



OXFORD BUSINESS COLLEGE

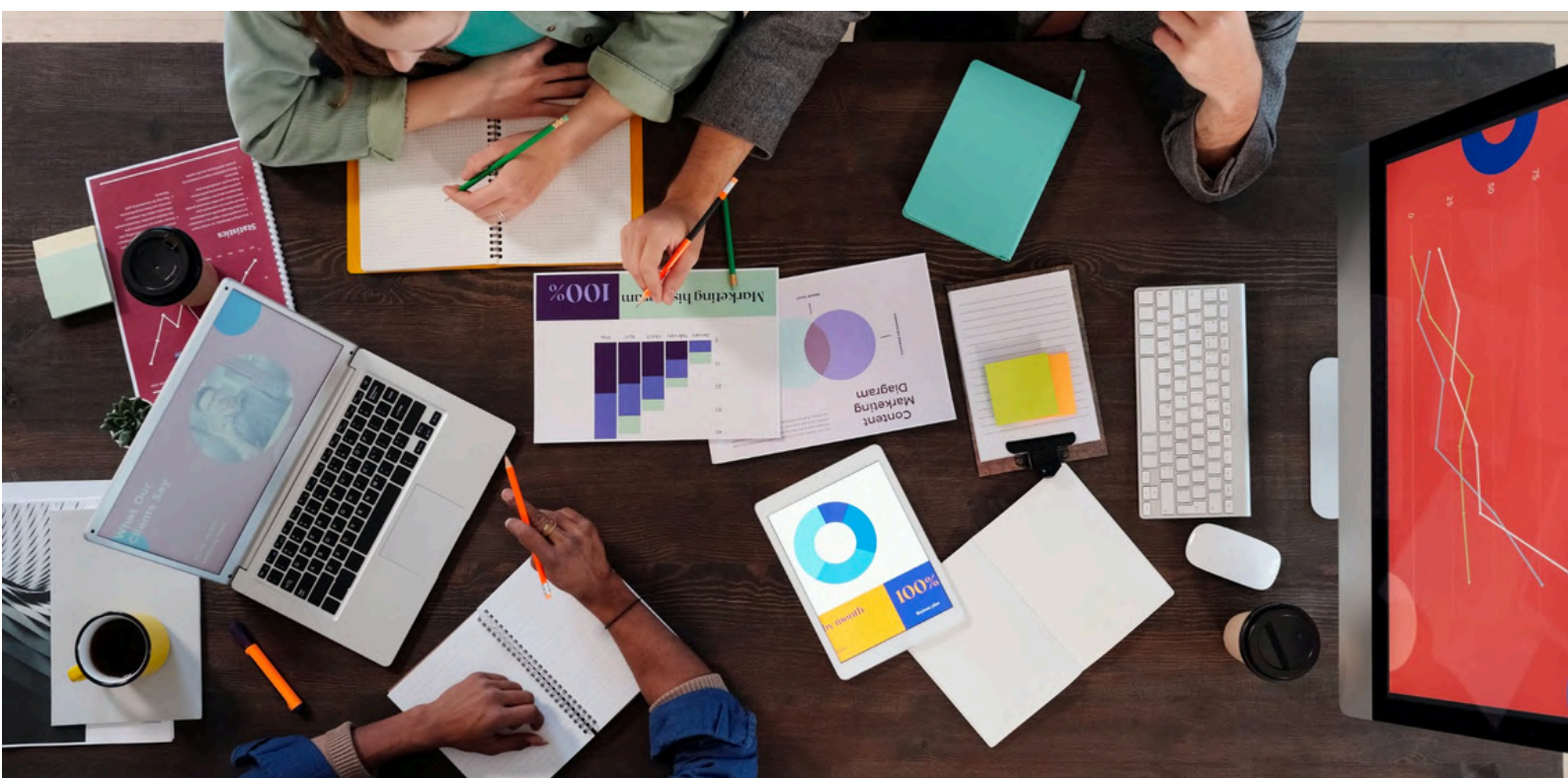
STRATEGIC PLAN

2025 - 2030



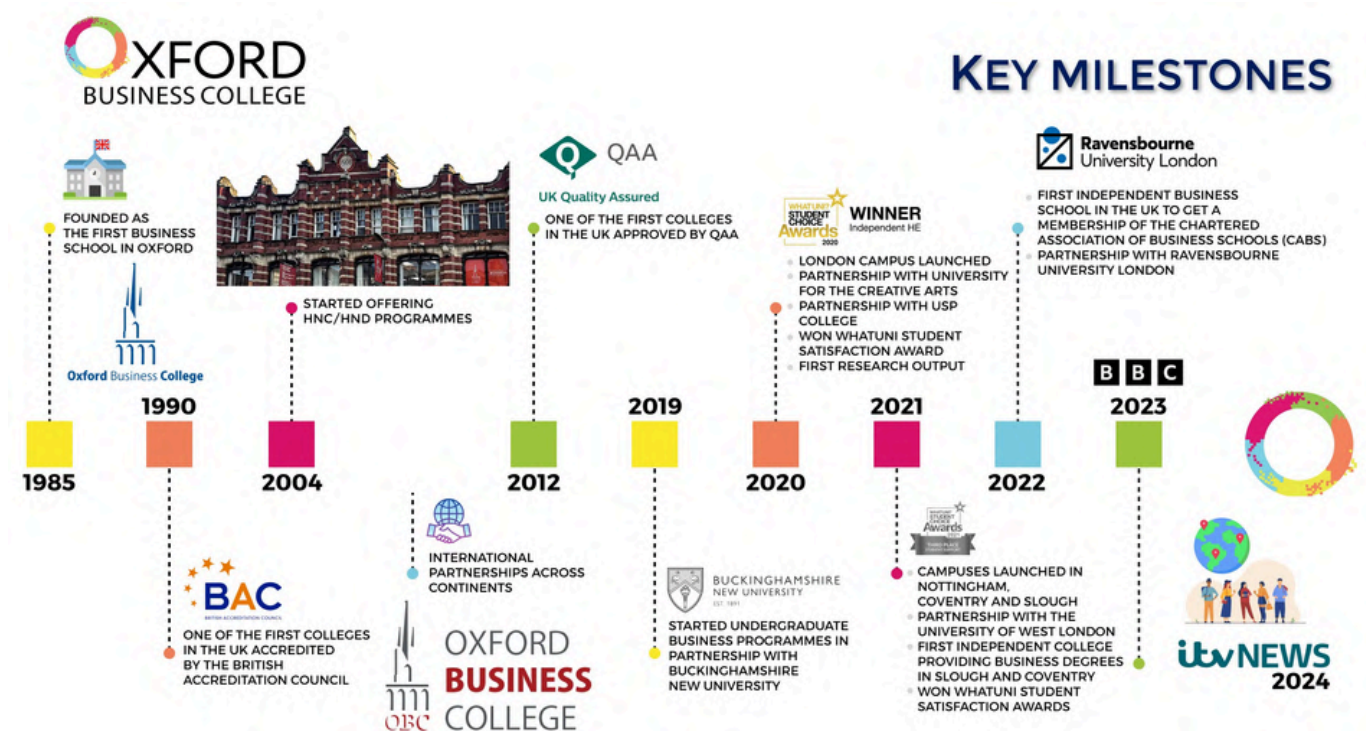
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ABOUT OXFORD BUSINESS COLLEGE

Established as the first independent business college in the historic city of Oxford in 1985, Oxford Business College (OBC) is a pioneering institution, providing a unique gateway to Higher Education (HE) for overlooked individuals, especially mature students facing barriers in traditional education. OBC's transformative approach operates seven days a week, acknowledging the diverse lifestyles and workload commitments of non-traditional learners. With campuses in West London, Oxford, and Nottingham, OBC's ultra-flexible scheduling ensures inclusivity, supported by robust digital infrastructure. OBC actively fosters a sense of belonging for students from all backgrounds, offering comprehensive support services. Emphasising practical skills for employability and business readiness through its innovative incubation activities, OBC stands as a catalyst for change, redefining the HE sector with a resolute commitment to accessibility, flexibility, and inclusivity, opening doors for a diverse range of students.



THE STRATEGIC PLAN 2019-2024

The current strategic plan delivered the incorporation of four HE partners, student number enhancement from less than 100 to nearly 7000, and new campuses including two in West London, a campus next to Slough High Street, a purpose-built campus in Nottingham, and several campuses and study centres in Oxford. In 2023, student satisfaction rose significantly, placing the college among the top 9% for students' learning experience and opportunities in Business and Management HE. The college consistently received nominations within the top 10 for the 'Best Independent Higher Education Provider' category at the 'WhatUni Awards' in 2018, 2019, 2020, and 2021. Notably, it secured victory and earned the award in both 2020 and 2021. In 2022, OBC became the first independent business school in the UK to have membership in the Chartered Association of Business Schools (CABS). Apart from winning several awards, OBC academics produced over 50 research publications. The communal impact of the Nottingham campus and the personal and entrepreneurial achievements of OBC's students were featured in the national media. Several key strategic and senior appointments have been made, including the Executive Principal.



VISION 2030

On behalf of the executive leadership and the Board of Governors, I am delighted to present our strategic plan, detailing our aspirations for the next five years. This marks the first five-year plan since I had the privilege of becoming the Executive Principal of the college in November 2023. The year 2025 also marks 40 years since we became the first independent college in Oxford. Vision 2030 will position us nationally and internationally, preparing us to apply for our own Degree Awarding Powers. This plan celebrates and recognises the crucial role our partners play in our success. We aspire for all our stakeholders, in particular our students and staff, to witness their priorities coming to fruition in our plan for the next five years.

Professor Fawad Inam

Executive Principal



OXFORD
BUSINESS COLLEGE

OUR VISION

Global leadership in empowering entrepreneurial spirits through robust, innovative and inclusive educational journey, fostering a diverse community of future leaders committed towards sustainability and creating a transnational impact.

OUR MISSION

Catalyse the transformation of our key stakeholders into visionary global professionals, equipping them with innovative, sustainable practices, nurturing cutting-edge insights, skills, and unwavering self-assurance, empowering them to excel and create a lasting, positive impact in our ever-evolving world.

CORE VALUES

EMPOWERMENT

We empower our students, staff, partners, and community with knowledge, skills, and inspiration, enabling them to create transformative impacts on their lives and the lives of others.

SUPPORT

We are dedicated to the well-being and learning needs of our community using AI-informed tools, providing a comprehensive support network to ensure success and personal growth.

ENTREPRENEURSHIP

We foster an entrepreneurial mindset in all aspects of education and business, encouraging innovation and forward-thinking.

INCLUSIVITY

We celebrate diversity by valuing all cultures and backgrounds, creating an environment of respect, openness, and collaboration.

GLOBAL PERSPECTIVE

With an international outlook, reach, and delivery, we prepare individuals for a globalised world, promoting cross-cultural understanding and competence.



STRATEGIC PRINCIPLES: OUR TOOLKIT FOR SUCCESS

Data-Driven Decision-Making with Unwavering Objectivity

Anchoring our strategies in concrete data and empirical evidence, ensuring precision and accountability in every business choice.



Empowerment for Excellence

Empowering our stakeholders with the triple rewards of recognition, responsibility, and opportunities for personal and professional growth.



AI-Powered Digital Transformation

Catalysing our evolution through cutting-edge AI-driven digital transformations, positioning us as sector leaders in innovation and efficiency.



Unyielding Transparency

Committing to openness and transparency in our operations, building trust and fostering collaboration with all stakeholders.



Pioneering Innovation

Cultivating a culture of innovative thinking and a forward-looking mindset to drive progress and stay ahead in the dynamic business landscape.

Pursuit of Uncompromising Quality

Prioritising quality over quantity in all our endeavours, consistently delivering exceptional results.



Exquisite Attention to Detail

A commitment to meticulous attention to fine details in all aspects of our operation, ensuring precision and excellence.



Flexibility and Adaptability

Fostering a culture of adaptability and agility, allowing us to swiftly respond to evolving business dynamics.



Professional Resilience and Agility

Equipping our team with the resilience and agility needed to navigate the ever-changing professional landscape efficiently and effectively.



Lean and Constructive Mindset

Embracing a lean approach to business, driving efficiency and fostering a critical but constructive mindset for growth and development.

STRATEGIC PRINCIPLES: OUR TOOLKIT FOR SUCCESS

Teamworking, Mentorship and Coaching

Nurturing a culture of mentorship and coaching, fostering talent development and lifelong learning.



Proactive, Predictive, Prepared

Remaining proactive and well-prepared by making predictive assessments, ensuring key stakeholders are always ahead of the curve.



Championing Business Sustainability

Demonstrating our unwavering commitment to responsible, sustainable practices that benefit not only us but also the world at large.

Championing Equality, Diversity and Inclusivity

Upholding the principles of equality, diversity, and inclusivity to create an inclusive and equitable environment for all.



Real-World Relevance and Community Impact

Empowering the communities we serve with vital skills for professional success and acknowledging education's positive impact on lives.

STRATEGIC PRIORITIES

**OPPORTUNITIES IN
HIGHER EDUCATION**

**ACADEMIC STANDARDS
AND STUDENT
EXPERIENCE**

**OUR PEOPLE,
COMMUNITIES AND
CULTURE**

MEASURING SUCCESS: KEY PERFORMANCE INDICATORS (KPIs)



KPI	BY AUGUST 2030
Number of HE partners	5
Number of curriculum offerings	6
Student population	10400
Module satisfaction	92%
Module pass rate	86%
HE level progression	86%
HE continuation	83%
Student experience (NSS)	96%
Good Honours degrees	74%
Graduate outcomes (GOS)	62%
Financial sustainability	3 Months
Number of research participants	62% of academia
Indexed publications and citations	Indexed 100 + 150 citations
Number of staff (headcount)	520

The **National Student Survey (NSS)** is an annual survey of final-year undergraduate students at universities and colleges in England, Wales, Scotland, and Northern Ireland. It is designed to assess students' opinions of the quality of their degree programmes, with seven different scores published including an 'overall satisfaction' mark.

The **Graduate Outcomes Survey (GoS)** is a survey that exists to improve the experience of future students. It is conducted by HESA, part of JISC. The survey asks graduates to share their perspectives on their career path and experiences after leaving HE. This information is used by UK universities and colleges to innovate their services.



KEY CATALYSTS FOR STRATEGIC PRIORITIES

OPPORTUNITIES IN HIGHER EDUCATION

WIDENING PARTICIPATION AND ACCESS

Ultra flexible schedules
 Operating 7 days a week
 Diverse Student Body

CAREER READINESS AND ENTREPRENEURSHIP

Micro credentials
 Industry standard careers portal
 Incubation centre

PARTNERSHIP DEVELOPMENT

Leveraging common vision and HE themes
 Satellite campus model
 Leveraging geographic advantage

NEW STUDY CENTRES/CAMPUSES

Modernisation of infrastructure
 New partnership models
 Greenification of infrastructure

DEGREE AWARDING POWER

Revamped institutional governance
 Streamlined organisational structure
 Registration with regulator(s)

ACADEMIC STANDARDS AND STUDENT EXPERIENCE

STUDENT JOURNEY

T50 Plan
 New key appointments
 New support frameworks and measures

QUALITY OF EDUCATION

Student centric KPIs and related measures
 Continuous Professional Development
 Micro credentials via assessments

DIVERSE COURSE OFFERINGS

Other 'non-business' management courses
 New UK wide partnerships
 Diversified senior appointments

GLOBAL IMPACT

International partnerships and study centres
 Indexed research publications
 Multicultural students

RESEARCH EXCELLENCE

Indexed research publications
 Research conferences/ seminars
 Key research partnerships

OUR PEOPLE, COMMUNITIES AND CULTURE	TECHNOLOGY EMPOWERMENT Immersive educational technologies Gamification of curriculum Technology member institution partnership
PROFESSIONAL DEVELOPMENT Bringing in more of industrial practitioners Academic and professional qualifications AdvanceHE fellowships	INCLUSIVITY AND WELL-BEING External endorsements (e.g. Athena Swan) Continuous Professional Development New support frameworks and measures
FINANCIAL SUSTAINABILITY Enhancing operational efficiencies Investment in automation and AI-tech New organisational structure and KPIs	COMMUNITY ENGAGEMENT Communal statistics Business pop-up events Investment in educational cold spots





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