

# Corporate relations strategy 2014-17

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As part of the overall strategy for Aarhus BSS 2012-17 and the specific actions outlined in order to expand and strengthen the school's various collaboration with businesses with the aim of promoting employment prospects of graduates and identifying the need for continuing education among the business community and the school's alumni networks, the following corporate relations strategy has been developed focusing on the distinctive capabilities of Aarhus BSS while also being aligned to the overall strategy of the school.

Aarhus BSS already works with many different organisations in many different ways, both within research and education across its broad academic scope. This manifests through a wide range of corporate, institutional, governmental and professional contacts, spanning widely across different organisational styles and sectors. Some organisations engage in partnership with Aarhus BSS Career to recruit graduates directly and offer projects for students, while others offer teaching support and bring a practitioner's viewpoint to the classroom or cooperate with researchers on various projects.

As an ongoing commitment to remain grounded with the corporate world and ensure continuous relevance of its study programmes, Aarhus BSS' advisory board and employer panels draw their membership and valuable input from today's leaders and managers in companies and organisations. These are diverse locally, nationally and internationally, and offer strategic support from both the corporate and academic viewpoints at the very highest level.

As part of its focus to further expand and strengthen its corporate relations, the faculty management team at Aarhus BSS has decided on the following strategic priorities within corporate relations to be in focus throughout the period 2014-17:

- Expand the collaboration with local businesses with the aim of strengthening and improving the academic quality, scope and relevance of internships and student-related activities to ensure that students can achieve a minimum of 30 ECTS per semester.
- Expand the offerings of short, tailor-made continuing education courses and programmes aimed at entry and mid-level managers.
- Explore the possibilities of engaging in formalised partnerships with international businesses in offering semester-long internships abroad which amount to at least 30 ECTS.
- Explore the possibilities of engaging in research partnerships with businesses including industrial PhD projects.

Aarhus BSS External Relations and employer panels are considered natural resources to draw on in achieving the school's ambitions within corporate relations. Strategic alignment, coordination and implementation of the strategic priorities above will be executed through cross-organisational focus and involvement, clear target setting and annual action plans and follow ups as part of the general strategy follow up cycle at Aarhus BSS.