

Mission Statement & Summary of CBA Strategic Plan

2011 - 2019

Mission Statement

The CBA Mission Statement is presented below, and applies to all of the College's programs and activities.

Our mission is to provide a dynamic and innovative business education that builds functional expertise as well as professional competencies that enable our students to be productive, ethical and socially responsible participants in the rapidly changing global marketplace.

We foster a supportive and personalized environment in which students develop communication, interpersonal, teamwork, leadership, and critical thinking skills for integrated problem solving.

We infuse current theory and practice in our curricula through professional activity, business partnering and experiential learning as well as through a combination of discipline-based, pedagogical and applied scholarly research efforts.

The CBA's Mission Statement focuses on the range of developmental needs of all of our students: undergraduate, graduate, and executives. Its emphasis on professional competence, ethics, social responsibility, and the global marketplace are topical areas of importance to all student segments.

Our Mission Statement also emphasizes the development of communication, interpersonal, teamwork, leadership and critical thinking skills. These are all skills needed to provide a holistic and integrated framework for problem solving. The mission's emphasis on these critical professional skills encourages learning experiences (curricular as well as co-curricular) that foster managerial and professional development.

The Mission Statement also provides guidance regarding faculty intellectual contributions. The mission explains that the CBA seeks to blend theory and practice in its curricula, through an emphasis on scholarly research, professional activity and business partnering. Faculty are encouraged to conduct research that is specific to their discipline, makes a contribution to practice, or has a learning and pedagogical emphasis. They are also encouraged to use their research findings as well as their current knowledge of the research literature to inform their teaching.

The Mission Statement serves as a litmus test for strategic decision-making. When evaluating potential strategic decisions (e.g., decisions to expand professional development offerings, establish new academic programs, and enhance students' experiential opportunities), we use the Mission Statement as a key determinant. This allows the CBA to remain consistent with its mission while simultaneously evaluating the mission's appropriateness. For example, if a worthwhile opportunity arises that is incongruent with the mission, the discrepancy would trigger a re-evaluation of the opportunity as well as the mission. In essence, the litmus test approach creates a systematic hurdle that all new initiatives must clear and builds in a regular review of the Mission Statement.

Each year the CBA-APC, the CBA Chairs' Council, and the CBA Executive Advisory Council

(consisting of leaders from business and industry) review the Mission Statement. Members of our discipline-specific advisory boards and student stakeholders also periodically review the statement. In fact, a full review of the Mission Statement took place by all stakeholder groups in 2013-2014. In fall 2014, a slightly revised Mission Statement was unveiled based on this review. While much of the Statement remained the same, the new Statement provides a clearer enunciation of our current direction.

Core Values

To further operationalize the Mission Statement, the CBA-APC appointed a faculty committee that included representation from each department to develop Core Values for the CBA. Before being formally adopted in Fall 2015 by the CBA-APC, these Core Values were vetted by numerous stakeholders, including faculty, CBA administrators, the CBA Chairs Council, students and members of the Executive Advisory Council. Our core values are:

- A student-centered education that prepares future professionals through theory, experiential learning and professional activities.
- A rigorous curriculum that results in student attainment of critical thinking, communication, ethics, interpersonal, teamwork and leadership skills.
- Curriculum based upon discipline-specific and interdisciplinary current theory and practice.
- Scholarship that is diverse—pedagogical, applied, and discipline-based—that informs and enhances teaching effectiveness, bridges professional practice and contributes to the practice of management and teaching.

Summary of Strategic Plan & Key Outcomes

In November of 2015, the CBA-APC approved the following strategies to support the Mission and Core Values.

The following five strategies support curricular innovation:

- Strategy 1: Create academically distinct programs that will prepare graduates for career success
- Strategy 2: Invest in strengthening and enriching current programs through ongoing continuous improvement efforts
- Strategy 3: Further develop relationships with community colleges
- Strategy 4: Strengthen and expand existing international partnerships and programs
- Strategy 5: Develop new international partnerships and programs

The following two strategies address student development as professionals:

- Strategy 6: Expand the experiential learning opportunities provided by internships, co-ops, service learning and co-curricular initiatives
- Strategy 7: Strengthen support for students as they explore academic and career pathways

The following two strategies are intended to enhance the CBA's external relationships:

- Strategy 8: Strengthen corporate and organizational relations
- Strategy 9: Cultivate philanthropy to support the College of Business Administration

The following two strategies are focused on developing faculty in terms of teaching and scholarship:

Strategy 10: Support teaching effectiveness

Strategy 11: Secure support for faculty scholarship

The CBA's detailed Strategic Plan includes goals, tactics, implementation schedule, and key outcomes for completed and on-going initiatives. As evidenced in this detailed plan, some of the key accomplishments that carry out our mission while adding distinctiveness to the CBA are in the areas of new program development and enhancing the preparation of students as professionals through curricular development and engagement with business and industry representatives.