



UNIVERSITY OF  
BIRMINGHAM

Birmingham  
Business School

# Enabling change for a responsible future

We advance  
We activate  
[birmingham.ac.uk](http://birmingham.ac.uk)

Birmingham Business  
School Strategy  
**2025–2030**



# Welcome

---

Organisations today face uncompromising uncertainty and disruption - economic, technological, and socio-political. In this context, business schools are more vital than ever, enabling leaders to thrive and equipping organisations to tackle global challenges with innovation and sustainability.

Birmingham Business School stands at the forefront of this mission. We develop the leadership, knowledge, and skills needed to shape a fairer, more sustainable future for business, society, and the environment.

Located in Britain's most diverse city and the heart of England, the School has evolved since its founding in 1902 as the first English Faculty of Commerce. Our history is defined by adaptability, impact, and bold action, from pioneering overseas teaching more than 30 years ago to forging mutually beneficial partnerships that deliver immersive, real-world learning and research.

We will continue to lead through world-class research, inspiring education, and civic responsibility, daring to innovate and champion responsible business. This strategy, built on the expertise of our community, sets out our ambitions, the foundations that support them, and the priorities that will turn vision into impact.



**Professor Edgar Meyer**  
Dean of Birmingham Business School



# Our purpose

---

Setting new global standards in responsible business – one future leader at a time.

Birmingham Business School's heritage as part of one of the first civic universities remains as significant today as it was in 1902. Our purpose extends beyond engagement with the world - we actively and collaboratively shape and support society's leaders, locally and globally.

As a truly global institution, we operate across campuses in the UK, Dubai, and Singapore, complemented by digital learning that spans continents. Our community includes more than 60,000 alumni, a student body of over 7,700 representing 159 student nationals, nearly 200 postgraduate researchers, and a diverse team of 400+ staff from 50 countries. Our focus is clear: enabling every member of our community to realise their full potential.

In an era defined by disruption, inequity, and unpredictability, Birmingham Business School stands as a trusted source of knowledge, thought leadership, and expertise. We are recognised as a catalyst for positive change, accelerating progress toward a more responsible future.

Through our global reach and research excellence, we contribute meaningfully to thriving societies, partnering with private, public, and third-sector organisations. Our impactful research informs policy at regional, national, and international levels and influences industry to embrace responsible practices.

We remain committed to equipping our students with the skills and insight to navigate global volatility, today and in the future.

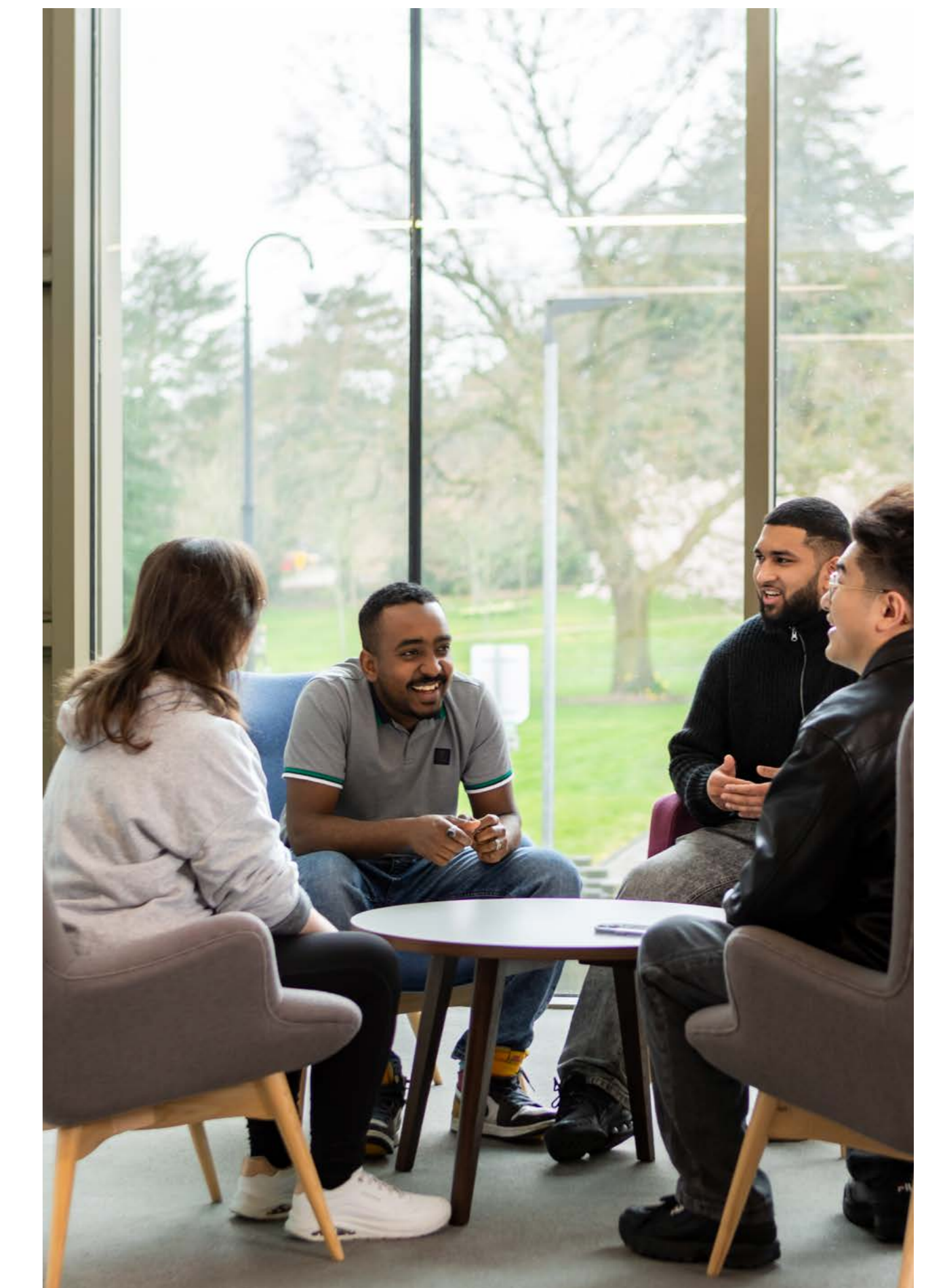
# Our vision

---

To be the preferred business school for those who act in the knowledge that socially responsible decisions are the foundation of a sustainable future.



Our vision allows us to convene all those that want to learn, share, and create knowledge and practices around responsible business. The vision will see us brokering meaningful relationships among our stakeholders and communities and fostering a culture of shared, deliberative, and ethical leadership for a more equitable and sustainable future.



# Our expertise

---

We have cross-cutting strengths, such as responsible leadership, artificial intelligence, innovation and sustainability. Our approach is interdisciplinary and draws on diverse expertise, not just from across the University, but also from a wide range of trusted external partners.

## Accounting

Accounting for Sustainability, Climate and Nature

Accountability Systems and Corporate Social Responsibility

---

## Marketing

Consumer Culture

Responsible and Critical Marketing

---

## Management

Sustainable Supply Chain and Society

AI in Management

Work Inclusivity

## Finance

Fintech & Financial Innovation

Sustainability and Finance

Biodiversity and nature-related Finance

---

## Economics

Environmental Economics

Economics of AI and Machine Learning

---

## Strategy & International Business

SME Internationalisation Strategies

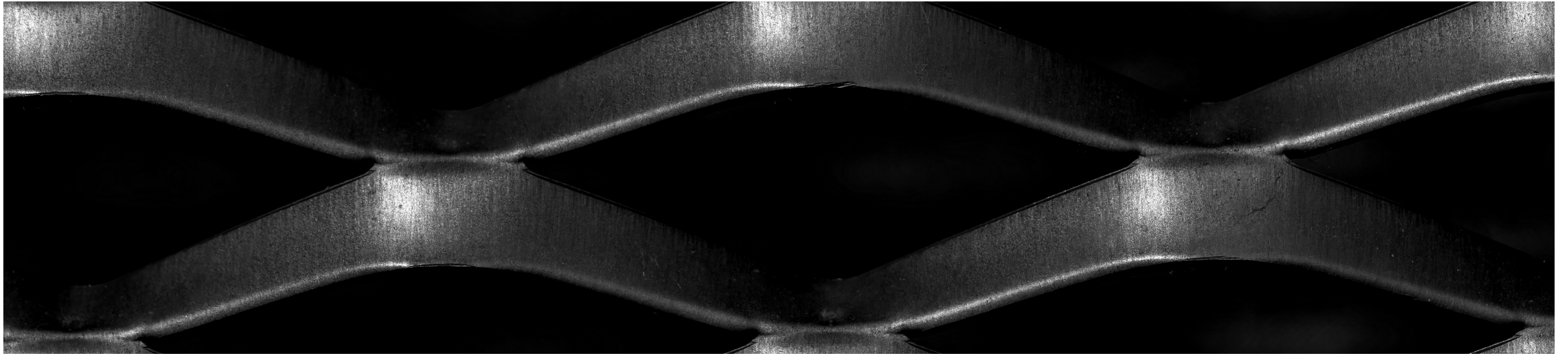
Emerging Market Multinationals, Foreign Investment Strategies and Market Dynamics

---

## Birmingham Business School

Business Education Pedagogy

Regional Economic Development



# Strategic principles

---

Our strategic principles form the foundation of our Top 50 global ambition, serving as a clear statement of our identity and guiding our approach to all that we do, ensuring that our decision-making remains responsible, transparent, and aligned with the broader objectives of the University, creating pathways to sustainable success.





### Take responsibility

Global transformation driven by technological disruption, geopolitical volatility, environmental challenges, and societal inequity demands more than reactive adaptation. Traditional business models are fracturing, roles are being redefined, and ethical foundations are constantly tested. The challenge is not just navigating uncertainty but reshaping it by turning complexity into opportunity, friction into innovation, and responsibility into collective action.

This requires deliberative leadership: a collaborative practice that bridges intent with impact, balancing societal and environmental consequences alongside organisational success. We embed responsibility as a shared commitment, drawing on interdisciplinary research, civic stewardship, and ethical courage. Our community of staff, students, alumni, and partners will tackle systemic challenges through cutting-edge research, immersive learning, and fostering leaders who act with empathy and intellectual rigour to make complexity simpler.

### Tell it how it is

We champion a culture of openness and academic freedom, encouraging inquiry, critical thinking, and honest dialogue. Our principle of “critical friendship” means asking tough questions. We prioritise transparency and accountability, aligning actions with principles and practising what we preach.

We address global challenges with relevance to society, business, and policy, equipping students to debate openly and engage with integrity, creating spaces for respectful conversations on complex issues. By valuing evidence over spin, clarity over jargon, and courage over convenience, we enable stakeholders to shape a better future through the ideas we develop and the policies we inform.

### Always strive for better

We pursue excellence by investing in world-class infrastructure and the wellbeing of our people. As thought leaders, we amplify our expertise confidently, focusing on responsible business to help partners and collaborators improve. Our curriculum and student experience inspires excellence, and we will multiply our commitment to positive change.

Through continuous innovation, we push the boundaries of responsible business thinking, equipping our community and society to tackle global challenges for a sustainable and equitable future.

### Rise to the challenge

Doing the responsible thing isn't always easy. We embrace tensions and complexity by fostering dialogue, integrating diverse voices, and embedding accountability. Responsible business is championed collectively through distributed leadership and proactive governance.

We commit to measurable progress on environmental, social, and economic issues, building on our distinctive work in responsible business and decolonisation. By investing in skills and confidence, we empower our community to lead responsibly. Our values of Equity, Diversity, and Belonging remain central, guiding us to challenge the status quo and achieve shared success.



# Strategic priorities

---

Our four strategic priorities align with the University of Birmingham Strategic Framework and underpin Birmingham Business School's ambitions. They demonstrate our commitment to embedding responsible practices within our work and across the communities we serve. We will continue to deliver strong financial performance, being financially sustainable and operationally efficient to achieve our ambitions.

# Internationally excellent research

We will drive research excellence and advance our ambitions for growth and impact. We will create an environment where every colleague can thrive and generate knowledge that drives positive change. While responsible business and sustainability remain central, we will broaden our disciplinary and interdisciplinary reach to deliver meaningful impact.

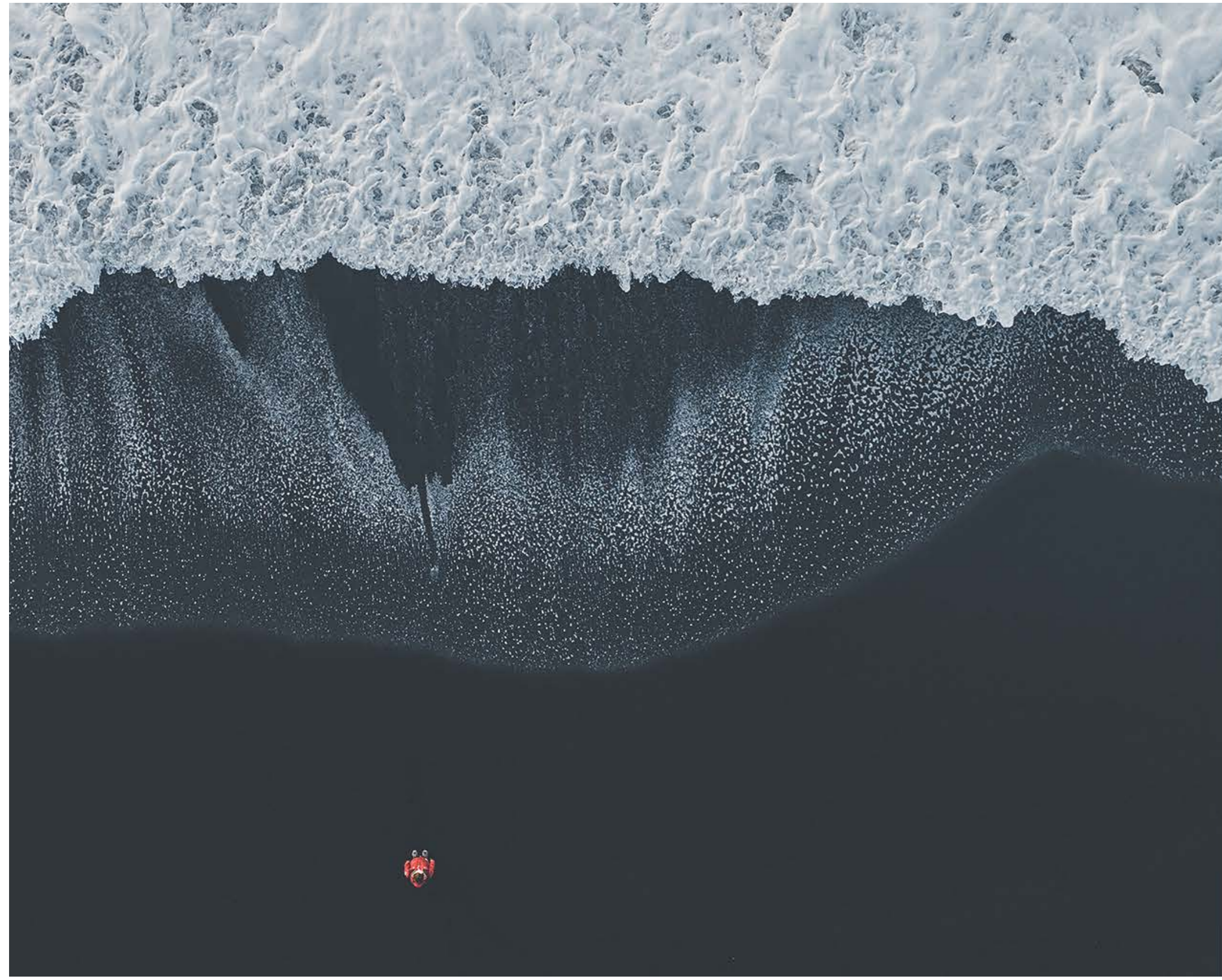


## Our priority areas are:

- Pursue ambitious, innovative, and relevant research agendas to support REF 2029 ambitions.
- Strengthen our research culture and income growth.
- Ensure our expertise is visible and accessible globally, supporting our global Top 50 ambitions.
- Strengthen collaboration and interdisciplinarity to support regional and global impacts.
- Deepen our thriving research environment.

## We will:

1. Achieve world-leading research by maintaining excellence in research output, ensuring alignment with our strategic goals and ambitions. We will continue to focus on our preparation for REF 2029, defining clear objectives and quality thresholds for REF and prioritise development of people, culture and environment indicators.
2. Foster a culture of high-quality, ambitious research funding applications and create an environment that diversifies and grows research income through collaboration with academic and industry partnerships that aligns with, and supports, regional development and growth.
3. Build on existing interdisciplinary research, actively seeking new partnerships beyond current collaborators to enhance global visibility and reputation. We will share research widely and effectively, positioning Birmingham Business School as the partner of choice and a leading convener in responsible business.
4. Develop and support our academic colleagues to provide leadership and influence regionally and globally. We will leverage our world class research centres and new 125<sup>th</sup> Anniversary Chairs to maximise reputational benefits.
5. Strengthen our PhD programme that reflects our world-leading research and aligns with global standards, ensuring sustained excellence and competitiveness.



# Educational excellence

Birmingham Business School offers a comprehensive education portfolio, serving a diverse student body of over 7,500 across undergraduate, postgraduate, and research programmes. Our global footprint spans our Edgbaston campus, Dubai, and Singapore, complemented by an online offer that ensures accessibility and reach worldwide. With responsible business rooted throughout our portfolio, programmes co-created with industry and employability embedded in the curriculum, we will continue to offer our students transformative learning that prepares them for future success.



## Our priority areas are:

- Grow our global presence in a sustainable way by identifying new transnational education opportunities in regions where there is market demand for higher education.
- Continually review our programme portfolio to remain market relevant and address knowledge and skill needs within the various sectors and geographies our learners seek to work in.
- Improve the employability chances of our students particularly our students from under-represented groups.
- Develop our interdisciplinary offer through pathway opportunities that provide opportunities for all disciplines to access leading business education.
- Ensure educational practice is underpinned by strong empirical evidence and supporting pedagogical and education-focused research to inform innovative curricula that supports students to use generative AI technologies ethically.
- Offer an inclusive learning environment where all our students have a sense of belonging reflecting our commitment to Equity, Diversity and Belonging.

## We will:

1. Review and adapt our programmes to reflect our income growth ambitions, pedagogical innovations, market trends, and global mobility, including transnational education opportunities and lifelong learning options such as executive education and micro-credentials.
2. Define and integrate future-ready skills across all programmes in collaboration with industry partners to ensure graduates are equipped for evolving global challenges.
3. Ensure our portfolio consistently reflects our commitment to responsible business and critical thinking, while leveraging our expertise to support collaborative provision across the University of Birmingham.
4. Scale our pedagogical research and establish effective dissemination strategies to maximise impact on teaching and learning, investing in our staff development opportunities through a dedicated education research fund.
5. We will strengthen our global visibility, improve student satisfaction through a sense of belonging, and diversify our cohorts to deliver an enriching, high-quality experience for all learners.



# Our global community

The University of Birmingham was founded on civic principles, serving its community, promoting social responsibility, and ensuring equality of opportunity. These principles remain central to the 2030 Strategic Framework.

Our strategy to 'Enable change for a responsible future' builds on this legacy and responds to the needs of an increasingly diverse and global community. We will strengthen our role as a civic partner by deepening engagement with local communities, supporting students and alumni worldwide, driving positive change nationally and internationally, and collaborating with industry and governments to deliver lasting impact.



## Our priority areas are:

- Leverage our world-leading disciplinary and interdisciplinary research and transformative education to develop meaningful global partnerships with world-leading institutions.
- Share our rigorous research, shape the conversations on what civic responsibility looks like, and be open to challenge from our partners so that we can continue to add value.
- Articulate our unique contributions to place us as the school of choice for those who act in the knowledge that socially responsible decisions are the foundation of a sustainable future.
- Build on our regional engagement, influencing policy and providing thought leadership in regional, national and international economic development.

## We will:

1. Build long term purposeful partnerships with our stakeholders, including alumni, industry, policy makers, and local communities to inform our research and education excellence, support our global Top 50 ambitions and to develop our global offer.
2. Implement a communications plan to promote our reputation and position the school as a reliable and innovative thought leader in responsible business, evidencing that we address a range of issues of responsible business through our expertise. Articulate our ambition for external awards that strengthen our reputation for responsible business.
3. Review our existing global partnerships, developing measures of success that track our partner engagements and impact. We will identify global regions where we wish to develop new purposeful partnerships, focusing on the depth rather than the breadth of our relationships.
4. Regularly review our civic engagement, building on our existing activities through our City-Region Economic Development Institute and research centres to make our mark in the local community.



# Our people and culture

For Birmingham Business School, responsible business is not only what we research and teach but also embedded in how we operate and collaborate as a community across our campuses. We recognise that our staff are pivotal to our success as a school and we will continue to engage colleagues in the delivery of the school's ambitions.

## Our priority areas are:

- Model our resolute pledge for more sustainable and responsible business practices by embedding it in our operational practices and governance structures.
- Adapt proactively to an ever changing, volatile environment, building our capacity and capabilities to operate effectively in achieving our ambitions.
- Ensure that everyone feels seen and heard in respectful dialogues in line with our values of Equity, Diversity and Belonging.
- Create an environment where all can thrive, whether Academic or Professional Services staff.
- Promote staff wellbeing for all members of our community.

## We will:

1. Continue to invest in staff wellbeing, celebrating success and promoting work life balance through the visible leadership of the school's Strategic Management Team and overseen by our Wellbeing Committee.
2. Review the way we organise ourselves to support the delivery of our ambition, ensuring the school is right sized and the management infrastructure can operate effectively and efficiently, reducing unnecessary processes and bureaucracy.
3. Create a collaborative environment where all voices or perspectives are considered equally, increasing the visibility and transparency of our decision-making. We will offer a programme of opportunities to meet leaders within the school, including new colleague welcome events, coffee mornings and whole school forums.
4. Maintain our support for staff development, building capabilities across staff groups to operate effectively and efficiently. Through our Deputy Dean (Faculty) we will continue to embed a culture of performance enablement to support the Academic Development Programme and academic promotion processes.
5. Ensure a co-created school culture that is supportive and focused on staff wellbeing. We will listen to staff feedback and develop plans to ensure that we respond and act where it is needed, regularly sharing what we are doing.

# Birmingham Business School in numbers

## Who we are:

We have over **7,700** Students

We are located in **Edgbaston, Dubai and Singapore**

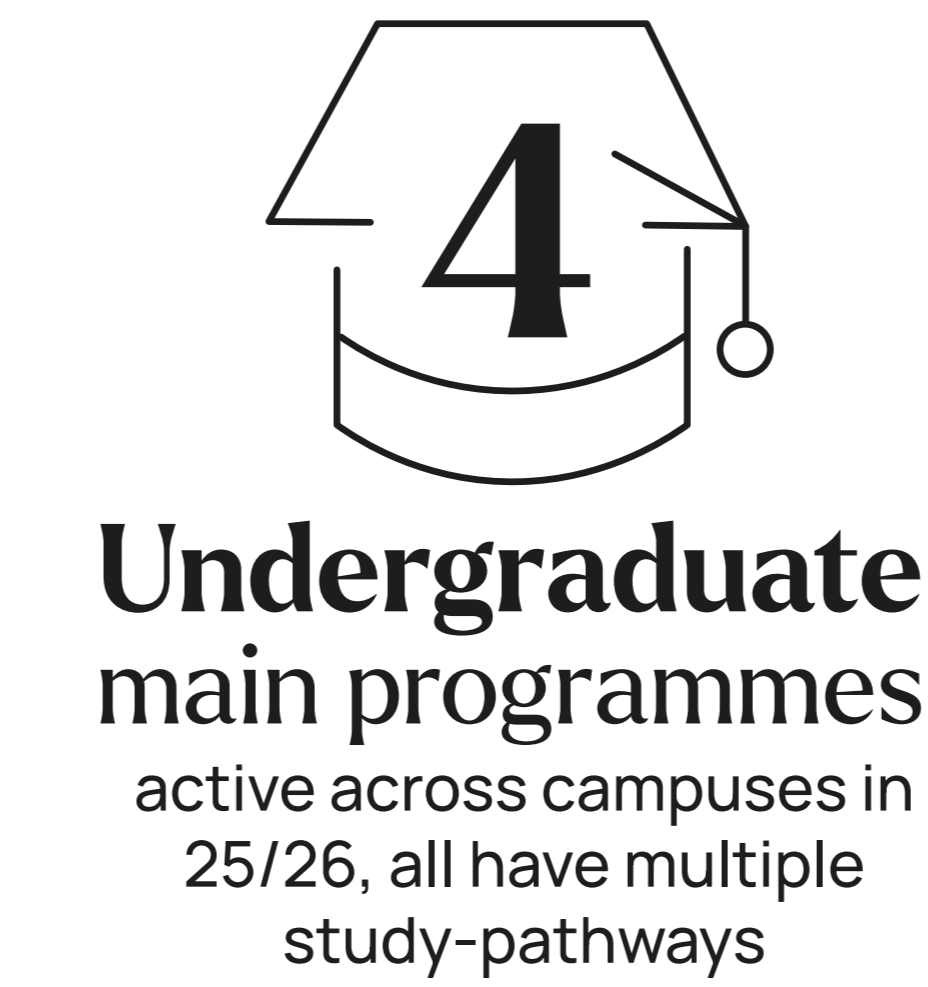
## Our awards:



## Triple Crown Accredited:



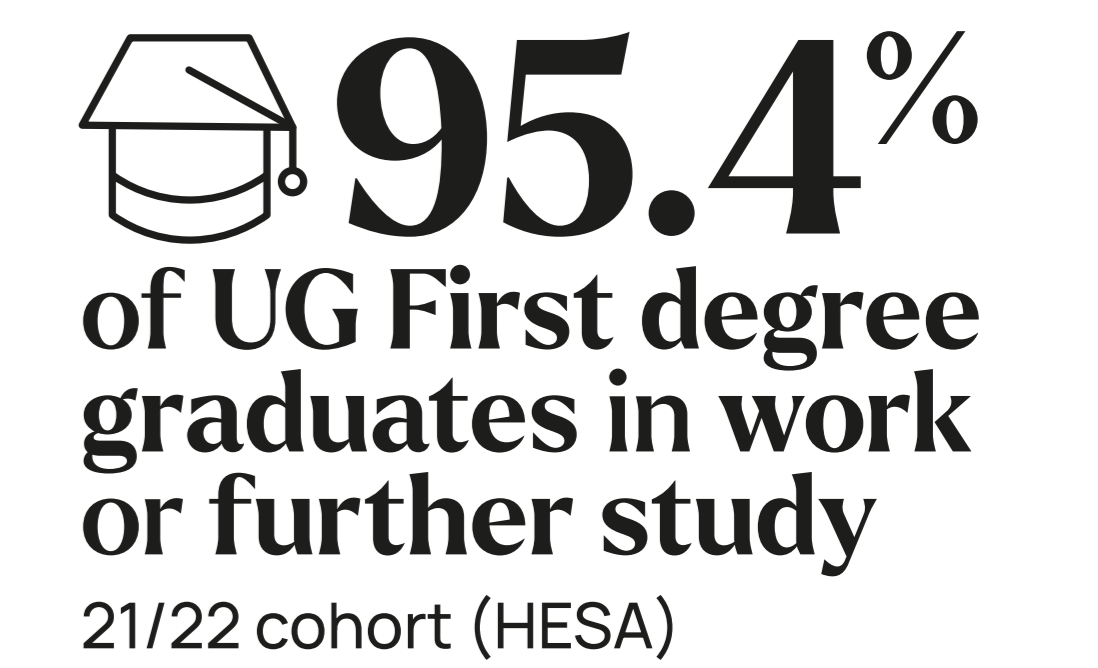
## How we educate:



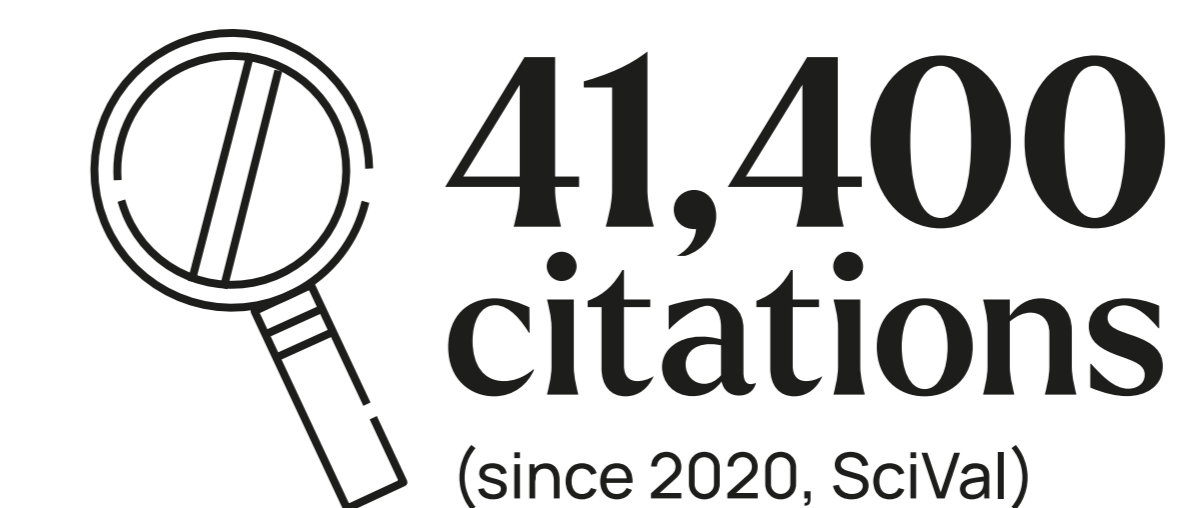
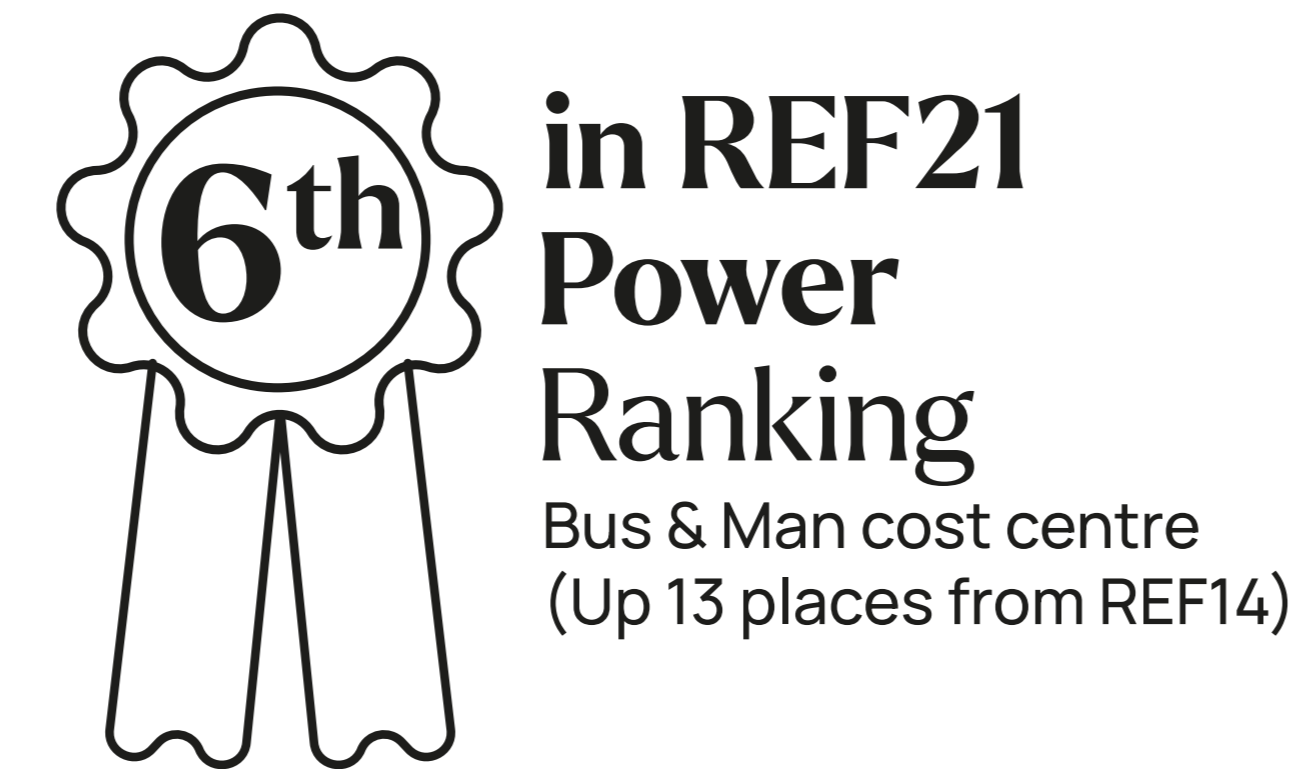
## Where we are from:



## Our graduates:



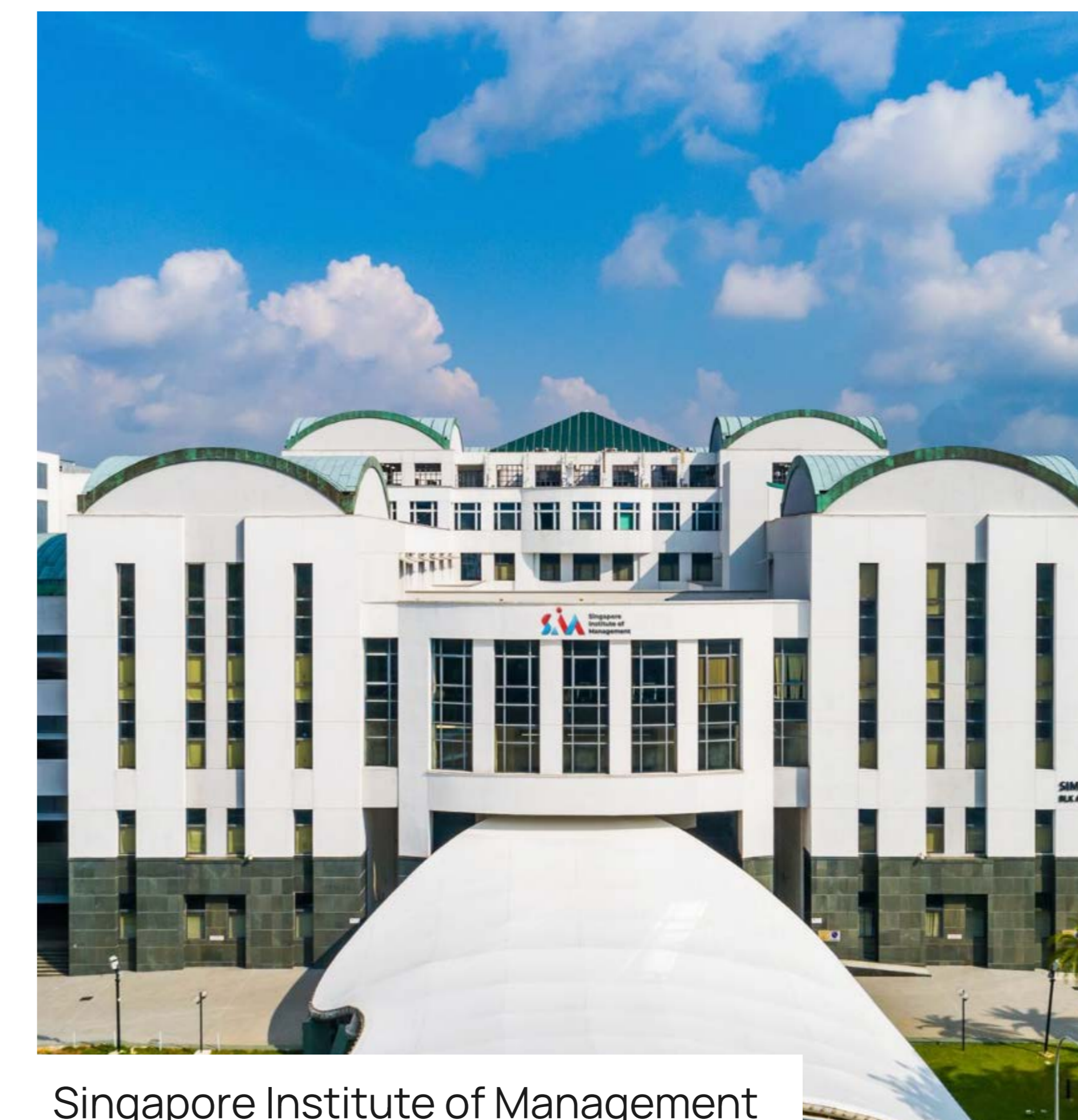
## Research:



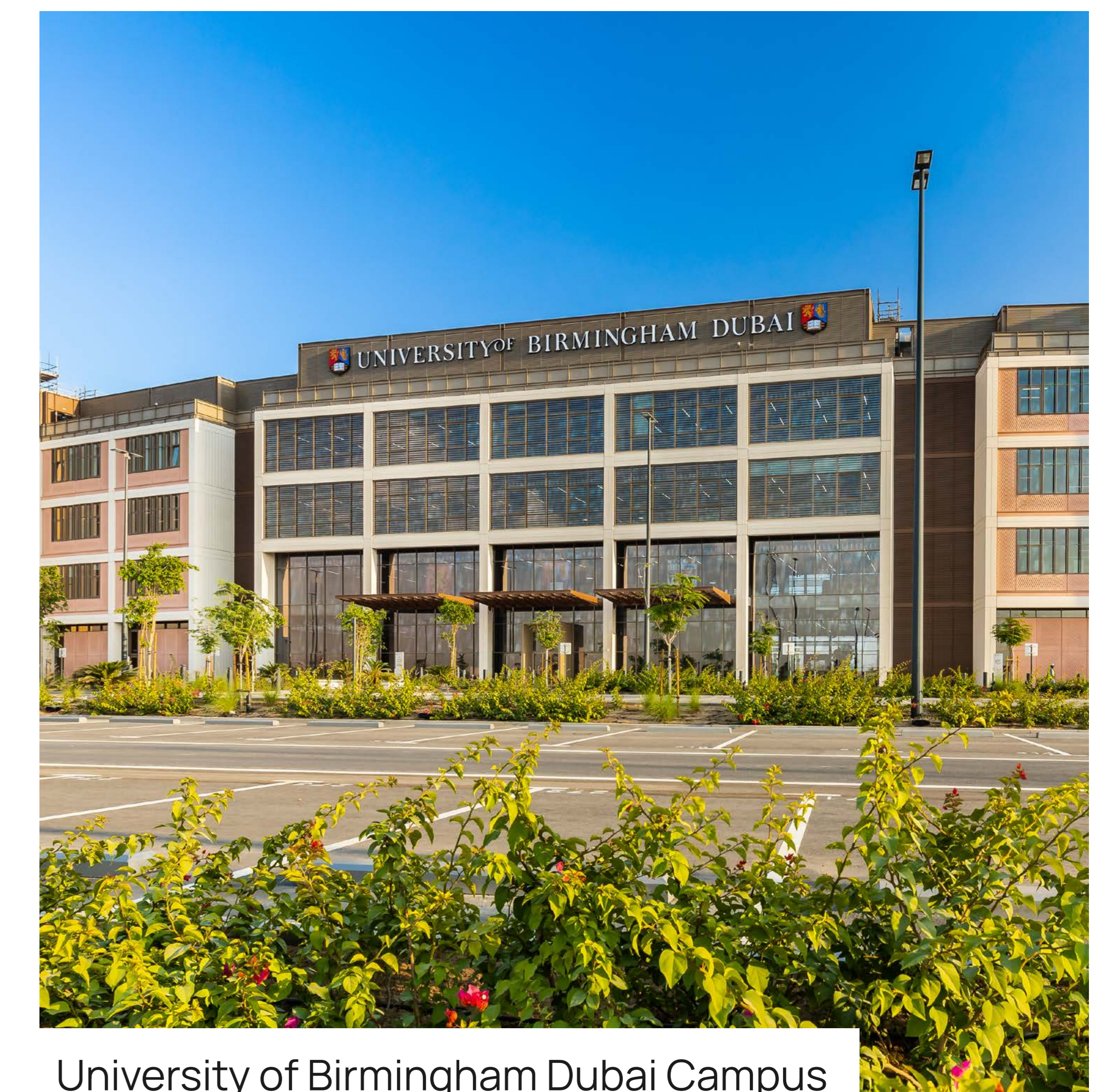
April 2026



University of Birmingham Edgbaston Campus



Singapore Institute of Management



University of Birmingham Dubai Campus

# Birmingham, a city for everyone



Chamberlain Square



Moseley Farmer's Market



University of Birmingham, The Exchange



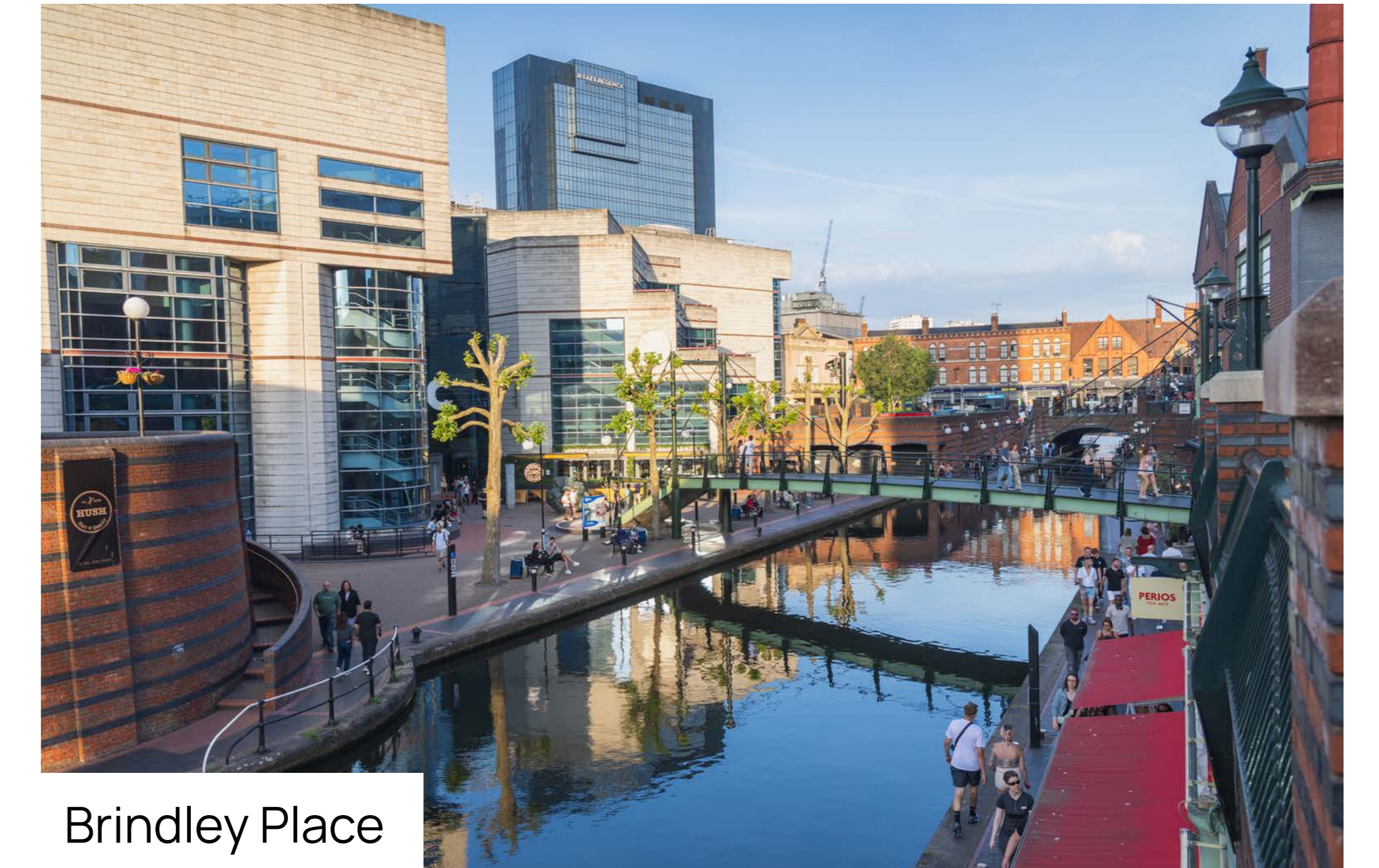
Birmingham Botanical Gardens



Bull at the Bullring



Ikon Gallery



Brindley Place



Library of Birmingham



China Town



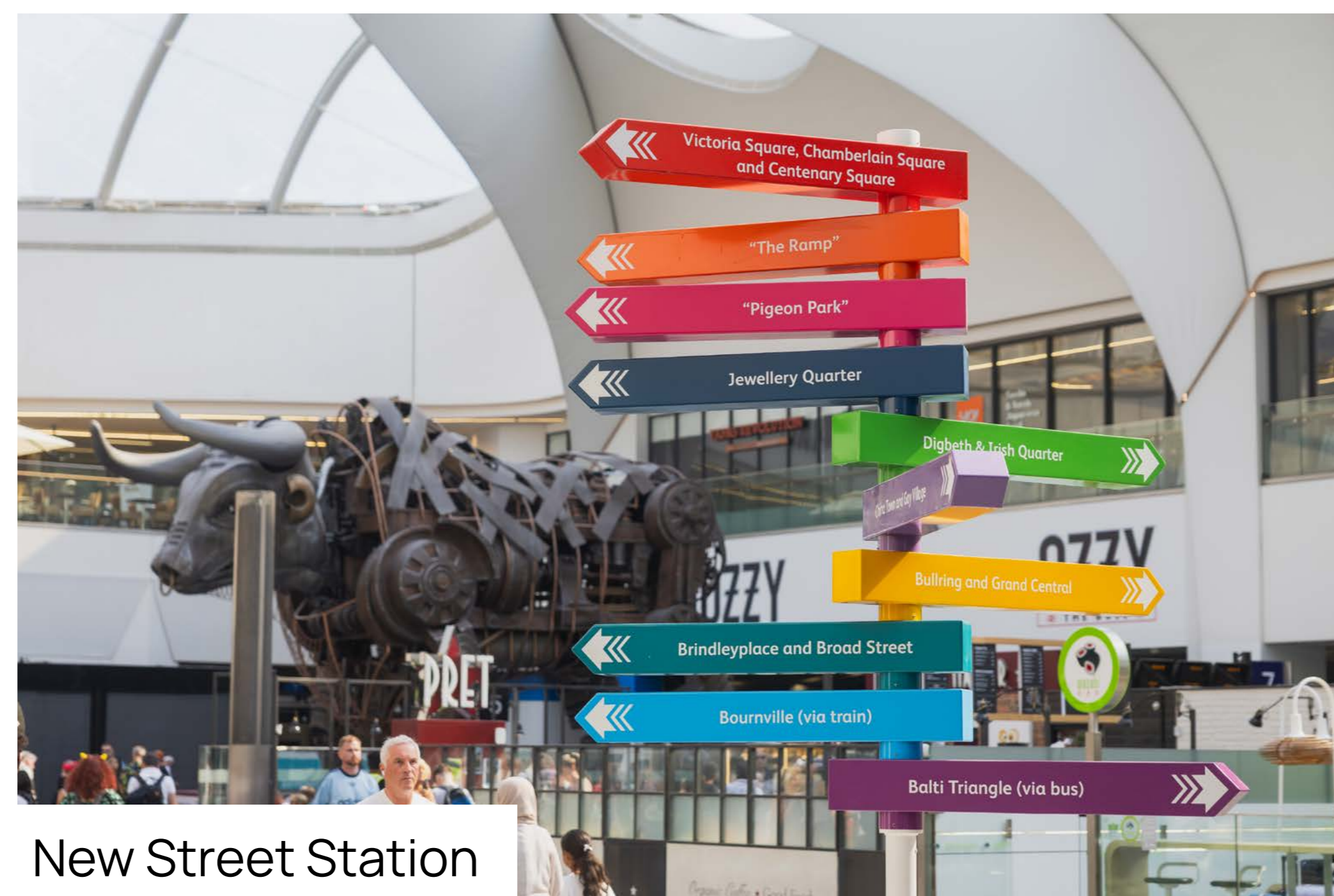
Custard Factory, Digbeth



Bournville



Centenary Square



New Street Station



University of Birmingham Edgbaston Campus



Edgbaston Cricket Ground