

## Overview of SBA Vision, Mission, & Strategic Priorities

### Mission

The mission of Oakland University's School of Business Administration is to advance knowledge and enhance students' abilities to manage in a global business environment.

The mission is achieved through a synergistic combination of teaching, scholarship and professional service, with emphasis on the linkage of theory and practice, and the application and management of technology. Toward the achievement of these ends, the SBA promotes collaborative relationships among students, faculty, administrators and employers

### Objectives

1. Attract and retain faculty who make a significant impact on their field.
2. Attract and retain, a diverse students who demonstrate intellectual preparation and sustained capability to learn, as well as an interest in extra-curricular and/or leadership activities
3. Attract graduate students with capabilities to succeed in their careers with the leadership abilities to adapt in a dynamic global environment
4. Engage alumni and practitioner community in carrying out our mission in as it relates to both education and research
5. Be an important resource for business and local government in the region

## Strategic Priorities

Objective 1

1. Strengthen the intellectual base through faculty recruitment, mentoring, research support, professional development and merit based incentives
2. Increase support for faculty participation in national and international conferences

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Objective 2

3. Create recruitment campaigns to target quality students from high schools and community colleges
4. Build and enhance academic resources for students to increase retention rates and career opportunities

Objective 3

5. Increase engagement of alumni/other stakeholders in student centered activities that are to support experiential learning and building leadership capabilities
6. Increase engagement of faculty and alums with the student organizations and provide resources to strengthen them
7. Engage alumni/other stakeholders in recognizing faculty that excel in research, teaching and professional and programmatic service

Objective 4

8. Provide leadership in the university and community by serving the needs of businesses and local government through programs that integrate the research and educational mission of the School of Business Administration.

Executing on the strategic priorities entails leveraging our strengths, addressing the threats, weaknesses, and taking advantage of the opportunities. Below is a summary.

### **Strengths**

- Relationships with businesses in the region that offer internship and career opportunities for students
- Sustained faculty scholarship
- Ability to attract a diverse student body with professional experience
- Successful programs (e.g. ATiB, ELI, EMBA) leveraging connections to business

### **Weaknesses**

- System constraints in attracting new faculty
- Limited use of technology resources in teaching and research
- Internal constraints on staff resource allocation
- Lack of resources/incentives for faculty retention
- Students not taking full advantage of the business connections

### **Opportunities**

- A strong relationship with the engineering school can open up opportunities for collaborative programs
- Increased demand for alternate delivery models for existing programs

### **Threats**

- Shrinking population in the tri-county area
- Increased competition from both public and private schools
- Lack of resources to offer competitive financial packages to new faculty
- System constraints (e.g. legal) that impede agility
- Declining student standards