

OTAGO BUSINESS SCHOOL STRATEGIC DIRECTION TO 2030

Our Mission:

Otago Business School | Te Kura Pakihi develops graduates who think boldly, apply knowledge with impact, lead responsibly, and engage effectively with business and society. Through innovative teaching and research excellence, we create knowledge that addresses local and global challenges.

Our Position:

From the edge of the world, we must think boldly and act with purpose. Our teaching grows graduates who are ready and motivated to lead responsibly. Our research sparks change, shaping policies, businesses, and communities. Our active engagement with partners, alumni, and industry keeps us at the forefront of new ideas. Through our teaching, research, and engagement, we are committed to transforming business and society for Aotearoa and beyond.

Our Strategic Imperatives:

Lead with Impact, Lift Connections and Leverage Local



STRENGTHENING TE TIRITI O WAITANGI

- Embed te ao Māori perspectives and pedagogies across OBS papers and programmes.
- Strengthen engagement with iwi and Māori business leaders to co-design teaching, research, and development initiatives.
- Build pathways, mentorship, te reo fluency and leadership opportunities for Māori staff and students.
- Support Māori staff recruitment and progression in line with the OU Kaimahi Māori Development Strategy and Action Plan.
- Partner with mana whenua and Māori businesses to create mutually beneficial internships, placements, and research opportunities.



EDUCATION AND STUDENT EXPERIENCE

- Expand access to applied, experiential and interdisciplinary learning opportunities, including internships, consulting projects, and community-led assignments at both UG and PG levels.
- Ensure every student experiences a contemporary curriculum that is relevant to Aotearoa and informed by global best practice.
- Provide tailored support for Māori, Pacific, and international students, with proactive early-intervention processes in place.
- Develop a unique future-focused executive education portfolio, with some delivery in Queenstown, co-designed in partnership with industry and mana whenua.
- Grow contemporary MBA and DBA programmes, which meet industry and global demand.
- Uphold quality education principles and maintain accreditation standards.



RESEARCH AND INNOVATION

- Strengthen our position as a leader in applied, interdisciplinary research across priority areas.
- Expand and diversify international research collaborations, with the goal of improving research rankings and real-world impact.
- Increase research visibility and accessibility through proactive dissemination, public engagement, and thought leadership — ensuring our research informs policy, business, and society.
- Build enduring research partnerships with iwi, hapū, government, industry and Pacific communities, supporting the development and leadership of Māori and indigenous research.
- Deepen the integration of research and teaching through enhanced research led curriculum and learner access to active research environments with focus on experienced based learning.



OUR PEOPLE AND CULTURE

- Provide clear and supported pathways for academic and professional staff development.
- Enhance our culture of student success.
- Strengthen cultural competency and confidence through Māori and other capability initiatives.
- Embed agile, collaborative ways of working across departments.
- Create capacity and systems for our people to focus on: education, research and impact.



A GLOBAL AND CONNECTED UNIVERSITY

- Grow international enrolments, with a focus on postgraduate and executive learners.
- Support international mobility, collaborative programmes, and global citizenship through competitive, market-responsive offerings.
- Establish a sustainable OBS footprint in Queenstown, positioning it as a regional education hub with a global focus.
- Continue to build focused and enduring international and Pacific partnerships that enhance teaching, research, and development.
- Strengthen and grow alumni relationships, with a particular focus on creating meaningful opportunities for collaboration, sponsorship, mentorship, and lasting connections.