



# VISION STATEMENT

for IDAHO STATE UNIVERSITY  
COLLEGE OF BUSINESS

The ISU College of Business is dedicated to providing high quality educational experiences in service to the following constituencies:

## STUDENTS

We will provide educational experiences and opportunities that:

- Are taught in an atmosphere of technological sophistication.
- Provide strong grounding in both the conceptual foundations and leading practices of their disciplines in both domestic and global arenas.
- Include development and refining of the behavioral skills most desired by employers.
- Involve a high level of concern for each student's personal and ethical development.
- Are grounded in quality assurance methodologies that assure educational excellence.
- Respond to the needs of diverse student populations.

## FACULTY MEMBERS

We will strive to:

- Maintain their leading-edge knowledge and skills through faculty development opportunities.
- Provide electronic library and database resources for their teaching and research.
- Support research with release time, graduate assistantships, work-study help and other resources.
- Support continuous development of technological sophistication and effective teaching.
- Evaluate and reward teaching, research and service consistent with the mission of the College.
- Encourage faculty research and consulting opportunities with organizations in the community.
- Provide opportunities for renewal and research development through sabbatical leaves.
- Maintain effective involvement of our alumni in multiple college activities.

## STUDENT'S EMPLOYERS

We will develop students who are:

- Technologically sophisticated.
- Highly knowledgeable in their chosen disciplines and adaptable to changing work environments.
- Well-trained in the behavioral skill areas most desired by businesses.
- Educated in an atmosphere that keeps students current and highly desirable to employers.

## REGIONAL BUSINESSES & COMMUNITY ORGANIZATIONS

We will provide:

- Access to information about current and leading-edge business and organizational practices.
- Access to faculty-led student consulting teams.
- A broad range of services for small business development through our associated SBDCs.
- Research and consulting services from qualified faculty members.

## ACADEMIC DISCIPLINES

We will:

- Create and disseminate discipline-based research, contributions to professional practice, and pedagogical knowledge through the intellectual contributions efforts of our faculty.
- Encourage faculty membership and leadership in professional and academic associations.

## MULTIPLE CONSTITUENCIES

We will:

- Engage in ongoing development efforts to raise funds to provide student scholarships; to support professorships and research activities for the faculty; to endow the NABA program; to support program development; and to enhance the College of Business building, classrooms, and equipment.
- Seek to attract students and faculty members from diverse backgrounds.



# MISSION STATEMENT

for IDAHO STATE UNIVERSITY  
COLLEGE OF BUSINESS

The College of Business is an integral part of Idaho State University and shares the role and mission of the University as established by the State Board of Education. College of Business undergraduate and graduate programs provide quality educational experiences that are strong in both conceptual foundations and current leading practices in each major discipline for both traditional and non-traditional students seeking an education in business. The College faculty engages in research consistent with its undergraduate and graduate programs and public service mission. College programs also serve local and regional constituencies by responding to needs for continuing education and assisting in efforts that foster economic development.

## TEACHING

The primary mission of the College is to offer high quality professional educational programs in business. Excellent teaching and student learning are top priorities. A quality MBA program is a vital part of the educational mission. All areas of study appropriately emphasize the local, state, national, and international business environments, include consideration of diversity and ethical issues in business, and seek to attract students and faculty members from diverse backgrounds.

The College of Business serves its traditional and non-traditional students by offering educational opportunities on both day and evening schedules on the main campus in Pocatello and in Idaho Falls and online.

## RESEARCH

The research mission complements the instructional and public service missions of the College. Research focuses on discipline-based research to advance the understanding of theory, on contributions to practice within the business disciplines (applied research), and on learning and pedagogical research to develop approaches to teaching business disciplines more effectively. To support a graduate program in addition to maintaining a strong emphasis on teaching, the College strives for a balance between discipline based and pedagogical and applied research.

## SERVICE

The service mission of the College uses the expertise of its faculty and staff to assist and enhance economic development in the region, to serve the continuing education needs of business professionals, to provide applied research and other assistance relevant to Idaho organizations, and to participate in furthering the objectives of academic and professional associations.

In addition to its teaching, research, and service missions, the College of Business supports other programs within the University by providing courses and faculty support for their students.