuri pr)15 Eur

75 years of changing lives, and keep adding to it!

BI Norwegian Business School has a proud history of changing lives. Through 75 years we have given thousands of graduates the possibility to pursue attractive careers.

Over the last years, BI has prioritised development of our faculty resources in order to be among the best business schools in