

COB

Vision

The College of Business will be a leader in inclusive and innovative business education, preparing students to thrive in a rapidly evolving, digitally driven economy and to make meaningful societal impact through ethical, data-informed, and community-engaged practice.

Mission

Through excellent education, impactful scholarship, and meaningful engagement—both local and global—we develop agile, responsible, and inclusive graduates who will lead and enrich their organizations and communities.

Values

(SWARM)

- **Student Centered:** Every student feels valued and supported.
- **Welcoming:** A safe, respectful, professional environment where diversity is embraced.
- **Authentic:** Integrity and trust in all actions and interactions
- **Resourceful:** Adaptive, innovative problem-solving and resilience.
- **Mutually Engaged:** Collaboration, shared ownership, and recognition of excellence.

Strategic Priorities 2026–32

1. AI and Digital Innovation

- Establish the College of Business as a flagship hub for applied AI in business education within the CSU system.
- Position the College of Business as a university leader in the responsible and effective integration of AI and digital technologies in teaching, learning, research, and operations.
- Integrate AI literacy, data analytics, and emerging technologies across all COB curricula in ways appropriate to each discipline.
- Develop new AI-focused academic programs, concentrations, and certificates aligned with workforce and societal needs.
- Support faculty and staff through targeted professional development, including training, workshops, and shared resources on AI use in teaching, research, and administrative processes.
- Promote the ethical and transparent use of AI, emphasizing academic integrity, data privacy, and responsible decision-making.
- Leverage AI tools to improve efficiency, effectiveness, and service quality in COB operations.

Success Metrics (Illustrative)

- Enrollment growth in targeted programs
- Percentage of courses integrating AI
- Research productivity and external funding
- Student placement and career readiness outcomes
- Participation in experiential learning
- Measured societal impact aligned with

Strategic Revision Process (AY 2025-26)

Led by the Dean and Executive Council.

Aligned with:

- Academic Affairs Strategic Plan (2025–28)
- University Strategic Plan (2023–28)
- CSU Strategic Plan (2025)
- President's Imperatives
- AACSB standards and reaccreditation

In consultation with:

- Departments, Faculty Council, and staff
- Business Advisory Council and external stakeholders
- Students (ASI and broader input)
- Provost and university partners

2. Program Growth, Curriculum Innovation, and Revenue Generation

- Expand high-demand self-support graduate programs and stackable certificates.
- Regularly review, update, and pilot curriculum innovations to ensure alignment with evolving workforce expectations and societal challenges.
- Increase experiential, interdisciplinary, and applied learning opportunities.
- Engage industry, alumni, and community partners through advisory boards, internships, and co-developed programs to enhance relevance and generate alternative revenue streams.

3. Research Excellence and Societal Impact (Aligned with SDG 8 and SDG 4)

- Build on Sac State's new R2 status to grow high-impact, applied, and community-engaged research.
- Actively engage students in research and creative activity that addresses regional and global challenges, especially aligned with SWARM values.
- Partner with industry, government, and community organizations to promote inclusive economic development and workforce advancement.
- Expand access to quality business education for underserved and diverse student populations.
- Measure, report, and celebrate COB's societal impact locally, regionally, and globally.



SACRAMENTO STATE
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