

Bloomsburg University  
College of Business

MASTER GOALS  
2008-2013

1. Maintain the standards required to earn AACSB reaccreditation.
2. Provide leadership for the College of Business.
3. Achieve and maintain College of Business standards for academic qualification of the faculty.
4. Recruit, develop, and maintain academically or professionally qualified faculty.
5. Enhance international opportunities for students and faculty.
6. Develop a plan to recruit additional students into College of Business undergraduate degree programs.
7. Develop a plan to recruit additional students into the College of Business graduate degree programs.
8. Provide improved facilities for the College of Business.
9. Support the development of online and distance education courses.
10. Maintain, improve, and support up-to-date technology for teaching and research.

Approved by the College of Business Strategic Planning Committee – January 20, 2009  
Approved by the College of Business Council of Chairpersons – February 3, 2009