

CARDIFF BUSINESS SCHOOL THE PUBLIC VALUE BUSINESS SCHOOL



The purpose of Cardiff Business School is to deliver economic and social value through interdisciplinary teaching and research that addresses the grand challenges of our time, while taking a progressive approach to its own governance.

In this time of great economic and social change, we have developed an innovative approach to our own research and teaching that ensures relevance by being challenge-led and interdisciplinary. This starts with an emphasis on our own good governance and being thought-leaders and role-models for our stakeholders and communities, both domestic and international. For our faculty, this produces a uniquely stimulating environment while our students become well-rounded graduates. By encouraging our students to develop their own sense of responsibility and social and ethical awareness, they become part of the solution to the grand challenges. To the wider society, we fulfil our mission to drive both economic growth and social improvement.

TRANSFORMING BUSINESS AND MANAGEMENT FOR COLLECTIVE SOCIAL AND ECONOMIC BENEFIT



“As a School, we are committed to developing theory and turning it into practice in order to promote economic and social improvement. We have the skills, resources and resolve to make a major impact. In pursuing this progressive and innovative agenda, we are becoming globally recognised as the first business school dedicated to the delivery of Public Value.”

Professor Martin Kitchener
Dean
Cardiff Business School

We believe that business schools can, and should, direct their research and teaching towards the improvement of both economic and social conditions for the benefit of current and future generations.

This perspective drives our determination to improve the understanding and performance in five thematic areas.

- **Decent Work:** We will bring a step-change to our already extensive research into equality, inclusion and diversity at work. The ongoing fragmentation of working lives, stark rise in zero hours contracts, in-work poverty and the ‘gig’ economy, make it clear this is an area we cannot ignore.
- **Embedded Innovation:** We are examining the drivers and outcomes of innovative processes, whether this impacts demand for skills in poor communities following automation in Wales, or the ability to sustain agricultural livelihoods in sub-Saharan Africa. We are focussing particularly on innovations that are social, financial or behavioural in nature, which complement or enable technical innovations.
- **Sustainable Economy:** We are looking at the nexus between economy and environment and providing the ‘business science’ to key inquiries around ecosystems health, climate change and energy transformation while modelling the environmental impact of economic activity.
- **Business Remodelled:** The delivery of better social outcomes and higher environmental quality requires a reconfiguration of the economy that delivers our goods and services. We are committed to helping deliver better corporate governance, and assisting alternatively structured organisations to develop the capabilities to contribute in full to solving the wicked problems around decent, inclusive work; local and regional prosperity; and sustainable production.
- **Future.org:** None of society’s major social issues can be solved quickly. This requires us to ‘vision’ the future within which services and goods will be delivered and to help organisations of many types develop the capacity to themselves envision and prepare for their own future contexts – even when those organisations are resource-strapped and hampered by short term demands.

THE PUBLIC VALUE BUSINESS SCHOOL

Our vision

To be recognised globally as the business school that improves social and economic conditions through interdisciplinary teaching and research that addresses grand challenges, while operating a progressive approach to our own governance.

Our mission

To improve social and economic conditions through interdisciplinary teaching and research that addresses grand challenges.

Strategy

Public value will guide our activities and underpin the governance of our School, our management decisions and our commitments. It shapes our academic work, and it also defines how we operate on a day-to-day basis. We are enabling:

- A more synergistic relationship between research, teaching and wider society.
- Debate and engagement with private, public and third sectors.
- An engaged and open attitude – welcoming of new perspectives.
- A fixed commitment to equality and diversity, recognising the positive impact different backgrounds, experiences, views, beliefs and cultures can have on our community and how they enhance our environment.

Our values

We strive to be:

- **curious**, passionate and creative in our research and teaching;
- **challenging** and provocative in developing our thinking;
- **collegial** and interdisciplinary in attending to grand challenges;
- **responsible**, honest and transparent in the conduct of our work;
- **enterprising**, ethical and reflexive in addressing societal problems;
- **courageous** and confident in leading our field;
- **respectful** and empathetic in our relations with others.



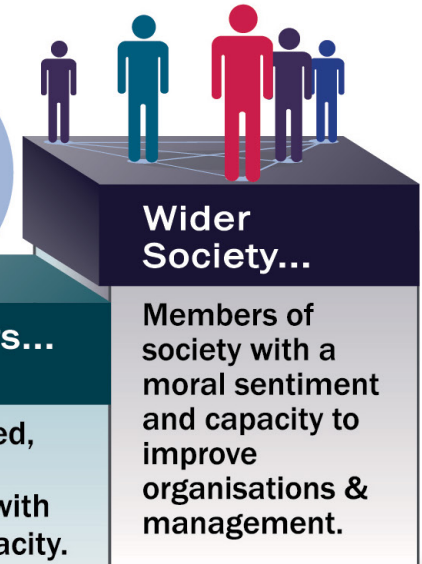
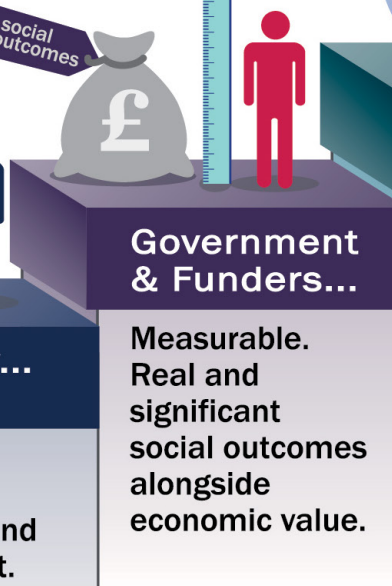
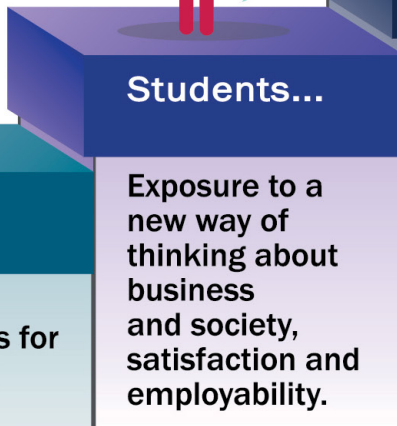
The Public Value Business School - Benefits for our stakeholders

We are a successful business school that delivers economic and social value through interdisciplinary research and teaching that addresses the grand challenges of our time.



Our **Public Value strategy** guides our activities, and underpins our management decisions and commitments.

BUILDING ON OUR SUCCESS



$$\text{Economic Value} + \text{Social Value} = \text{Public Value}$$

PUBLIC VALUE IN PRACTICE...

Within the School we draw upon expertise which includes:

- **accounting and finance**
- **economics**
- **logistics and operations management**
- **management, employment and organisation**
- **marketing and strategy**

We are continuously reviewing our research and teaching to embed an interdisciplinary and challenge-led approach which nurtures within our students a moral sentiment and sympathetic imagination towards the social and economic challenges of our time. This encourages them to become a part of the solution, helping to address social and economic ills as responsible and ethical business leaders and citizens.

Research, Innovation and Engagement

- Aligning our research and directing resources to address the grand challenges of organisation and management.
- Encouraging stakeholder involvement in research design and conduct.
- Providing an open forum for ideas and knowledge sharing from a range of external stakeholders, including non-academics and community members.
- Building stronger links with other disciplines in the social sciences and beyond, such as our ground-breaking collaborative research involving economists and dentists tackling alcohol related violence, and our logistics experts working with engineers to improve the productivity of Welsh manufacturing.

Teaching

- Curricula addressing grand challenges and themes, with the introduction of new angles, perspectives and views from other disciplines to create a more rounded syllabus.
- Increasing stakeholder involvement in the design and delivery of teaching.
- Focussing on tangible outcomes, including critical thinking, improved employability and practical wisdom.
- Opportunities for interdisciplinary student engagement through School networks and support services.

Governance

- Apply our public value commitment within our own internal structures, processes and decision-making.
- Value diversity and recognise the different backgrounds, experiences, views, beliefs and cultures that individuals bring to enhance our working and studying environment and reputation.
- Demonstrate our commitment to progressive governance through initiatives including UNPRME, 50:50 by 2020, BiTC, Athena SWAN accreditation and pledging to support the Equality and Human Right Exchange Network's Working Forward campaign.

BUILDING ON OUR SUCCESS...

As a successful, interdisciplinary business school we are well placed to enhance the quality work we currently undertake by underpinning it with our commitment to delivering Public Value.

REF2014

Ranked 6th out of 101 business schools for research and 1st for environment in the UK Government's 2014 Research Excellence Framework (REF) Exercise.



Over 3,500 students, and 150 PhD students, from more than 100 countries.

RUSSELL GROUP

24 leading UK universities committed to maintaining the very best research and outstanding teaching and learning.



Almost 300 staff from 40 countries.



Top 100 in the Times Higher education and QS World Rankings by Subject*.



PRME

Athena SWAN Bronze Award for equality and diversity, committed to delivering 50:50 by 2020, pledged to the Equality and Human Rights Exchange Network's Working Forward campaign, signatory of the UNPRME and member of BITC Cymru.



One of only two UK Business Schools ranked in the top 10 in every government research exercise since 1992.



AACSB ACCREDITED

AACSB accreditation – placing us in the top 5% of business schools worldwide.

£200m



Strong and progressively governed, contributing an estimated £200m to the local economy.

* Top 100 for Business and Economics in the 2016-2017 Times Higher Education (THE) World University Rankings by Subject / Top 100 for Business and Management and Accounting and Finance in the 2017 QS World University Rankings by Subject



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The Public Value booklet
is available in Welsh or in
large print format, contact:
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PRME Principles for Responsible
Management Education



 INVESTORS | BUDDSODDWYR
IN PEOPLE | MEWN POBL



UK Quality Assured
Sicrwydd Ansawdd y DU

Reviewed 2014
Adolygwyd 2014



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