



School of Business

Strategic Plan

2016 – 2021

School of Business
Strategic Plan - Initiatives and Actions
Academic Years 2016-2021
Mission, Vision and Learning Goals

Mission

We empower students with the knowledge and values necessary to lead, serve and succeed in their careers, communities and lives.

Vision

To be the standard of educational excellence for a diverse learning community developing business minds for today and the future.

Creed

Excellence in every interaction.

Undergraduate Learning Goals

The School of Business provides intellectually challenging educational programs in Accounting, Economics, Finance, Marketing and Management that empower our students to address the challenges of a dynamic, global and diverse society. Each School of Business graduate will attain the following outcomes:

Problem Solving

Think critically and creatively to solve complex organizational problems, using appropriate analytic and quantitative techniques while integrating knowledge and skills from various disciplines.

Communication

Communicate orally and in writing using language appropriate to the audience.

Teamwork and Leadership

Demonstrate respect, responsibility, and a focus on serving others as a leader and team member.

Moral Consideration

Work toward a just, peaceable, and humane solution with thoughtful consideration of the impact on all stakeholders, the external environment, and the natural world.

Life-Long learning

Pursue opportunities that provide growth as an individual and as an organizational member.

Business Specialization

Develop competency in a chosen business discipline(s).

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Master of Science in Accounting Learning Goals

The following are the learning goals for the Master of Science in Accounting program. The goals are reviewed along with the curriculum, on the normal schedule for curriculum review by the Graduate Curriculum Committee. The goals are addressed and assessment of student attainment is made in individual courses in the MSA core as described in the Curriculum Alignment Grid and the annual Summary Assessment maintained by the Office of Institutional Research.

Upon graduation, our students will:

1. Apply auditing, accounting, and business principles to organizational issues.
2. Effectively communicate auditing, accounting and business issues to technical and non-technical audiences and subordinates with the spectrum of global operations.
3. Apply auditing and accounting rules ethically within organizational decision making.
4. Select appropriate technology to solve auditing and accounting issues.

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School of Business Strategic Initiatives

1. *We will provide our students with an exceptional educational experience based on academic excellence and meaningful engagement.*

2. *Build on existing programs and invest in new academic programs and delivery methods that are flexible, in demand and relevant while maintaining academic excellence.*

3. *Clearly communicate a distinctive message - define what makes the School of Business different, emphasize the benefits of a Siena education in a compelling and memorable way, and communicate this to each other, prospective students and the broader community.*

4. *Forge for our students a clear connection from education to career, work and life.*

5. *We will develop collaborative partnerships designed to take advantage of our distinctive competencies. The partnerships will be with the other Schools at Siena College, the business community, and other educational institutions.*

Additional detail on specific tactics, timelines, and individuals responsible for implementation are available through the School of Business Office.