

The Faculty of Business continues to work on its strategic plan. This document is a work in process. We welcome comments on this draft document. Please send any comments to Raechel White (rwhite@brocku.ca)

Mission Statement:

Our mission is to bring to the world of business to our students and our students to the business of the world. We strive to do this in an environment that:

- encourages diversity
- inspires innovation
- honours social responsibility
- maintains the highest standards for excellence in research, teaching and service

Strategic Objectives:

To accomplish this, we strive to become recognized as one of the top-tier business schools in Canada by:

- renewing the quality of our curriculum and programs
- enhancing our academic and professional accomplishments and output
- improving our relationships with our key stakeholders
- broadening and deepening the international opportunities available for our students and faculty
- expanding the experiential, recruitment and placement opportunities we provide for our students
- building upon the infrastructure that enables the FOB to grow

Renewing the Quality of our Curriculum and Programs:

- establish continuous quality improvement (CQI) practices
- plan for European Quality Improvement (EQUIS) accreditation
- satisfy requirements for external reviews of graduate programs
- perform internal curricula reviews of graduate programs
- plan for Ph.D. program

Enhancing Our Academic and Professional Accomplishments and Output:

- increase publications in Tier 1 and Tier 2 journals
- establish additional distinguish Chairs in a business discipline
- establish two additional research institutes (Centres of Excellence) within the FOB
- increase international opportunities for faculty
- increase opportunities to attract international visiting scholars

Improving our Relationships with our Key Stakeholders

- enhance the role of the FOB Advisory Council
- expand MBA student business consulting service
- increase student participation and success in extramural business competitions
- expand and revitalize Management Development Centre
- communicate FOBs achievements throughout Canada and the larger international community

Broadening and deepening the international Opportunities Available for our Students and Faculty

- expand international student recruitment for MBA (ISP) and IMAcc programs
- increase international opportunities for students including International Degree Partnerships, Exchanges and other methods (SEEP)

Expanding the experiential, recruitment and Placement opportunities for our Students

- improve placement opportunities for FOB undergraduate students in co-op programs
- enhance co-op placement opportunities for FOB graduates
- enhance business recruitment/placement opportunities for non-co-op students

Building a Strong Infrastructure to Enable the FOB to Grow

- establish a process for “branding” the business school
- develop a plan for formally naming the school of business
- establish a dedicated business building