



Strategic plan for Karlstad Business School 2019-2023



Handelshögskolan
Karlstad Business School

Vision

Karlstad Business School aims to be an influential business school that is highly visible in society and a top choice for students, employees, and partners.

Mission statement

We educate responsible professionals and conduct research with high societal impact.

Motto

Knowledge is worth nothing without the ability to use it.

Karlstad Business School (KBS) has defined five expected outcomes and seven overarching and interlinked goals in the strategic plan:

- 1. We offer the labor market competent and responsible professionals**
 - Attract students to apply and invest in our school
 - Expand executive education with synergies to education and vice versa
- 2. Our education co-produces knowledge and abilities that have an impact on academia and private and public organizations**
 - Provide opportunities to make an impact
 - Educate employable students to a high academic standard
- 3. Our research is competitive with leading business schools in our areas of expertise**
 - Identify challenges that exist at the local, national, and global levels
- 4. Our researchers co-produce knowledge and abilities that have an impact in private and public organizations and at society at large**
 - Enable research, funding, and applications
- 5. We empower faculty with a variety of competencies and provide an open and vibrant environment**
 - Attract and retain teachers, researchers, and doctoral students of high standard

KBS's culture is built upon our core values, which are *competitive, value-adding, collaborative and innovative in thinking and actions. We aim to base all our actions on solid, sustainable, and ethical principles in a sharing environment.*