

# **School of Business Strategic Plan Summary**

# Strategic Principles

Strategic Elements



Develop exceptional individuals that will shape the way organizations and businesses operate and are led

- To ***Engage*** and ***Inspire Students*** of diverse backgrounds, ages and aspirations
- To deliver ***Industry Desired*** skills and knowledge based education through ***Innovative Experiential Learning***
- To ***Foster Collaboration*** across all of our stakeholder groups that drives change and new practices

Where Thought Meets Action

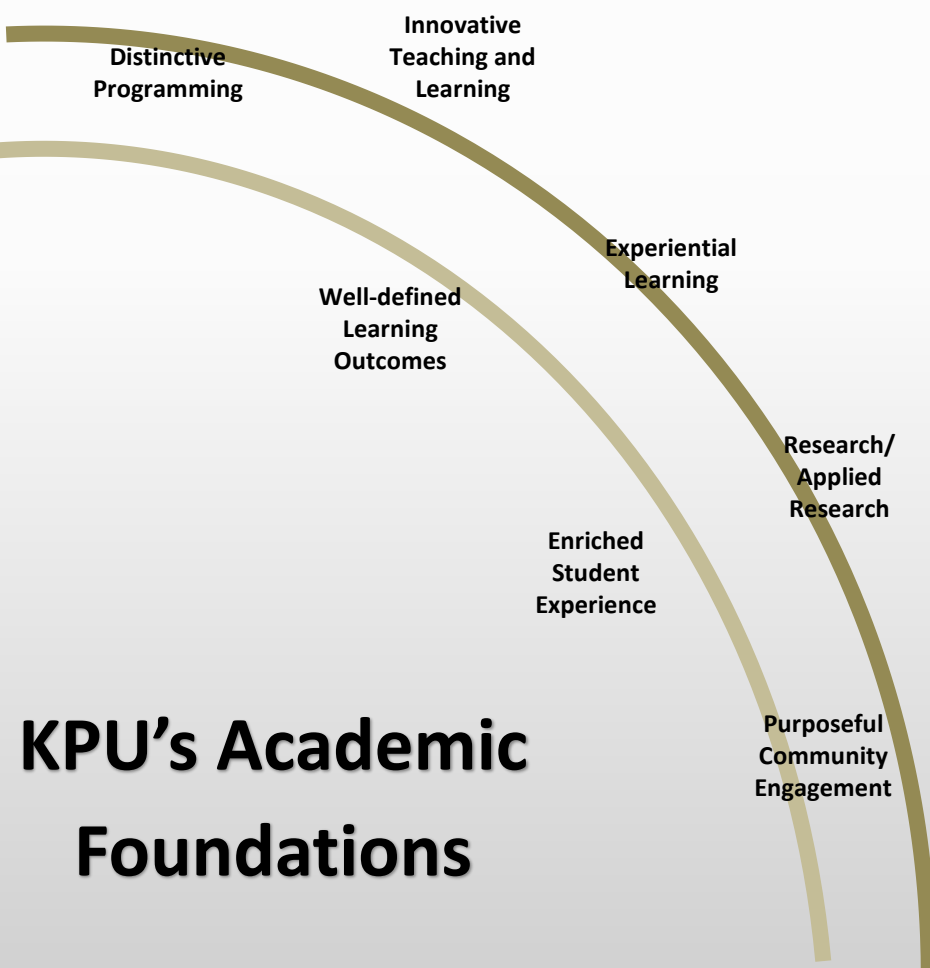
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# Our Vision and Mission in Practice

## Our Product – the Graduate

Is a well- rounded business professional who is ready to work:

- Being personally **accountable** for their performance and behaviour
- High performing team members **identifying** and sparking changes in their organizations
- **Think critically** and **support** their decisions with sound business principles, appropriate research and specialized, practical expertise in specific business discipline
- **Present** a business case for the initiatives they recommend
- Demonstrate **strong analytical skills** integrating their financial literacy, business expertise, and breath of knowledge to think with the whole in mind, and in an increasing global environment
- **Communicating** effectively in a variety of situations and audiences – use English professionally when speaking and writing
- Perform in a **social, environmental, and ethical** manner
- Job-ready, **willing to learn** and eager to contribute where their employer needs them, knowing that career success is built on results



# Our Position and Capability - Internal

## What we can leverage:

- Industry based instruction and faculty
- Strong Co-op employer experience
- Established applied focus within all programs

## What we need to change:

- **Student Engagement/Preparedness** – lacking of programs, infrastructure and tools
- **Education and internal investment** – Limited
- **Marketing and Sales capability and capacity** – Internal resources level low and focused limited
- **Information** – Environmental data is fragmented and needs further coordination





# Our Position and Capability - External

## Where we can take advantage:

- **Product Industry** – Competition programs are generic and not applied, several applied skills and competency are underserved
- **Multiple Value Chain Points** – We are at the starting point of launching new Post-Bacc programs and CE segments
- **Industry Environment Changing** – Stakeholders are changing, student and industry needs are changing
- Opportunities to show case results of program reviews and to modify programs as needed
- Evolving strategic enrollment management for benefit of SoB
- Growing development experience on Post-Baccalaureates
- Evolving global nature of the School of Business
- Implementations of KPU strategy
- T&L MIS system
- New and existing research and applied research opportunities
- KPU Learning Centre Initiatives

## What we need to mitigate:

- **Educational Delivery Infrastructure** – Practices and approaches are changing rapidly but infrastructure slow to respond
- **Funds** – Limited investment, KPU reliant on our contribution
- **Competition** – has head start in the market – it requires investment for positioning
- **Lack of Funds for faculty development** - including credentials
- **Support system outside of the SoB** - some need to be further align to serve students and potential students
- **Administrative information technology infrastructure** - for course and room assignments
- **University and SoB program approval processes** – it does not meet industry timelines
- **Lack of entrance requirements for SoB**

# Strategic Direction

**Capacity leveraging  
for Teaching &  
Learning, and Applied  
Research**

**Take the first step to a  
“Glocal” School of  
Business**

Strengthen  
current  
programs by  
quality  
improvement  
and assessment

**Launch first  
Internationalization Strategy  
of the School of Business**

# Strategic Phases and Priorities

Strategic Priorities

**YR 1-2**

**Strengthen the Core, Build Growth Capability**

**YR 2-3**

**Growth and Innovate**

**YR 4-5**

**Sustain Growth**

**Leverage / Strengthen Core Programs (undergraduate education) – based on On-Going Teaching & Learning Improvements and Applied Research**

**Transition to a Glocal Business School**

**Strengthen Our Academic Capability and Depth (including Deployment of All Quality Assurance Plans from Program Review, as well as BEF assessments)**

**Develop Financial and Organizational Sustainability through Administrative, Technical Capabilities and Infrastructure and Revenue Growth**

**Enrollment and Student Brand (value proposition) Programs**

**Industry and Partnership Development**

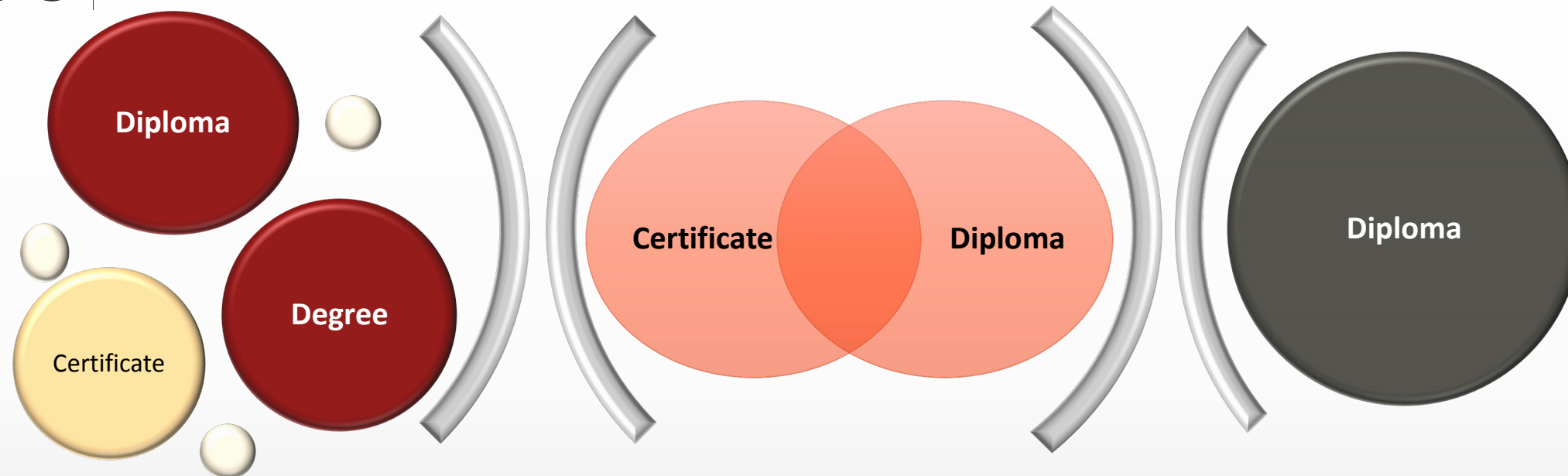
**Opening New Campus – KPU Civic Plaza School of Business**

**Indigenization**

**Respectful Work Environment**

**Exploring KPU MA, MBA, MS program**

# Product Vision – Credit Based



## Undergraduate

**Diploma** - designed to graduate students that are ready to work, willing to learn.

**Degree** - designed to graduate students that are ready to lead. Competency demonstrated in a field.

## Post-Bacc.

**Certificate** - designed build base competency level in a field so they are ready to work in a new field.

**Diploma** - designed to build applied specialized competency in a field requiring designation, ready to lead.

## Graduate

**Diploma** - designed for individuals seeking to advance career, developing more effective and efficient managers and leaders. Ladder into a partners MBA program. Leading.

All graduate diplomas have important applied components

Exploring KPU Master programs