



College of Business Five Year Strategic Plan 2016-2021

“Quality in All We Do”

**Missouri
State**[™]

**COLLEGE of
BUSINESS**

Approved by the College Leadership Team: 5/11/16

Date Last Revised: 5/23/16

Mission Statement

We educate business students to prepare them for successful careers in a global economy, with a particular emphasis on experiential learning and graduate education.

Vision

Our vision statement, shown below, expresses aspirationally how we wish to be viewed both internally and externally.

We aspire to be the university of choice for business students who desire a quality education provided by people who are passionate about student success.

Shared Values and Guiding Principles

- **We value professionalism and ethical leadership and behavior.**
- **We value an inclusive environment that embraces open, honest dialogue and mutual respect for divergent viewpoints irrespective of gender, racial, ethnic, cultural, social, political, or religious differences and/or ideologies.**
- **We value a high-quality student-centered learning environment.**
- **We value scholarship and the production of high-impact intellectual contributions that contribute knowledge and understanding to the broader business and academic communities as an integral part of our overall mission.**
- **We value shared governance in our decision making processes.**
- **We value engagement with our community and our region and partnerships that arise from that engagement.**

- **We value innovation and embrace strategic change that is aligned with the College's mission.**
- **We value continuous improvement in our curriculum, processes, and policies.**
- **We value and promote a commitment to lifelong learning.**

Communicating the COB Mission

To assure the broadest exposure, the Mission Statement of the College of Business is communicated to the College's constituents through a variety of channels. These include the following:

- **MSU Undergraduate Catalog**
- **MSU Graduate Catalog**
- **COB newsletter**
- **COB Executive Advisory Council (EAC) (direct mailing and personal discussions)**
- **COB recruiting pamphlets**
- **MSU administrators (Provost-level and above)**
- **COB faculty (hard-copy distribution and discussion in general faculty meetings)**



MSU College of Business 5-yr. Comprehensive Strategic Plan

Mission, Vision, Values

- Goals**
1. Strengthen academic programs through student recruitment, relevant and innovative curriculum, and experiential learning opportunities that bridge the gap between the classroom and the workforce.
 2. Prepare students for successful careers as business leaders within their communities and in a globally-competitive business environment.
 3. Recruit, retain, and reward outstanding and diverse collegial faculty and staff who demonstrate high-impact academic and professional engagement.
 4. Strengthen external relationships and grow our profile and reputation.

