



**SURREY
BUSINESS
SCHOOL**

UNIVERSITY OF SURREY

INCUBATING VIBRANT FUTURES

2024 - 2030

OUR VISION

To be a global leader in business education and research, committed to driving innovation, transformation, and responsible practices that build a more vibrant, sustainable, and equitable future.

OUR MISSION

Our mission is to shape forward-thinking leaders through a progressive education that champions entrepreneurial creativity and responsible innovation. We drive transformational research that confronts the world's most urgent challenges, rooted in a culture that encourages bold experimentation. By embracing these principles, we are dedicated to incubating vibrant futures, empowering our students to lead with purpose and create meaningful change in business and society.

WHAT WE DO

- We drive positive change and shape brighter futures for businesses and society.
- Our innovative programmes are designed to cultivate responsible, visionary, and transformative leaders, experts, and changemakers.
- We lead societal progress through impactful research, strategic partnerships, and active engagement with key stakeholders, contributing to the achievement of the UN Sustainable Development Goals.



We are inspired by
the groundbreaking
spirit of Surrey

THE SURREY DISTINCTION

The heritage of breakthrough in Surrey, marked by the pioneering contributions of visionaries like Alan Turing and Ada Lovelace, both Surrey residents, provides a powerful foundation for a business school that is both future-focused and innovative. Their legacy of pushing the boundaries of thought and technology continues to inspire a culture of creativity and exploration within the region.

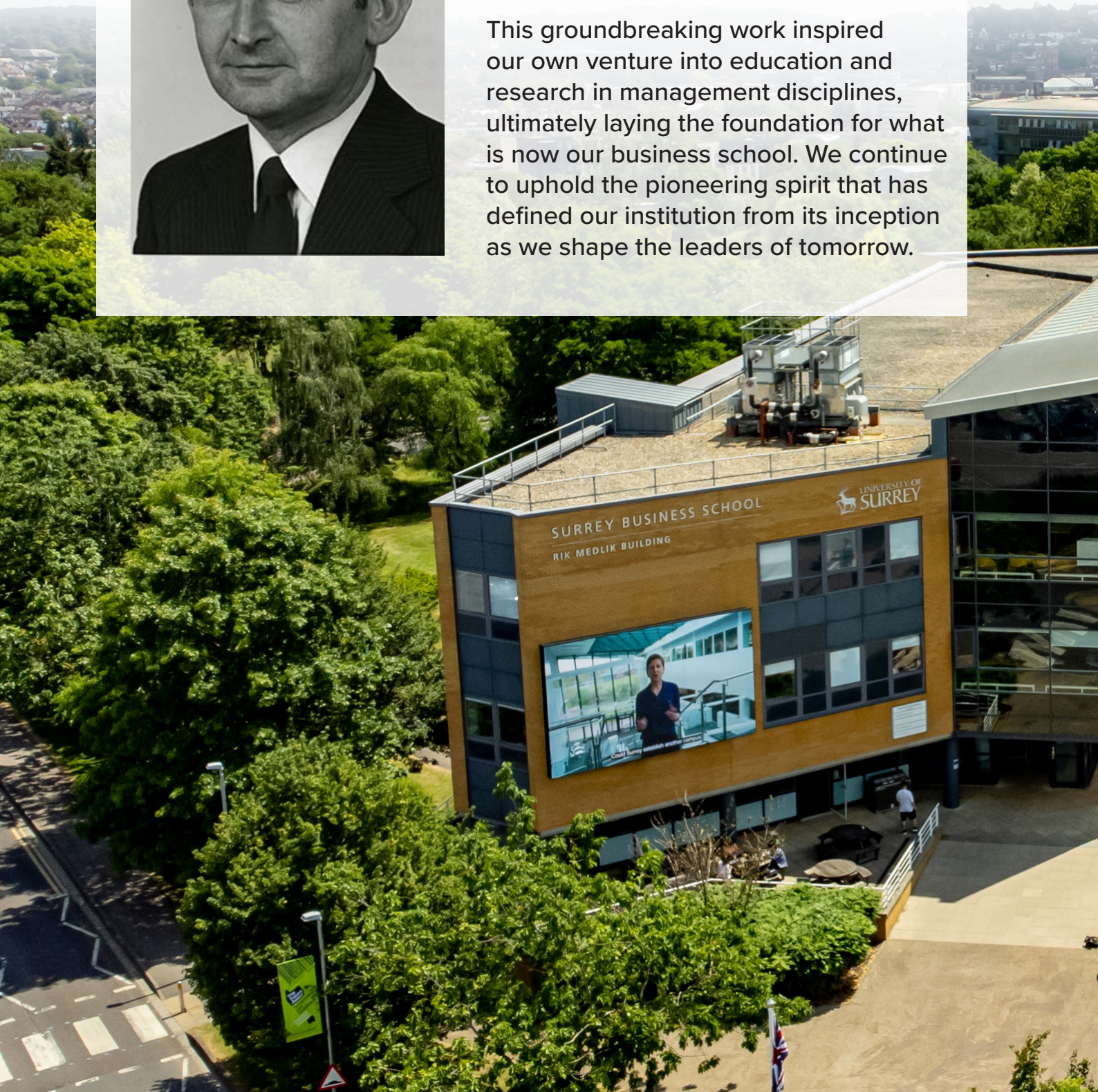
Situated at the heart of a thriving creative and digital business scene, and reinforced by cutting-edge research, our business school draws from this rich history to foster a learning environment that equips students to lead in a rapidly evolving world. We are committed to nurturing the next generation of business leaders who, inspired by the groundbreaking spirit of Surrey, will drive transformative change in global markets.

Our legacy



In 1967, Surrey's Rik Medlik was the first professor appointed in the UK in the field of hospitality and tourism management, and he introduced the field's first research degrees in 1971 – truly pioneering.

This groundbreaking work inspired our own venture into education and research in management disciplines, ultimately laying the foundation for what is now our business school. We continue to uphold the pioneering spirit that has defined our institution from its inception as we shape the leaders of tomorrow.



Our culture

At Surrey Business School, our culture is a living embodiment of our credo, 'Incubating Vibrant Futures'. This culture is deeply rooted in the principles of **progressiveness**, **transformation**, and **responsibility**, and is reflected in both our educational programmes and our research endeavours, driven by our world-leading educators, researchers, and committed partners.



Progressive

Progressiveness is at the heart of our approach, fuelling innovation in our education, research, and enterprise programmes. Our exceptional educators are dedicated to staying ahead of the curve by incorporating cutting-edge teaching methods as well as the latest research and industry insights into the curriculum. They encourage creativity and forward-thinking, equipping our students with the skills and agile mindset needed to lead in a rapidly evolving global marketplace.

Our outstanding researchers are at the forefront of their fields, pushing the boundaries of knowledge, exploring new ideas, and developing solutions that address the most pressing challenges of our time. With the support of our committed industry and academic partners, we ensure that our educational and research initiatives are progressive and impactful, preparing our community to shape the future of business and society.





Transformational

Transformation is integral to our mission, encompassing personal growth, academic advancement, and societal impact. Our transformative educational programmes are designed to develop students into confident, capable leaders through rigorous curriculum design, practical experiences, and leadership development. We believe that true transformation occurs when individuals are empowered to think critically, adapt to change, and apply their knowledge in real-world settings.

Our researchers, recognised for their deep expertise and specialist knowledge, conduct transformative research that generates new insights and drives positive change in industries and communities worldwide. With the support of our dedicated partners, we create an environment where continuous improvement and innovation are at the forefront, ensuring that both our graduates and our research contribute meaningfully to the global business landscape.

Responsible

Responsibility is the guiding principle that underpins all our activities. Our educators are committed to instilling a deep sense of ethical responsibility in our students, ensuring they understand the far-reaching impact of their decisions on society, the economy, and the environment. Our educational programmes emphasise sustainability and ethical leadership, preparing graduates not only to succeed in their careers but also to make a positive difference in the world.

We focus on research projects that align with sustainable and ethical practices, reinforcing our belief that business should be a force for positive change. This responsibility-driven culture ensures that our research and teaching efforts align with the UN Sustainable Development Goals to contribute to a more just, sustainable, and equitable world.



By integrating these core values into our educational programmes and research initiatives, Surrey Business School creates a dynamic and inclusive environment where every individual is empowered to realise their potential. We are a community of educators, learners, and researchers, supported by committed partners, who think big and act boldly with a shared commitment to shaping a better future. Our credo, 'Incubating Vibrant Futures', is more than just a phrase: it reflects our commitment to nurturing transformational leaders and producing solutions to business and society's most challenging problems, making significant contributions to a more vibrant, sustainable, and equitable world.



Characteristics of Surrey Business School graduates

Our career-ready graduates are equipped to thrive in an ever-evolving business landscape and become impactful changemakers.



They are adaptable and lifelong learners.



They possess robust business acumen and uphold strong ethical standards, understanding the broader impact of their decisions



They are proficient in the latest technologies and quick to master new tools.

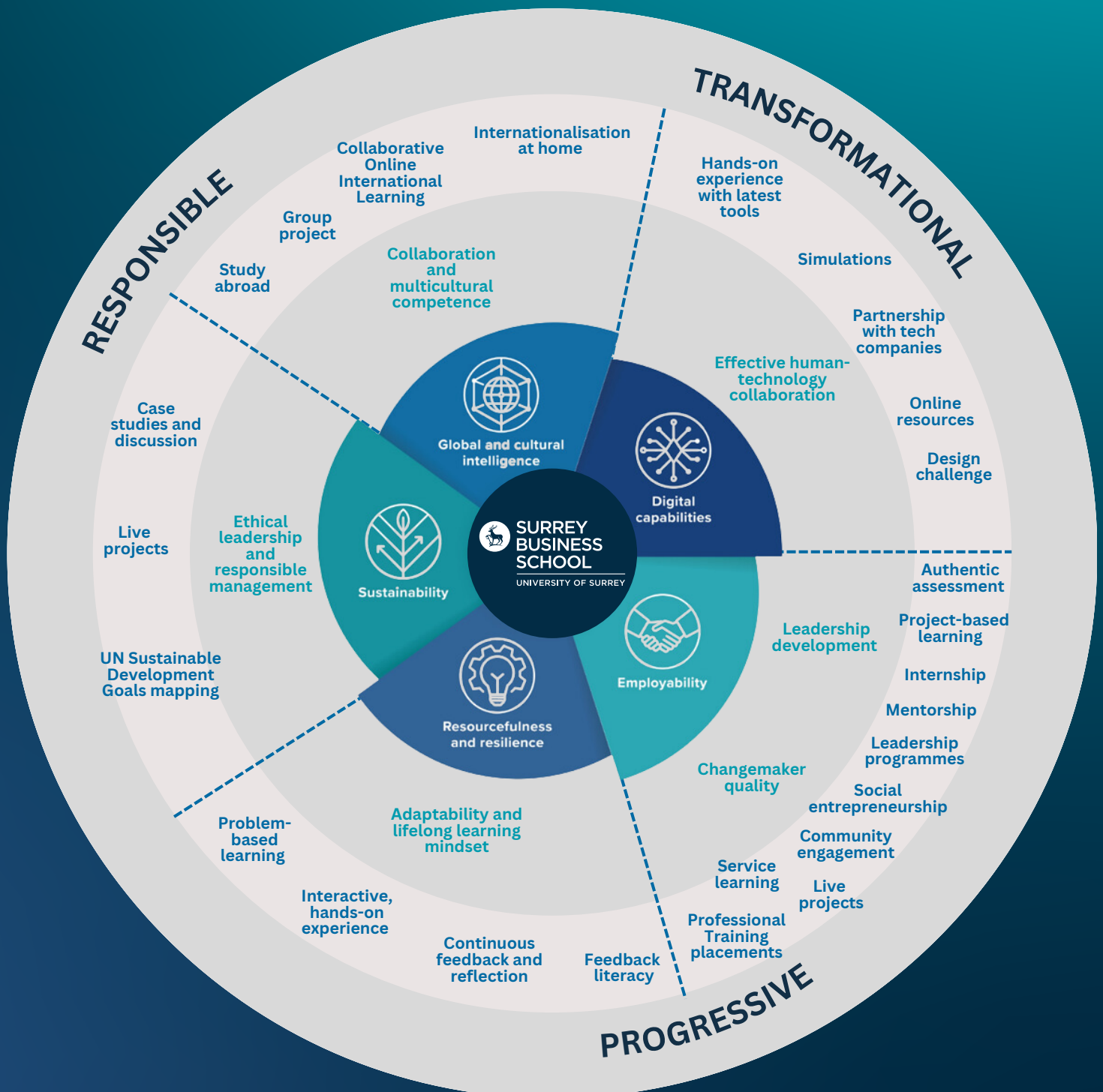


They are critical thinkers, innovative problem-solvers, and effective collaborators who can lead and contribute in diverse, multicultural environments.



They are changemakers who drive positive transformations in their industries and communities through their vision, leadership, and commitment to innovation and social responsibility.

Surrey Business School's Empowering Learning Journey Framework



Empowering learning journey

ADAPTABILITY AND LIFELONG LEARNING

Our learning strategy emphasises developing adaptability and fostering a mindset of lifelong learning. Through interactive, hands-on experiences, students engage with contemporary business and management ideas that challenge them to think critically and solve problems in real-time. Workshops and seminars present dynamic challenges that require students to adapt quickly, reflecting the fast-paced nature of the business world. Continuous feedback and reflection are integral to our approach, encouraging students to refine their abilities and embrace self-directed learning. This environment nurtures curiosity, initiative, and innovation—key drivers of business growth and transformation—preparing our students to lead and excel in an ever-evolving business environment.

PROFICIENCY IN LATEST TECHNOLOGY

We integrate cutting-edge technologies into our curriculum and practical learning experiences to enhance students' technological proficiency and digital dexterity. Our strategy focuses on effective human-technology collaboration, leveraging the unique strengths of both humans and machines. Students gain hands-on experience with the latest tools, engage in realistic simulations, and collaborate through online platforms. Partnerships with tech companies provide real-world applications via guest lectures, internships, and live projects. Continuous learning is further encouraged through online resources, design challenges, and hackathons, ensuring our graduates quickly master new tools and adapt to technological advancements. This comprehensive approach equips students to thrive in the rapidly evolving modern business world.

CRITICAL THINKING AND INNOVATION

To develop critical thinking and foster innovation, we integrate authentic assessments, project-based learning, and strong industry engagement throughout our curriculum. Authentic assessments ensure students apply their knowledge in real-world contexts, deepening their understanding and honing practical skills. Project-based learning challenges students to tackle complex, real-life projects that demand critical thinking, problem-solving, and effective collaboration. Through internships, live projects, and service-learning opportunities, students engage directly with community and industry partners, bridging the gap between academic theory and practical application. Innovation labs further stimulate creativity and entrepreneurial thinking, encouraging students to experiment with new ideas and develop enterprising solutions. This strategy cultivates an enterprising spirit and prepares our students to navigate and lead in a constantly evolving business landscape.

EFFECTIVE COLLABORATION

Our learning strategy is designed to develop intellectual flexibility, effective collaboration, and multicultural competence through interdisciplinary learning, internationalisation, and cross-cultural engagement. We achieve this by incorporating work and study abroad programmes, interdisciplinary teamwork and group projects, Collaborative Online International Learning (COIL), and internationalisation-at-home initiatives into our curriculum. These experiences equip students to navigate cultural differences, enhancing their communication skills, cultural sensitivity, and ability to collaborate internationally. We place a strong emphasis on supporting and respecting diverse personal experiences, values, and worldviews, fostering an inclusive and supportive learning community. This comprehensive approach ensures our graduates are well-prepared to lead and contribute to diverse teams and excel in a globalised business environment.



ETHICAL STANDARDS

Our learning strategy builds strong ethical standards and business acumen by seamlessly integrating ethical considerations and real-world business insights throughout the curriculum. We emphasise the importance of responsible decision-making, ensuring our students are prepared to lead with integrity in their future roles as business leaders. Through case studies and discussions, students are challenged to apply moral principles in complex business scenarios, fostering a deep, ethical understanding of the broader impact of their decisions on society and the environment. Practical experiences, such as live projects, enhance students' understanding of core business functions while promoting sustainable and regenerative business models. Engagement with industry leaders through workshops and guest lectures reinforces the significance of integrity and responsible leadership. This approach ensures our graduates are equipped with both the technical skills and the ethical foundation to drive positive change in the business world.

CHANGEMAKER QUALITY

Our learning strategy is designed to cultivate changemaker qualities by focusing on leadership, community engagement, and social entrepreneurship, all with the aim of empowering students to make a positive difference in the world. Leadership development is central to our approach, achieved through experiential learning opportunities such as group projects, leadership programmes, and mentorship by industry leaders. Community engagement is another key component, as we encourage students to participate in service-learning projects and form partnerships with local and global communities to address real-world challenges. To inspire social entrepreneurship, we integrate learning activities that challenge students to develop innovative solutions to social problems, emphasising the role of business as a force for good. This comprehensive strategy ensures our graduates are not only prepared to lead and innovate but are also deeply committed to making a positive impact on society as responsible and impactful changemakers.

RESEARCH AND INNOVATION

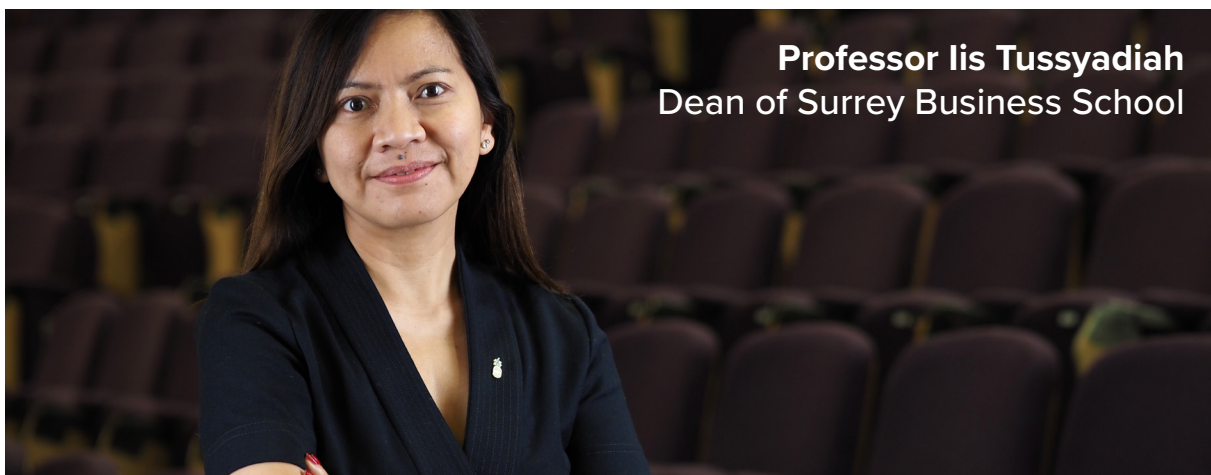
SOLUTIONS-FOCUSED RESEARCH LEADERSHIP WITH SUSTAINED IMPACT

Our distinguished research community engages in pioneering research that keeps Surrey Business School at the forefront of global trends and challenges, continuously innovating and expanding the boundaries of what business research can achieve. Central to our approach is a culture of experimentation, where bold ideas are encouraged, and innovative solutions are rigorously tested. This ethos of experimentation not only fuels academic advancement but also ensures that our research has tangible, real-world impacts, equipping students, businesses, and communities with the tools they need to thrive in an ever-evolving environment. We are steadfast in our commitment to conducting research that is ethically sound, sustainable, and designed to generate positive social, environmental, and economic outcomes. In line with the School's mission to incubate vibrant futures, we foster a culture where research is not only innovative and transformative but also responsible and impactful in addressing the world's most critical challenges.

Surrey researchers

Our researchers are distinguished by their leadership in their fields, commitment to ethical integrity, and focus on creating positive, real-world outcomes. They are solutions-focused and excel at integrating interdisciplinary perspectives to tackle complex global challenges, such as digital transformation and sustainability, while driving innovation and setting new standards in their areas of study.

Our researchers are highly collaborative, working both internationally and locally with relevant stakeholders to ensure their work is impactful and relevant. As thought leaders, they shape global conversations and influence industry practices and public policy, all with the goal of creating vibrant, sustainable futures. Their research advances academic knowledge while making a meaningful, lasting impact on society.



We aim to be a global leader in conducting research that directly addresses the most pressing challenges faced by businesses and society. Our work produces actionable insights and practical tools that drive innovation, sustainability, and positive societal impact. Through close industry partnerships, interdisciplinary research teams, and dedicated research centres, we ensure that our efforts are both innovative and applicable. We prioritise addressing global challenges while maintaining a strong connection to local communities, ensuring that our research remains relevant at both global and regional levels. By supporting high-impact projects and rigorously monitoring outcomes, we strive to transform industries, lead in academic thought, and contribute meaningfully to societal progress.

Our research advances academic knowledge while making a meaningful, lasting impact on society

THOUGHT LEADERSHIP

We are committed to being at the forefront of thought leadership by generating ideas that not only advance academic knowledge but also have the power to shape industries and influence global policy. Our researchers, with their specialist knowledge and deep expertise, conduct pioneering research that addresses critical global issues such as sustainability, digital transformation, and social equity, setting a clear agenda for the future of both business and society. Beyond shaping conversations, we actively champion ethical and sustainable solutions, ensuring that our leadership translates into concrete actions with tangible, real-world impacts. By driving these actions, we create lasting change, reinforcing our role as leaders in both thought and action on the world's most pressing challenges.

IMPACT-DRIVEN

Our research is distinguished by an unwavering focus on creating significant, lasting impact, using it as the key measure of success for our endeavours. We ensure that our findings have real-world applicability, empowering businesses, governments, and communities to drive sustained progress. By emphasising long-term impact, we ensure that our work continues to influence and improve practices well beyond its initial application, laying a foundation for enduring advancements and resilience.

COLLABORATION

Surrey Business School serves as a dynamic hub for collaboration among academics, businesses, entrepreneurs, innovators, and governments. By engaging a diverse range of stakeholders – including local communities, industry leaders, and policymakers – we align our research with the needs of those it seeks to benefit. We facilitate meaningful dialogues and partnerships, creating an environment where diverse perspectives converge to drive collective progress. This approach ensures the relevance and practicality of our work while contributing to the long-term advancement of all participants, paving the way for sustained progress in business and society.

EXTERNAL ENGAGEMENT

At Surrey Business School, embodying the enterprising spirit is central to our mission. As a business school committed to supporting a thriving business ecosystem, we actively engage with external stakeholders at a local, national, and international level to foster innovation and create new business opportunities. We serve as role models for ethical leadership, guiding our students, alumni, and partners to pursue success in ways that positively impact society. By cultivating a dynamic environment where entrepreneurship flourishes, we not only capture emerging opportunities but also lead by example in shaping the future of responsible, sustainable business.



GLOBAL ENGAGEMENT

Surrey Business School collaborates with international partners to drive a shared vision that aligns with the strategic goals of all involved institutions, fostering equitable benefits and collective growth rooted in the principles of inclusivity and responsibility. Our focus is on creating sustainable partnerships that are adaptable to changing circumstances and continuously improve over time. These efforts are not only aimed at academic advancement but also at generating a positive global impact by engaging both local and global communities in meaningful ways. By pooling resources with our international partners—whether in knowledge, research, or infrastructure—we enhance our educational and research capabilities, expand our global reach, and amplify our influence in tackling global challenges while shaping the next generation of business leaders.

ENTREPRENEURSHIP AS A MINDSET

Surrey Business School embraces the enterprising spirit by cultivating Entrepreneurship as a Mindset—a proactive, innovative approach to thinking that drives both personal and professional growth. We foster this mindset through strong partnerships with businesses, ensuring our programmes are closely aligned with industry needs. As the leading provider of continuous learning and development opportunities, our executive education and professional development programmes are designed to prepare individuals for real-world challenges. We support entrepreneurs through venture building, incubator, and accelerator programmes, while actively promoting the commercialisation of research through cross-disciplinary collaboration. This commitment not only fuels innovation but also ensures we model the businesses of the future, reinforcing our role as a vital conduit between academia and the business world, and driving sustainable economic growth.

Solidly Surrey

Surrey Business School is deeply committed to a place-based strategy that embeds us within the Surrey community, positioning the county of Surrey as an extended learning and research hub. By integrating closely with local businesses, we drive innovation and act as a vital source of knowledge and expertise. Our collaborative efforts focus on seeding ideas, piloting new products and services, and fostering a culture of experimentation that benefits both the local economy and the broader community. This immersive approach allows us to work hand-in-hand with community stakeholders, ensuring that all our initiatives are impactful and directly address the needs of Surrey. Through active community engagement and our deep connection to the town, we strengthen our role as a catalyst for regional development, making Surrey not just our location, but a living ecosystem for learning, research, and sustainable growth.



We work
hand-in-hand
with community
stakeholders

PEOPLE & CULTURE

At Surrey Business School, we are dedicated to fostering a supportive, positive, and inclusive work environment where every individual can thrive and succeed within their roles and teams. By creating a strong sense of community and belonging, we actively promote staff engagement and collaboration, ensuring that everyone has access to the opportunities necessary for growth and success.



Coaching and mentoring

Central to our strategy is the development of a robust coaching and peer mentoring culture that emphasises collaboration, mental health, and well-being. This supportive environment not only enhances personal and professional development but also fosters a culture where individuals actively uplift one another, ensuring that everyone performs at their best and feels a strong sense of belonging.

Recognising the paramount importance of our staff's well-being, we leverage the vibrant community and activities within Guildford and the surrounding areas to further enrich this supportive environment. By integrating the rich cultural, recreational, and social opportunities offered by Guildford and Surrey, we promote mental health, build agility, and strengthen resilience across our community.



This document has been put together in consultation with Surrey Business School colleagues, to reflect a collective vision and shared ambition.

CONTACT

Professor Iis Tusseyadiah
Dean of Surrey Business School
Email: i.tusseyadiah@surrey.ac.uk



**SURREY
BUSINESS
SCHOOL**

UNIVERSITY OF SURREY