Our Pillars

**INTERNATIONAL:**
Being appreciative, well-informed and perceptive of the diverse, complex world we live in and having the skill-set required to succeed in it.

**INTEGRATIVE:**
Having a deep understanding of the fundamental areas of business combined with an awareness of how these areas continuously interact with one another and the abilities to use this knowledge.

**INNOVATIVE:**
Being flexible and creative to view the world, issues and opportunities from different perspectives and secure enough to take risks and try new things.

**SOCIALY RESPONSIBLE/SUSTAINABLE:**
Having the awareness to consider and the skills to incorporate the economic, environmental and social consequences of decisions in business and personal contexts.

Winning Aspiration

CROSSING BOUNDARIES TO CREATE:
- MEANINGFUL RESEARCH
- IMPACTFUL LEARNING
- ENGAGING RELATIONSHIPS

Our Promise

➢ To prepare leaders who think differently, act responsibly and have a global mindset.
➢ To generate insight, offering solutions for an inter-dependent world.
➢ To provide opportunities to learn by doing, to ensure our graduates are world-ready.

Our Priorities

A. Improve our Educational Experience based on our four pillars: IIISS.
B. Support and encourage Scholarship aligned with our areas of focus.
C. Increase our Reputation in the markets in which we operate.
D. Strengthen and leverage our connections with our Community.

Cultural Values

We put people first  ● Our work has purpose  ● We have passion for what we do  ● We embrace adventure

PEOPLE / PURPOSE / PASSION / ADVENTURE

uvic.ca/gustavson