

LSBE STRATEGIC PLAN FY18 to FY22

Mission

Our mission is to contribute to the intellectual and personal growth and development of individuals to enhance their competence in business and management. We achieve our mission through teaching, intellectual contributions, and service activities.

Our primary focus is on high-quality undergraduate programs, with an emphasis on experiential learning opportunities. Additionally, we offer quality graduate programs that address the needs of our students and the business community. Our secondary focus is on peer-reviewed and other intellectual contributions. While we emphasize discipline-based scholarship in our intellectual contributions, we also value contributions to teaching and practice. Our service and outreach efforts are expected to enhance interaction between the school's community of learners and the broader community.

Vision

The vision of the Labovitz School of Business and Economics (LSBE) is to be recognized as a preferred destination for higher education in business and economics that meets national and international standards of excellence, and where:

- Faculty provide academically rigorous and challenging coursework that is enhanced by experiential learning opportunities.
- Faculty, operating in an environment that balances research and teaching, make meaningful contributions to scholarship and service.
- Employers recruit our students for their professional, global, and cultural competence.
- The curriculum reflects innovation and responsiveness to industry and environmental trends.
- Members of the LSBE community foster a supportive environment that promotes mutual respect and collaboration.

Values

The following values (not in order of priority) guide the actions, decisions, and conduct of the students, faculty, and staff in LSBE:

- Pursuit of knowledge: We value the creation and sharing of knowledge.
- Collaboration: We embrace collaboration among different constituencies to strengthen the School.
- Continuous improvement: We embrace change in the spirit of improving our own lives and those of others.
- Diversity: We respect and value the diversity of people, thoughts, and perspectives.
- Integrity: Our actions and conduct reflect the highest ethical and professional standards.
- Respect: We are mindful of the impact of our actions on others, including future generations and the environment.

Objectives

- To offer educational programs that are designed to prepare students to assume responsible positions in business and other organizations. The programs focus on core skills that are critical to success in one's career and on knowledge and skills that provide an understanding of the process of management.
- To make peer-reviewed and other intellectual contributions that further the knowledge domain of a discipline, enhance the practice of management, and/or address pedagogical issues.
- To engage in outreach activities that bring industry closer to the School's community of learners and make available the School's intellectual resources to the broader community.
- To make meaningful service contributions to the communities of which we are a part of: departments, school, university, scholarly community, and society at large.

Five Year Strategic Priorities

The School's strategic priorities represent strategic initiatives that will enable the School to achieve its mission, vision, and objectives. LSBE strategic priorities for the next five years (FY18 to FY22) include (not in order of priority):

- Increase enrollments in the MBA programs through programmatic innovations and strategic partnerships
- Improve LSBE retention and graduation rates while maintaining appropriate undergraduate enrollments
- Conduct degree-program level curricular review for undergraduate programs
- Continue emphasizing experiential learning for students across all majors, including increasing student involvement in research
- Increase opportunities for students for professional preparedness
- Improve coordination of LSBE communications and enhance LSBE's digital presence
- Create an active community of scholars within LSBE for sharing best practices around teaching and research
- Increase fundraising efforts to provide more scholarships to students and support new initiatives

Approved by the LSBE Senate on April 28, 2017