

COLLEGE OF BUSINESS GUIDING VISION



MISSION

THE SACRAMENTO STATE COLLEGE OF BUSINESS DEVELOPS ENGAGED, RESPONSIBLE, AND INCLUSIVE BUSINESS LEADERS WHO ENRICH OUR COMMUNITIES

VISION

WE ASPIRE TO BE THE EDUCATIONAL BACKBONE OF THE SACRAMENTO BUSINESS COMMUNITY AND AN ACTIVE FORCE IN CREATING A BETTER FUTURE

IN SERVICE OF THESE GOALS, WE STRIVE TO:

- EQUIP OUR GRADUATES WITH THE SKILLS TO RESPOND CREATIVELY AND EFFECTIVELY TO EMERGING GLOBAL AND TECHNOLOGICAL FORCES;
- EXCEL IN BUSINESS EDUCATION, APPLIED SCHOLARSHIP, AND IMPACTFUL ENGAGEMENT WITH THE REGIONAL, NATIONAL, AND GLOBAL COMMUNITIES IN WHICH WE LIVE; AND,
- DEVELOP BUSINESS LEADERS WHO RECOGNIZE AND EMBRACE THE SOCIETAL AND ENVIRONMENTAL

SHARED VALUES

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CITIZENSHIP: ACTIVELY PARTICIPATING WITH POSITIVE SOCIAL BEHAVIOR

OPTIMIZATION: ACHIEVING THE BEST IN EVERYTHING WE DO

BALANCE: FULFILLING OUR RESPONSIBILITIES IN CONSIDERATION OF DIVERSE VIEWS

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PROFESSIONALISM: HOLDING OURSELVES TO A HIGH STANDARD OF CONDUCT

ADVANCEMENT: CONTINUOUSLY IMPROVING OURSELVES

SHARED RESPECT: DEMONSTRATING COLLEGIALLY

SERVICE: ACTIVELY ADDRESSING STAKEHOLDERS NEEDS

INTEGRITY: EXHIBITING HONESTY AND TRUSTWORTHINESS

OPENNESS: BEHAVING WITH TRANSPARENCY AND ACCOUNTABILITY

NETWORKING: NURTURING MUTUALLY BENEFICIAL INTERNAL AND EXTERNAL RELATIONSHIPS

SUSTAINABILITY: MEETING THE NEEDS OF TODAY WHILE CONSIDERING THE NEEDS OF THE FUTURE