

Mission: The NMU College of Business prepares graduates for successful and responsible engagement in business and society. Experiential learning and entrepreneurship are hallmarks of the college.

Vision: The NMU College of Business will be an internationally recognized leader in business education.



COB'S STRATEGIC GOALS

To ensure the success of our mission, the COB's new strategic plan focuses on four integral areas. These are:

ACADEMIC EXCELLENCE

1. Program Enrollment
2. Scholarly Activities
3. AACSB Accreditation
4. Teaching and Advising
5. Curriculum Review

DOMESTIC & GLOBAL OUTREACH AND ENGAGEMENT

1. Digital Delivery (Pedagogy)
2. Student Outreach
3. International Partnerships

STUDENT SUCCESS

1. 6-year Graduation Rate
2. Employment & Graduate School Rates
3. Experiential Activities for Students
4. Lifetime Learners & Early Engagement

INVESTMENT & INNOVATION

1. Scholarships
2. Business Innovation Center
3. Alumni Development
4. Regional Economic Development

FIVE-YEAR GOALS

(as written in 2017)

1 YEAR GOALS:

- Associate Degree in Insurance
- Revision of Associate Degree in General Business
- Bachelor of Science in Applied Management
- Graduate Certificate in Health Informatics

2-3 YEARS GOALS:

- Associate Degree in Cyber-defense
- Revise Financial Management Major
- Digital Delivery of MBA
- Increase International Partnerships to Five

3-5 YEARS GOALS:

- Masters of Science in Accounting
- MBA with Concentration in Health Care
- Maintain AACSB Accreditation