Mission Statement of the College of Business Administration

The mission of the College of Business Administration faculty and administration is to foster an active learning-centered environment to provide innovative, high quality, business-connected programs responding to the changing intellectual needs of students and the Michigan business community.

Core Values that Support the Mission

Learning-centered Environment – The faculty of the college are dedicated to providing active student learning that develops the knowledge and skills necessary for student success. The college encourages this environment beyond the classroom through active professional student organizations and strong student support services.

Responsive and Innovative – The college is responsive to the needs of employers in the State of Michigan through continuous contact with the business community. Programs are designed to meet both current needs as well as those anticipated in the future.

Broadly Educated – The college supports an education that consists of a strong liberal arts foundation and basic economic and business literacy that forms a strong base for the acquisition of business skills and competencies.

Change-Oriented – Students develop an understanding of the context of conducting business in a global and increasingly multi-cultural environment and develop the tools to assist them in making difficult ethical choices. CBA graduates will also be prepared to conduct business in a rapidly changing environment that includes technological change and the need for life-long learning.

Professional Faculty – The faculty are committed to providing a continuously improving education for our students and supporting and the classroom environment through applied and basic research, pedagogical innovation, and a strong connection to the business community.

Relevant Research – Consistent with the college mission of emphasizing an active learning-centered environment and business-connected programs, the research emphasis is on intellectual contributions in the areas of business practice and learning. Disciplined-based research is also valued both intrinsically and for the way it impacts business practice. (Approved by CBA Faculty 12/5/05)