Consistent with the mission of New Mexico State University, the College of Business serves the educational needs of New Mexico’s diverse population through comprehensive programs of education, research, and public service.

In accomplishing our mission, the College will

I. Provide all students, but especially those from New Mexico, access to high-quality professional education programs at the bachelor’s, master’s and doctoral levels

   A. Promote excellence in teaching and learning
   B. Offer relevant, dynamic curricula in each business discipline incorporating ethics, diversity, and global business issues
   C. Maintain AACSB accreditation
   D. Establish expectations of ethical behavior for students, faculty, staff, and administrators
   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. Achieve diversity among faculty, staff and students
   H. Provide access to academic degree programs through distance education modalities

II. Produce intellectual contributions which enhance faculty teaching effectiveness and advance the knowledge and practice of business and management

   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
III. Provide leadership, service, and expertise for public policy, economic, social, educational, and community development, with a 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 and (possibly) hospitality and tourism

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

IV. 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