

## Vision for the School of Business – 2014

**Strategy:** offer degree programs that are known and respected for their academic rigor, their relevance (balance of theory and application), their currency (meeting real needs of the business community) and for graduates respected for their strong values orientation and demonstrated professionalism (competencies).

**Mission:** The mission of the CLU School of Business is to produce graduates well prepared to succeed in their personal and professional lives – who think, communicate, lead and follow with sustained excellence and who are guided by an active moral and ethical awareness.

**Major Milestone:** A major mark of quality will be achieving international accreditation for the CLU School of Business. The longer-term goal (achieve by 2014) would be AACSB accreditation. An interim goal of accreditation of the IMBA program, by EQUIS (an accrediting body located in Europe) is under review. Achieving AACSB accreditation would likely mean growing the full-time faculty to about 25 and substantially increasing the faculty's commitment to scholarship.

### Programs:

**Traditional Undergraduate:** This program would remain at about its current size, but the academic preparation of incoming students would be stronger. Major program elements would include these:

- Integrated program in economics, public policy and philosophy.
- Marketing program with strong emphasis on such values-based perspectives as sustainability, environmentalism, social marketing.
- Small but intensive program in Entrepreneurship.
- Strong international theme in all programs including an expanded number of institutional partnerships abroad.
- Develop a 4+1 UG/MBA program.
  
- An assessment would have to be made as to whether the Accounting degree program is sustainable in light of AACSB accreditation goal.

The competitive advantages for the traditional undergraduate programs at CLU will be academic quality, values perspective, demonstrated professionalism (graduates who are polished and practiced in their communication and interpersonal competencies), and placement (strong emphasis on career education throughout the curriculum; strong partnership with Career Center for internship and placement). Strengthen the involvement of the business community in these programs.

**ADEP:** Follow the Chapman strategy of substituting adult degree completion programs in Organizational Leadership for those in business and offering these programs at a number of satellite centers. This would both add to institutional revenue and not require large numbers of full-time faculty for staffing.

### **Graduate Programs**

Retain and grow in enrollment the existing part-time MBA, the full-time IMBA and the on-line MBA in Financial Planning. In addition:

- Develop a 4+1 UG/MBA program for CLU students who are not undergraduate business majors.
- Bring the California Institute of Finance into full operation as a research and continuing education resource for the internal financial planning professional community.
- Assess selectively launching graduate programs in other fields that would benefit from an intensive business core experience (e. g. bio-engineering, other sciences, math.) A specific interest is in developing a program in Information Science (Informatics) in collaboration with the Computer Science Department.
- Integrate graduate school of business faculty into selected graduate programs offered by the School of Education.
- Expand the role of the Center for Leadership and Values as a recognized regional resource in information services and action research.
- Assess the feasibility of an Executive MBA Program (post-accreditation).
  
- Expand participation of business professionals in the program in a variety of ways including developing courses like the current CFO Roundtable for other business disciplines, e. g. IT, marketing, human resources management and organizational development. Through the concept of Executive College, involve area business professionals in the MBA experiences as mentors, research project subject area experts, guest speakers, assessors of student project or performance outcomes, etc.)