



College of Business

Strategic Plan **2020 – 2025**

Overview

Since its founding in 1908 as a vocational school for women, James Madison University has evolved into a coeducational Carnegie R2 doctoral university with high research productivity and an enrollment exceeding 22,000.

Jonathan Alger, the institution's sixth president, challenged JMU to be **"The National Model for the Engaged University."** The College of Business is critical to the achievement of this vision. Its cornerstone is the Learning Complex, which consists of the all-new Hartman Hall and a renovated and refurbished Showker Hall, along with highly engaged faculty, professional staff and alumni groups.

Eight **AACSB-accredited** undergraduate majors are offered as well as an MBA and a Master of Science in Accounting. Two affiliate programs include the Hart School of Hospitality, Sport and Recreation Management as well as the School of Strategic Leadership Studies, a boutique doctoral program.

The College also houses the Center for Economic Education, Gilliam Center for Entrepreneurship, Small Business Development Center, Institute for Certified Professional Managers and the Center for Professional Sales.

Mission, Vision and Values

Central to the mission and vision is the creation of future business professionals and leaders. We focus on education that advances business disciplines, relationships that connect us with outside communities and partnerships that foster societal impact.

The College recognizes that a rich variety of viewpoints and backgrounds fosters creativity and innovation in students, faculty and staff. **This is reflected in our core values, which include community, engagement and collaboration.**

As we increase our focus on corporate social responsibility and environmental sustainability, our students acquire the knowledge, tools and framework to address global business and societal challenges. **Our students graduate with an understanding of the importance of the triple-bottom line of people, planet and profit.**

- Priority 7: Magnifying the Impact
 - Priority 6: Fostering Diversity
 - Priority 5: Enhancing the Experience
 - Priority 4: Inspiring Faculty and Staff
 - Priority 3: Nurturing the Achievement
 - Priority 2: Increasing the Support
 - Priority 1: Sustaining the Institution
- Plan Overview

Since its founding in 1862, James Madison University has been a leader in coeducational education and research production.

Jonathan Alger, President of JMU, said, "The College of Business is the vision. Its cornerstone is the all-new H. Rouse L. Showker Hall, a building for staff and alumni."

Eight AACSB-accredited programs, as well as an MBA program. Two affiliate programs in Sport and Recreation. Strategic Leadership.

The College also includes the Gilliam Center for Business Development, Center for Business Managers and

Mission Statement

The JMU College of Business is a learning community committed to excellence in preparing students to be engaged, principled business professionals and leaders; advancing scholarship in business disciplines; and enhancing organizational performance through our outreach activities.

Vision Statement

To be recognized as a leader in developing collaborative business partners, engaged with ideas and the world.

Values

- Integrity
- Intellectual Growth
- Community
- Engagement
- Innovation/Collaboration

Strategic Priorities

When the college is determining where to invest resources and how to assess performance, we look to our strategic priorities for guidance. They provide a shared framework for our leaders with measurable success.



College of Business

- 1 Sustaining the Institution
- 2 Increasing the Support
- 3 Nurturing the Achievement
- 4 Inspiring Faculty and Staff
- 5 Enhancing the Experience
- 6 Fostering Diversity
- 7 Magnifying the Impact

PLAN OVERVIEW

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Jonathan A. G. JMU to be a leader in The College of Business vision. Its commitment of the all-nation Showker Hall staff and administration.

Eight AACSB accreditation as well as a Two affiliate Sport and Strategic Leadership.

The College of Business Gilliam Center for Developmental Managers and

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Jonathan A. Busing, Dean of the College of Business, is a member of the all-nation Showker Hall staff and a member of the

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The College of Business Gilliam Center for Developmental Managers and



“Prioritizing goals facilitates a strategic focus on our mission, vision and values.”

—**Michael Busing**, Dean; Betty Coe ('64) & Paul J. Cinquegrana Endowed Chair in Business Ethics & Leadership



The College of Business is dedicated to promoting student learning through enhanced by tutoring and supplementary instructional methods. Self-review helps ensure continuous-improvement, retention of high-impact faculty and staff and creation of innovative teaching materials and co-curricular programming. With the growth of the college's reputation has come an expansion of its reach to include partnerships for experiential travel, as well as a variety of other initiatives involving collaboration with external stakeholders. The college will continue to be a model of engaged learning, living into its new designation as an "R-2" national university with innovative programs and activities.



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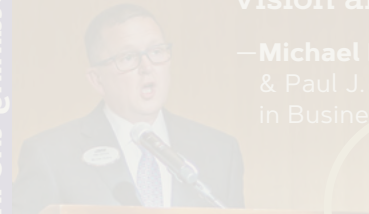
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SUSTAINING THE INSTITUTION

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STRATEGIC PRIORITY 1: Institutional Sustainment

Objective 1 – Maintain innovation and learner success in all activities by supporting ongoing curriculum development and assurance of learning processes

Objective 2 – Secure resources to foster the academic mission of the College as well as existing commitments

Timeline exhibit in Zane Showker Hall



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Spring CHOICES event

WINCREASING THE SUPPORT

With the completion of the Learning Complex, the next step is to recruit and educate a diverse student body with high potential for success. This requires an increase in financial aid and an intensified effort to reach those who are otherwise qualified but lack financial means. Support will continue to focus on the student experience and professional development activities offered through the college and the student organizations.

Members of the college community, including the Board of Advisors and department Executive Advisory Boards, will be tapped to facilitate recruitment and retention efforts. We recognize the direct impact that this personal interaction can have on a student's ability to take full advantage of the many resources the College of Business has to offer.

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Timeline exhibit in Zane Showker Hall



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STRATEGIC PRIORITY 2: Increase Financial Support for Students

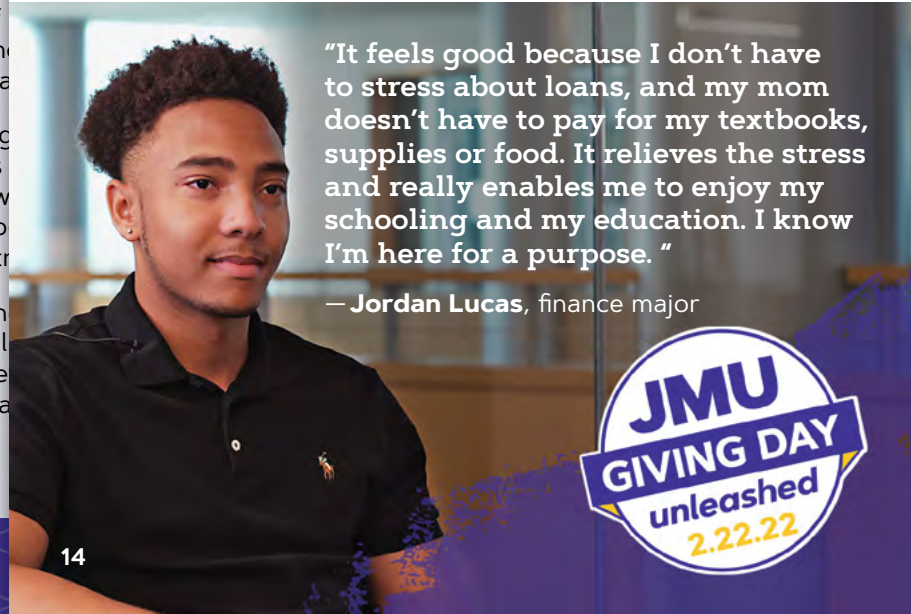
- Objective 1** – Boost retention and access to enrollment
- Objective 2** – Secure scholarship funds
- Objective 3** – Support student organizations and activities

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— **Jordan Lucas**, finance major



Students on a Career Trek in New York City

NURTURING THE ACHIEVEMENT
Students enrolling in JMU’s College of Business receive a rich curriculum but also to the many career-readiness resources available.

New programs incorporating advanced technologies are regularly added to the classroom and co-curricular experiences. One such program is specifically designed to help students become more adept at identifying their innate strengths and using them to good effect in job interviews. Another virtually connects students to alumni who can provide practical job-search advice, while other programs create opportunities to meet face-to-face with potential employers.

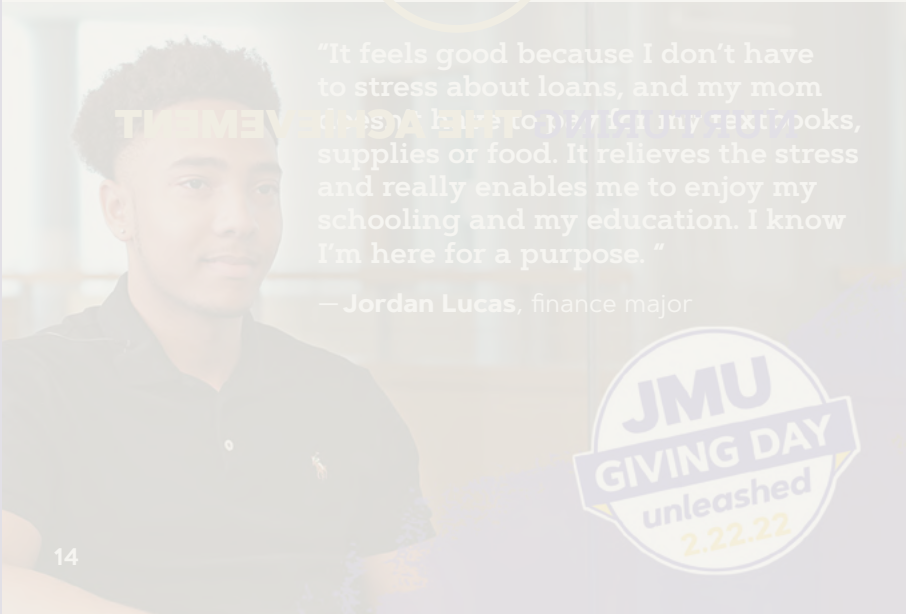
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STRATEGIC PRIORITY 3: Enhance Student Success

- Objective 1** – Focus on career and professional outcomes
- Objective 2** – Strengthen support for transfer students
- Objective 3** – Integrate cutting-edge technology into the classroom
- Objective 4** – Provide innovative student success programming



Gaglioti Capital Markets Lab



Networking event for students

PLAN THE WORK.
WORK THE PLAN.



College of Business



GOALS FOR FACULTY AND STAFF

The College of Business creates and sustains initiatives that support the success of our faculty and staff. Our contributions, work promotes impactful engagement with the JMU campus.

Commitments to providing funding for faculty and staff include funding professional conferences, competitions and other endeavors.

Faculty and staff accomplishments are publicized via social media posts and are routinely pitched to the university.

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Gaglioti Capital Markets Lab



Networking

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The College of Business creates and sustains initiatives that inspire our faculty and staff contributions, especially when the work promotes impactful engagement with the world beyond the JMU campus.

The college also commits to providing funding for faculty development—including professional conferences, competitions and other scholarly endeavors.

Faculty and staff accomplishments are publicized via social media and other news outlets and are routinely pitched to the university media team.

- Priority 4: Inspiring Faculty and Staff
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STRATEGIC PRIORITY 4: Support Faculty and Staff

Objective 1 – Create, sustain and deploy initiatives judiciously that incentivize and reward high impact faculty and staff performance

Objective 2 – Support and recognize faculty engagement with business and society



Major ICCE Lab, home of the Gilliam Center for Entrepreneurship

The center provides educational experiences and professional development programming that have the potential to positively impact the marketplace and career readiness of our graduates.

One example of how this is being accomplished is the Gilliam Center for Entrepreneurship and an associated network of faculty members who are focused on creating opportunities for engaged learning that reinforce the business curriculum.

The college facilitates cross-campus collaboration by which inventions and research outcomes are transformed into new products and services that benefit society at-large.

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STRATEGIC PRIORITY 5: Develop Innovative and High-Value Educational Experiences

Objective 1 – Expand the Office of Professional Development and Engagement offerings

Objective 2 – Be the “hub” for entrepreneurship

Objective 3 – Augment instruction with specialized programs

Objective 4 – Continuously improve curriculum



Fall Open House event

FOSTERING DIVERSITY

The College of Business is committed to supporting broad and meaningful discussions about diversity, equity and inclusion.

Increased efforts will be made to ensure that recruitment of highly-qualified faculty is successful. These tactics include creating richly diverse pools of applicants and providing diversity training to members of search committees.

Also in place is a strategy to promote student diversity by focusing recruitment efforts on high schools with large populations of underrepresented students.



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STRATEGIC PRIORITY 6: Diversity and Inclusion

- Objective 1** – Develop ways to recognize and support students from underrepresented populations who are willing to mentor others
- Objective 2** – Engage in broad and meaningful discussions about diversity and inclusion
- Objective 3** – Reimagine and redeploy existing diversity resources
- Objective 4** – Improve the quality and diversity of applicant pools for faculty and staff recruitment
- Objective 5** – Enhance student recruitment and retention

Diversity Council Speaker Series

Diversity Council Speaker Series ▶ PLAY ALL

The College of Business Diversity Council is proud to be the organizer and host of a speaker series beginning in early 2021. This monthly event during spring and fall semesters will feature panelists...

			
Recognizing Implicit Bias and Responding to...	Creating a Culture of Belonging, Part 1	Becoming an Ally in the Fight against Racism	Intersectionality and a Culture of Belonging



MAGNIFYING THE IMPACT

The College of Business is proud to be intentional about raising awareness for ethics and social responsibility. In addition, environmental stewardship and sustainability are frequently part of faculty research agendas.

At home and abroad, students participate in engaged learning which has a highly practical component. Outreach by our centers further elevates our profile in the business community.

PRME Principles for Responsible Management Education

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PRME Principles for Responsible Management Education

JAMES MADISON
U N I V E R S I T Y®

College of Business

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2022