COLLEGE OF BUSINESS VISION STATEMENT
(Approved February 27, 2015)

The College of Business will be among the premier business schools in Texas.

COLLEGE OF BUSINESS MISSION STATEMENT
(Approved February 27, 2015)

The College of Business supports the mission of the University by focusing on higher education programs in business. The College impacts student opportunity, the community, and the business disciplines through engagement and innovation. Engagement with academic colleagues and external stakeholders drives innovation in academic programs, community development, and applied business knowledge. Academic programs help students advance their education in business, understand the importance of ethical behavior in business, meet the expectations of employers, and prepare for a changing global environment. Community programs and service provided by the College of Business benefits the region through support for economic development and the generation of solutions to business issues. Faculty research extends knowledge in key business disciplines and enhances approaches to teaching and learning in general business and management education.

Impact outcomes for the College of Business are:

- Student learning, engagement, and opportunity
- Faculty intellectual contributions emphasizing applied scholarship and teaching and learning scholarship
- Professional engagement with the community
- Economic development in South Texas
- Entrepreneurship and business innovation in the Texas Coastal Bend