Vision

To be a premier college of business in the Southwest.

Mission

The College of Business serves the educational needs of New Mexico’s diverse population by providing high quality education, conducting research, and participating in service and outreach within the global community.

Strategic Plan

Goal 1: Provide our students an affordable, high quality education through programs offered at the undergraduate and graduate level where high academic standards are maintained.

A. Promote excellence in teaching and learning.
B. Recruit and retain quality faculty.
C. Offer relevant, dynamic curricula in each business discipline incorporating ethics, diversity, and global business issues.
D. Maintain expectations of ethical behavior for students at all levels.
E. Attract increasing numbers of well-qualified students at all levels.
F. Retain a competitive percentage of students to degree completion at all academic levels.
G. Promote respect and tolerance of different perspectives and cultures and seek diversity among faculty, staff and students.
H. Provide access to academic degree programs through distance education modalities.

Goal 2: Produce intellectual contributions which advance knowledge and practice of business and management and produce intellectual contributions that enhance faculty teaching effectiveness.

A. Recognize and value the wide variety of intellectual contributions that support our overall mission as a land grant, Carnegie research institution.
B. Produce intellectual contributions in the quantity and quality appropriate for a college offering our array of undergraduate and graduate programs.

Goal 3: Provide leadership, service, and expertise for economic, educational, public policy and community development with a primary focus on New Mexico.

A. Serve industry and students through programs that target specific economic sectors, such as public utilities, entrepreneurship, banking, insurance, the intelligence community and golf.
B. Provide public policy analysis as requested by stakeholders
C. Support commercialization of intellectual property from university research by New Mexico businesses.
D. Facilitate access to four-year academic programs for students from New Mexico community colleges.
E. Encourage faculty to provide service to their professions and to the university, the college and their departments.
F. Support university-wide cooperative extension and other efforts to facilitate economic development.

Goal 4: Provide excellent stewardship of all financial, human, physical and technology resources of the College.

A. Increase financial resources for the College of Business.
B. Develop financial strategies to allocate resources available to the college to support our overall mission (excellence in teaching, research and service).
C. Provide and maintain an aesthetically pleasing physical environment conducive to learning and intellectual activity.
D. Provide and maintain technology necessary to support teaching, learning and research activity.