



College of Business Administration

Strategic Plan 2017-2022

**MAKE IT
HAPPEN**



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Strategic Plan 2017-2022

CBA Vision, Mission and Values

Vision

To be the premier institution in the UAE providing cutting edge and socially responsible business education.

Mission

To provide a contemporary business education in a diverse and culturally sensitive environment that fosters community engagement and enhances employability.

CBA commits to the following goals in achievement of its mission

1. Maintain and enhance a practice-oriented business curriculum that adheres to national and international quality standards.
2. Recruit, develop and maintain a qualified, productive and motivated faculty.
3. Promote research activities that apply business theory to a further understanding of the drivers and inhibitors in the practice of business.
4. Foster the development of a diverse student body in settings that respect our Arab heritage.
5. Develop strategic engagement initiatives that build sustainable ties with distinguished partners in the UAE and beyond.

Core Values

CBA practices and promotes the following core values in the fulfillment of its mission

- **Excellence:** Commit to excellence in our teaching, research and community service
- **Student-Centered:** Provide an experiential learning environment that fosters strong relationships and student success
- **Diversity and Inclusion:** Accept and respect human, social and cultural differences
- **Social Responsibility:** Promote citizenship skills and sustainable practices in the use of economic, ecological and social resources
- **Continuous Learning:** Instilling students with a desire to become life-long learners
- **Integrity:** Commit to individual and institutional integrity; Integrate the awareness of ethical issues into student learning activities

Goal 1: Maintain and enhance a practice-oriented business curriculum that adheres to national and international quality standards.

Objectives	Actions
<ul style="list-style-type: none"> Continually assess curriculum in line with national and international standards Introduce new academic programs that are consistent with CBA mission Provide professional growth and development opportunities to students through faculty and practitioner-led activities Promote students' involvement in community service 	<ul style="list-style-type: none"> Establish curriculum review committee Revise syllabi. Recommend changes to facilities and pedagogy Develop college-level learning outcomes and associated metrics Map CLOs to offered courses Develop assessment instrument for use in peer review of teaching Institute peer review of teaching Obtain/renew national and international accreditation for all CBA programs Develop new programs and tracks within existing programs Embed practice oriented activities in course syllabi Embed ethical awareness in course syllabi Develop calendar of community engagement activities

Goal 2: Recruit, develop and maintain a productive and motivated faculty

Objectives	Actions
<ul style="list-style-type: none">• Recruit Competent faculty• provide incentives to promote professional growth and development• Reward Outstanding Intellectual Contributions by Faculty and Staff	<ul style="list-style-type: none">• Recruit highly qualified and research-active faculty• Align faculty disciplinary specialization with courses taught• Establish college-wide committee on research.• Establish college-wide Assurance of Learning committee.• Establish college-wide committee on community engagement.• Develop reward criteria and protocols

Goal 3: Promote research activities that apply business theory to a further understanding of drivers and inhibitors in the practice of business.

Objectives	Actions
<ul style="list-style-type: none">• Establish a system for evaluating and accepting research proposals submitted by faculty for internal funding• Provide research facilities and support services needed for productive research work by faculty members.• Promote writing/development of local and regional case studies• Recognize and compensate faculty for undertaking and publishing research that contributes to CBA mission	<ul style="list-style-type: none">• Develop protocols and criteria for supporting CBA funded research• Expand research data base for accounting and finance• Establish CBA Case-writing Center• Support research publication costs as appropriate in quality open-access research journals• Support faculty attendance in conferences

Goal 4: Foster the development of a diverse student body in settings that respect our Arab heritage

Objectives	Actions
<ul style="list-style-type: none"> Promote Student Participation in Extra-Curricular Activities Improve college-level recruitment and retention of students 	<ul style="list-style-type: none"> Encourage student participation in university clubs and activities Promote collaboration with international partners through exchange programs Institute annual CBA Career Fair Participate in recruitment events Maintaining a record of advisor-advisee meetings and follow up actions

Goal 5: Develop strategic engagement initiatives that build sustainable ties with distinguished partners in the UAE and beyond.

Objective	Actions
<ul style="list-style-type: none"> Develop protocols and criteria for initiating and developing relationships with identified partners Develop a program for increasing the engagement with CBA alumni Provide consultancy services and training in areas of interest to the community 	<ul style="list-style-type: none"> Establish community engagement priorities Document and evaluate CBA engagement activities Update and maintain CBA alumni records Arrange alumni events/reunions Explore possibilities and generate leads Develop policies for providing external consultancy services