

**School of Business and Economics (SOBE)**  
**Strategic Plan Highlights 2024-2025**

**Vision:** To lead with integrity in the disciplines of Economics and Business, reduce barriers to student and faculty access and success, foster creation of new knowledge, where students learn through experiential means and faculty advance an improved understanding of industry and society. By working together in practicing leadership, teamwork, community support and reflection we develop lifelong learners who lead successful lives and productive careers.

**Mission:** To create knowledge through learning from one another, pursuing research and practice, unlocking potential through exceptional educational experiences, and fostering success in a collaborative environment defined by community values, contributing to the upward mobility of our student and faculty population. Our team trains our students in critical deliberation through quantitative and qualitative analysis to position future fit leaders in an ever-changing global business environment.

**Core Values:** We accomplish our mission by adhering to our school's core values: ethical leadership, mutual respect, honesty, integrity, and collaboration.

**Strategic Priorities:** Daily cultivation of a working community rooted in our core values: we create tomorrow's leaders with our strategic priorities in SOBE growth and reputation, external partnerships and excellence in research and professional practice. Recruit, retain, and support talented and diverse faculty and staff who are committed to challenging and empowering students to reach their fullest potential. Our teaching activities, research and expertise in real world business practice produce knowledge and provide key insights to our stakeholders and society, and in return, our stakeholders enrich our experiences and relevancy and contribute to the stability of the School of Business.

**Strategic goals:** Establish SOBE as a thought leader at Moravian University and beyond, develop internal capabilities, improve student access and success, improve faculty access and success and contribute to society through student transformation, partnerships and research.

**Strategic goals:** By using our collective knowledge and experience, along with partnerships, research, and data-informed decision making, the School of Business and Economics will

1. Optimize financial performance.
2. Establish itself as a thought leader at Moravian University and beyond.
3. Develop internal capabilities by leveraging university-wide resources and relationships to maximize our potential and impact.
4. Improve student access to job market opportunities or graduate school and success.
5. Improve faculty access and success in teaching, practice, research and service.

The goals listed above are in alignment with Moravian University's strategic plan.