Vision

The Sacramento State College of Business (COB) continues to be the educational backbone of the regional business and organizational community and an active participant in creating a better future.

Values

- Student Centered
- BE THE BEST
- Inclusive Excellence
- Continuous Improvement
- Civility, Professionalism and Transparency

Mission

To develop engaged, responsible, and inclusive organizational members and leaders who enrich their communities.

- Provide excellent educational opportunities
- Publish relevant scholarship
- Facilitate impactful engagement from local to global communities
- Graduate students with applicable skillsets in a timely manner
- Develop organizational leaders

The College of Business at Sacramento State is accredited by the Association to Advance Collegiate Business Schools.

Established in 1916, AACSB is a global, nonprofit membership organization of educational institutions, businesses, and other entities devoted to the advancement of management education.
Strategic Initiatives

Primary
- Enhance student learning and success
- Foster innovative and excellent teaching, research, and scholarship

Supportive
- Promote an anti-racist, inclusive, and equitable environment
- Engage and enrich the local and regional community
- Model and facilitate a positive college culture
- Build and steward financial resources

Strategy

- Offer undergraduate and graduate students exceptional learning and growth opportunities
- Provide excellent professional development opportunities to a diverse group of faculty, staff, and administrators
- Create and nurture COB relationships across the 23 CSU campuses and with the academic, business, and broader communities
- Implement best practices that enhance COB’s academic and financial health

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**Strategic Initiatives Objectives**

**Enhance Student Learning and Success**
- The AACSB Assurance of Learning (AOL)
- Pedagogical improvements
- Increasing student evaluation scores of the faculty and the COB experience
- Professional certifications obtained by students and graduates
- Improvements in programming at the undergraduate and graduate levels
- Outside the classroom experiences

**Foster Innovative & Excellent Teaching, Research & Scholarship**
- Pedagogical innovations implemented by faculty
- Faculty attendance at teaching-related conferences/workshops
- External presentations regarding innovative teaching
- Nominations for teaching awards
- Number of publications related to current issues and events
- Assigned time provided for research
- PRJ awards, RCA awards, Conference presentations, Google Scholar metrics