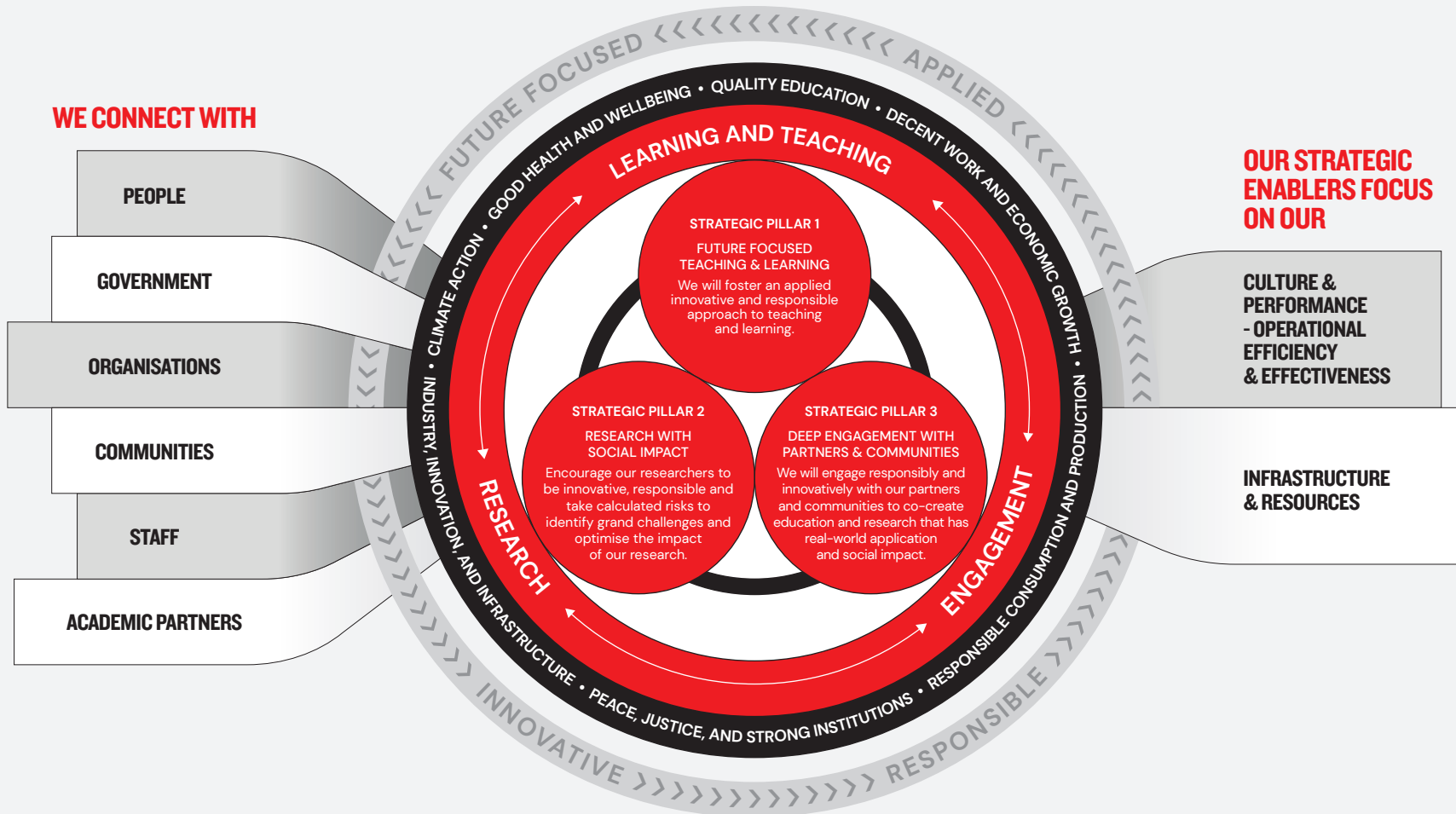


# STRATEGIC PLAN 2023–2025

## PURPOSE AND MISSION

Develop and mobilise the knowledge and skills of people, organisations, and communities to create positive social impact and sustainable futures.



## VISION

To be a leading Business School in the South-East Asia and Pacific regions, recognised for our work in transforming business and policy thinking, and promoting the well-being and sustainability of people, business, government, and communities.

## WE PURSUE OUR PURPOSE AND VISION:

- Through being future focused, applied, innovative and responsible in learning and teaching, and research.
- By engaging with our communities, students, business, government and academic partners to maximise our social impact.
- By committing to making positive contribution to improving society through authentic and ethical leadership in our fields and being dedicated to creating social impact through all our endeavours.
- By delivering business and policy transformation through our focus on the UN SDGs and PRME in our teaching and research.

**WE ARE ACCOUNTABLE**

**WE ARE CONNECTED**

**WE ARE INNOVATIVE**

**WE CARE**