

COLLEGE OF BUSINESS

STRATEGIC PLAN

Purpose

At the Illinois State University College of Business, our purpose is to provide quality education, informed by scholarship, to a diverse group of students so that they become ethical businesspeople who positively impact society.

Our focal areas of societal impact are improving the well-being of stakeholders, providing quality education, and promoting equity and empowerment for all.

We pursue these impacts through innovation in curriculum, scholarship, and service.

Vision

To be the first choice for business education in Illinois and beyond

CORE VALUES

DIVERSITY
EQUITY
INCLUSION
BELONGINGNESS
PROFESSIONALISM
HONESTY
RESPECT

Mission

Prepare students for success in a global business environment by providing excellent instruction and transformative learning opportunities within a diverse and innovative academic community that values excellence in teaching, research, and service.

GOAL 1

Improve the well-being of our stakeholders

GOAL 3

Promote equity and empowerment of all stakeholders

GOAL 2

Offer a quality education to stakeholders

