

STRATEGIC **PLAN** 2019-2023



Gustavson
School of Business
University of Victoria

STRATEGIC PLAN 2019-2023

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 to consider and the skills to incorporate the economic, environmental and social consequences of decisions in business and personal contexts.

Our Winning Aspiration

TOGETHER WE TRANSFORM LIVES.

- WE CHAMPION RESEARCH THAT MAKES A DIFFERENCE.
- WE DEVELOP RESPONSIBLE LEADERS FOR A BETTER WORLD.
- WE CULTIVATE PARTNERSHIPS FOR POSITIVE IMPACT.

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: IILS.
- 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



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PRME Principles for Responsible
Management Education

AACSB
ACCREDITED

EFMD
EQUIS
ACCREDITED