

ACTIVITY PLAN – BOARD 2019/2020

OBJECTIVE The Board handles the management of the Business Association and is the association's highest decision-making body between the association meetings. The Board is responsible for the Association's long-term operations and therefore also work in accordance with the statutes which are the Board's responsibility.

The Board works to ensure that the Business Association fulfills its purpose in accordance with statute § 2 through strategic work focusing on student benefit for the Association's members.

GENERAL GOALS

Student Benefit The Business Association defines students benefit on the basis of three pillars: education, business and social life. These three translate into the aspects that the Business Association offers its members: increased student influence, increased employability and a natural meeting place.

Students benefit will continue to be the main focus and the basis for the decisions that are made within the organization. The Board will thus facilitate the opportunities for involvement within the association. Furthermore, it is the Board's responsibility to communicate this valuation within the organization.

Collaborations The Business Association collaborates with several different stakeholders, including Stockholm Business School (SBS), the business community, partners and other student associations and unions. The Board shall work to maintain these relationships in order to create both student benefit as well as to create added value for SBS and other collaborative partners. Furthermore, the Board will strive to broaden the collaboration with new players to increase the student benefit of the association's existing members but also to attract new ones.

The relationship with SBS is of utmost importance for the Business Association and its operations. The Board will therefore continue to maintain a good relationship and review how cooperation can be further improved. Due to the change of Inspector, the Board will also review how this relationship can be developed. Today, there are several forums where representatives from SBS and the association meet; The Council, the Institutional

Board and the Board of Education. The Council provides the opportunity for the association to work together with SBS for an improved period of study. The Institutional Board is the highest decision-making body at SBS, which gives the association the opportunity to contribute with a student perspective in decisions taken at the institution level. The Board of Education is the body that makes decisions regarding education at SBS.

The National Economics Institution The Business Association is currently targeting business students, however, the Board 2019/2020 will continue the work from the previous year to include more economists within the association by being in dialogue with the National Economics Institution. A first step in the strengthening of the relationship will be to evaluate the opportunities for collaboration, as well as the opportunities to support a possible student council for the department.

Business Community The Business Association have partnerships with businesses who are significant to the Association. In addition to the financial security our partners provide us, many students also have the opportunity to get in touch with future employers. The Board of Directors 2019/2020 will therefore continue to strive for a good relationship with these, as well as evaluate how these collaborations can be developed and improved.

External Collaborations The Business Association also collaborates with other student associations and unions through the Campus Council and the U9 network among other projects. The Campus Council works towards a strong relationship between the Business Association, other faculty associations on campus and the Stockholm University Student Union. This collaboration is important for creating a good atmosphere in Kräftriket and Frescati. The association is also a member of the U9 network, where Sweden's nine largest student organizations for business students meet during four annual conferences. In addition to a forum for building relationships, it is also an opportunity for the association to learn from other student organizations and thus develop further. The U9 network has also branched out into meeting other parts of the associations in, for example, the I-Forum conference where international managers meet. Expanded collaboration is strived towards as it promotes the exchange of knowledge and, by extension, creates added value for the members of the association.

Governance The Business Association will be governed where the advantage, inclusiveness and joy that comes with being a part of the association are utilized. Furthermore, the Board will welcome and give room for new ideas and proposals that are in accordance with the goals of the association. To ensure that the purpose of the

association is clear to its members, the Board 2019/2020 will once a term call for an Active Meeting, in the form of an Active evening during the autumn term and Active day during the spring term. At the meeting, the association's purpose, organizational structure and strategic goals will be presented. In addition, the Active Meeting will be a forum for evaluation as well as enable communication between the active members of the association.

SPECIFIC GOALS

Membership quota Following the previous Board's work in regards to the application for union status in 2018/2019, it is evident that the Association must maintain a high membership quota before the next application for union status in three (3) years. The Board 2019/2020 will therefore implement more sustainable strategies to gradually increase and keep the number of members. This will mainly be done through a restructuring of the membership. Memberships will be divided into different educational levels, which provide membership throughout the chosen study period and all cost the same price. The goal is for students to be members throughout their study period and not only during their first semester.

Strategic plan The Board 2018/2019 recommended implementing a more long-term strategic plan to facilitate the continuous work within the Association. The Board 2019/2020 will therefore evaluate the possibilities of developing a three-year plan that can follow the union status application period. The goal is to add more continuity, provide better long-term guidance for upcoming boards and be used as a basis for what direction the Business Association should work. This plan will follow the Business Associations' vision, and if it is deemed feasible, be approved by the Association Meeting.

Foundation of the Business Association The Board 2019/2020 will, according to the recommendation, continue the evaluation and investigation of whether it is feasible to create a fund for investment of capital.

Knowledge retention After two (2) years with the new appointment system for the Operational Management Group (OMG), the Board 2019/2020 believes that the system should be evaluated. The perception of the previous board and the OMG is that knowledge retention has improved and the loss of knowledge has been reduced. Some

problems, however, have arisen as individuals within the management group withdraw from their position after just one semester. The Board of Directors 2019/2020 will therefore begin an evaluation, and continue to review the development of the system.

New association premises In the summer of 2018, the Association moved to House 1 in Kräftriket. The Board 2019/2020 will therefore continue the work with transparency and make students at SBS aware of the Association. The Board will also continue to evaluate House 1 and its function, and will during the year, among other things, furnish the GSD room, to give members access to computers, as well as the Lounge downstairs to expand the space for students. The Board 2018/2019 also worked for the Association to have access to a larger event room, Rotundan, in the Allhuset at Frescati. Due to revised governing documents at Stockholm University Student Union (SUS), this room will not be available to the Association. The Board of Directors 2019/2020 will therefore explore possibilities for new event rooms and evaluate the existing premises that the Association will rent on occasion and utilize from external parties.

Finances The treasurers for 2019/2020 will, during the year, evaluate alternative banks to switch to, according to the recommendation of the former treasury. During the year 2019/2020, the treasury will also investigate the possibilities of being able to digitize receipt statements in the long term in order to reduce the treasurers operational work, and simplify the work for them. The treasury will also continue to streamline / digitize daily work.

The Treasury and the Board 2019/2020 will continue to implement the work and follow the investment plan adopted by the Association Meeting. More extensive collaboration with Folkuniversitet has been initiated and the treasury of 2019/2020 will continue with the implementation of this source of income for projects within the association. Furthermore, the Treasury in 2019/2020 will explore opportunities for platforms for AMG as well as additional investment opportunities.

Decentralization The Board of 2019/2020 will continue their efforts to decentralize those parts of the Association where decentralization is a possible outcome. The work will primarily be relevant for marketing as well as company contact. The Board will investigate the possibilities of delegating responsibility in these areas to the OMG, and streamline the process. The work will take into account how the Business Association's brand is favored, as well as how project groups can efficiently carry out their work without delaying approval processes. An objective will also be to streamline the

operational part of the Board's work, so that the Board can shift their focus to the strategic development of the Association.

Union status The Board of 2018/2019 submitted an application for union status for the period 01-07-2019 - 2022- 06-30 in November 2018. The University Board refused the Association's application for union status and initiated an appeal process which was ongoing during the spring term 2019. The appeal was denied in May, 2019. The Board will evaluate the outcome of this, as well as commence work for the next application period. Measures will also be taken to improve the prospects of getting through an application in 2021, including a revision of the membership system.

IT After the Board of 2018/2019 worked on optimising and rebuilding the website; fest.se, the Board of 2019/2020 will further work on it's evaluation. The Podio website as well as our social media accounts aim to clearly illustrate where all the information for members will be located. The Board of Directors 2019/2020 will also look at the possibilities of further developing the functionality of the website, including the possibilities of implementing an event calendar.

The Board of 2019/2020 will continue to work with Mecenat to optimize our membership system and continue to find improvements for the members of the association.

The Board of 2019/2020 will continue to work with Bonsai Campus as a ticket distributing platform and work to ensure that all events organized by the Association are available on the app. The Board will also work on an ongoing evaluation of the platform to investigate areas of improvement. 779