



## 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



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## 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

## 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



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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



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