Our Vision

- We produce outstanding research and develop global business leaders to create a better world.
- We provide an experiential education that is international, integrative, innovative and socially responsible and is anchored in excellence in scholarship.
- We are open, fair, engaged and passionate in all we do.

Our Promise

- To prepare leaders who think differently, act responsibly and have a global mindset.
- To foster a culture that thrives on research excellence.
- To provide opportunities to learn by doing — to ensure our graduates are world ready.
- To provide a friendly and collegial environment that attracts and retains the best people.

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.
- Socially Responsible/ Sustainable: Having the awareness and skills to consider the economic, environmental and social consequences of decisions in business and personal contexts.

Our Key Initiatives (updated Sept. 2010)

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<td><strong>Initiatives</strong></td>
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<td>A) improve our educational experience to realize and enact our vision based on our four pillars.</td>
<td>initiaite EQUIS reaccreditation; continue AACSB process; Name: B</td>
<td>grow the faculty to 50 professors and 50 staff</td>
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<td>B) increase our reputation in the markets we operate.</td>
<td>implement PhD; bolster research culture; Priorities: B, C, D, G</td>
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<td>C) increase funding and resources to be able to reach our vision.</td>
<td>continue developing alumni connection; plan 2010's 20th anniversary; Priorities: B, C, E, G</td>
<td>enhance specializations, aboriginal entrepreneurship; focus on Integration and International pillars; Priorities: A, B, C</td>
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<td>D) improve student recruitment to ensure a supply of quality students.</td>
<td>IIIIS - focus on social responsibility/sustainability pillar, initiate “S” Centre; join UN Global Compact, Priorities: A, B, G</td>
<td>increase partnerships in Executive Programs and our degrees; Priorities: A, B, C</td>
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<td>E) improve our connection with alumni.</td>
<td>grow/implement programs: BCom, MBA, PhD, MGB, ENT, NCAED)</td>
<td>expand Board of Advisers and expand/improve facilities; Priorities: A, B, C</td>
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<td>F) support and improve faculty research.</td>
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<td>G) create and preserve our organizational culture to support our vision.</td>
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<td>H) integrate our programs and research with the rest of UVic.</td>
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Cultural Determinants

1) We are open in our communications and our decision making, to foster a sense of sharing and to ensure that all of us have a voice in the conduct of UVic Business.  
2) We are fair in all our dealings with others, and expect fairness from our colleagues and those we serve.  
3) We are engaged in our work, with our students and with our external partners and stakeholders.  
4) We are passionate about our vision and about what we do.

Opportunities to Exceed Plan

1) increased demand for all programs — particularly degree programs (BCom, MBA, MGB and PhD)  
2) success in fund raising and connecting to alumni  
3) current economic conditions leading to more emphasis on commercialization and innovation  
4) opportunities in Asia and China as they affect our programs, new programs and our growth  
5) new partnerships in international arena leading to growth in executive education

Threats to Making Plan

1) fundraising difficulties  
2) competition from other business schools in our markets  
3) university’s financial situation linked to current economic situation  
4) pursuing too many other opportunities  
5) lack of focus on our culture as we grow
A unique school of thought.