

# 2020–2025 Strategic Plan

## Vision

The Arthur J. Bauernfeind College of Business aspires to be one of the best regional business schools in the nation.

## Mission

The Arthur J. Bauernfeind College of Business produces graduates with the practical skills needed to succeed in today's workplace and the intellectual skills needed to adapt to and succeed in an ever-changing professional landscape. We provide excellent teaching and student learning opportunities, blending the range of educational opportunities often found at research institutions with the nurturing student-teacher interactions characteristic of smaller universities.

## Values and Strategic Initiatives, 2022-2025

1. Engaged Faculty - Faculty engaged in their discipline through teaching, research, service and professional growth.
  1. Professional growth for faculty through certifications, skills workshops, and conference attendance.
  2. Support for research including publication incentives, financial support for data collection and enhanced research resources.
  3. Showcasing and recognizing outstanding faculty achievement.
2. Engaging External Stakeholders - Ongoing relationships and partnerships with our alumni, employers, industry, and other stakeholders.
  1. Creation of a "speakers bureau" to provide a centralized system to identify and use external speakers.
  2. Fund intentional outreach efforts with resources and organizations outside the University.
  3. Increase cross-functional support and co-operation between the AIB-CoB and Student Affairs, Recruitment, Alumni, Development, and Career Services.
  4. Fund intentional efforts to facilitate job search activities for students.

3. Enhancing our Community-Using our skills and resources to enhance our community and region
  1. Establish a series of micro-credentials in academic, leadership, and professional development areas.
  2. Enhance the use of existing center/outreach structure (e.g., Center for Economic Education, Center for Banking and Finance, VITA, Center for Economic and Entrepreneurial Development).
  
4. Innovative and Responsive Curriculum - Producing graduates prepared for success
  1. Emphasize data analytics throughout the curriculum.
  2. Engage in regular curriculum review.
  3. Continue to enhance the role of department and program advisory boards.
  4. Enhance connections for professional credentials.
  5. Enhance student advising.
  
5. Inclusivity - Providing opportunities for students to be exposed to others of diverse backgrounds, cultures, and beliefs.
  1. Ensure job search procedures provide a broad-based applicant pool.
  2. Identify and provide representative professional role models reflecting the diverse backgrounds and career interests of our students.
  3. Provide diverse opinions from external sources as part of the curriculum, (e.g. provide class readings from authors of diverse backgrounds).
  4. Promote discussion of diversity related topics.
  
6. Global Awareness - Providing an awareness of global issues through classroom and study abroad opportunities.
  1. Encourage faculty and student involvement in study abroad opportunities.
  2. Use technology to bring international alumni into classrooms.
  3. Enhance participation in International Education Week.
  4. Grow scholarship support for study abroad and international experiences.

Note: The AJB-CoB mission statement aligns with the university mission statement found here:  
<https://www.murraystate.edu/Info/quickfacts.aspx?>

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Major mission revisions and broad-based stakeholder affirmations: Fall 2000, Summer 2007, Fall 2011, Summer 2015, Fall 2021.