



Vision

The College of Business and Public Affairs aspires to be recognized as one of the best regional business schools in the nation

Mission

The College of Business and Public Affairs (BPA) prepares students for careers in the dynamic environments of business, information technology, public and private organizations, and mass communications. With a student population drawn mostly from Kentucky, Tennessee, Indiana, Missouri, Illinois and foreign countries, BPA strives for excellence by:

- ▣ Actively engaging students in the acquisition of fundamental knowledge, the mastery of professional skills (including oral and written communication, problem solving and critical thinking), and the application of knowledge and skills to emerging issues, technologies, and professional practices in a student-centered learning environment.
- ▣ Providing students with quality undergraduate and master's degree programs embodied in responsive curricula and innovative learning environments.
- ▣ Encouraging students in intellectual and social development by providing a high degree of student and faculty interaction both inside and outside the classroom, cultivating leadership, and developing an appreciation for ethical issues and diversity in the global market place.
- ▣ Providing students with global perspectives in the classroom, while also encouraging both students and faculty to pursue opportunities for international travel and learning.
- ▣ Developing and encouraging academic outreach, collaborative relationships with alumni, business and industry, public schools, government agencies and non-profit organizations, as well as colleges and universities at home and abroad.
- ▣ Supporting a faculty commitment to teaching, service and continuous improvement that is enhanced by Discipline Based Scholarship (DBS), with secondary emphasis on both Contributions to Practice (CP) and Learning and Pedagogical Scholarship (LPS).

Values and Guiding Principles

Emphasizing teaching, research and broad-based service (in that order), BPA espouses and embraces the same values as Murray State University—the parent institution—namely: Accessibility, Academic Freedom, Accountability, Diversity, Excellence, Integrity, Nurturing Environment, Shared Governance, and Student-Centered Learning.

Major mission revisions and broad-based stakeholder affirmations: Fall 2000; Fall 2003; Summer 2007.

2009—2014 Strategic Plan of the College

MSU Institutional Imperatives that power Unit Strategic Plans are: Community (C), Outreach (O), Partnerships (P), and Excellence (E): COPE

Goal 1 Enhancement of Curricula and Learning [Excellence]: *The College will provide intellectually challenging, responsive, and up-to-date curricula in an innovative learning environment to prepare students for competitive and successful global careers.*

- Objective 1.1 Develop and evaluate Curricula, Learning Goals and Assessment Processes for AACSB-International, ACEJMC, and SACS accredited programs
- Objective 1.2 Provide atmosphere for high quality teaching and student learning
- Objective 1.3 Maintain and expand Global Involvement

Goal 2 Enhancement of Faculty and Staff [Excellence]: *Attract, Develop, and Retain high quality and diverse faculty and staff*

- Objective 2.1 Increase the quality and number of peer reviewed intellectual contributions in the areas of basic, applied, and pedagogical scholarship
- Objective 2.2 Recruit, Develop, and Retain a diverse faculty and staff
- Objective 2.3 Enhance the academic and/or professional qualifications of faculty and staff

Goal 3 Enhancement of Students [Excellence]: *The College will attract, retain, and graduate quality students consistent with our Vision and Mission*

- Objective 3.1 Strategically manage undergraduate and graduate enrollments
- Objective 3.2 Increase the quality of students entering undergraduate and master's programs
- Objective 3.3 Improve retention + graduation rates for undergraduate and graduate students
- Objective 3.4 Enhance career preparation and placement

Goal 4 Enhancement of External Relations and Recognition [Partnerships + Community + Outreach]: *The College will enhance communication and relationships with external stakeholders and maintain or seek national and international accreditations*

- Objective 4.1 Maintain AACSB-International, ACEJMC, and SACS accreditations
- Objective 4.2 Outreach and Stewardship—Enhance external relationships through Community, Regional, National and Global Service activities as part of Outreach Initiatives
- Objective 4.3 Development—Increase and broaden Alumni involvement and engagement in Fundraising, student recruitment and job-placement, and public relations

Goal 5 Enhancement of Supporting Resources: [Excellence]: *The College will enhance its infrastructure and financial resources*

- Objective 5.1 Provide the physical infrastructure for teaching/learning, research, and service
- Objective 5.2 Enhance technological infrastructure to support teaching, research, and service
- Objective 5.3 Development—Increase the Financial Resources of the College

Broad, Stakeholder-driven Revisions to the Strategic Plan: There was broad stakeholder input into the 2009-2014 Strategic Plan including, but not limited to: □ Input from faculty; students and student representatives in Summer of 2007; □ Summer 2007 input from the Dean's Advisory Board (BPA's Collegiate Advisory Board) and Advisory Boards from the following Departments: Accounting; Economics and Finance; Computer Science and Information Systems; Journalism and Mass Communications; and the Department of Management, Marketing and Business Administration.