The Mission of the College of Business and Economics is to assist individuals in acquiring the knowledge, attitudes and skills needed to be productive and responsible citizens in the global economy. The College serves students and communities primarily from the Island and State of Hawaii, as well as students from the US mainland and the Asia/Pacific region.

We are committed to:

1. Providing a personalized, high-quality baccalaureate business and economics education
2. Inspiring the development of a) ethical values and b) leadership skills within a context of cultural diversity
3. Offering opportunities for hands-on learning
4. Having a focus on smaller organizations
5. Offering academic programs responsive to community needs
6. Supporting faculty excellence in a) teaching, b) research and c) service, with primary emphasis in teaching

The strategic management plan for the College of Business and Economics is informed and directed by our mission statement. Over the next three to five years, we will work toward continuous improvement in each of the stated mission goals, through the following actions.
Mission Goal 1: Providing personalized, high-quality baccalaureate business and economics education

In pursuing this goal, the College of Business and Economics believes that improving performance on standards related to strategic management, participants, and assurance of learning will help the College achieve the mission goal of high quality education. The small class program feature, which facilitates high student-faculty interaction, currently supports the delivery of high-quality education. Achievement of the objectives captured in the action steps below would better enable the College to meet this mission goal.

Mission Goal 1a: Hiring a permanent Dean (2005 AACSB Review)

Mission Goal 1b: Improving the breadth of research/publications across the faculty (2005 AACSB Review)

Mission Goal 1c: Establishing a systematic program of curriculum assessment

Mission Goal 1d: Improving the existing facility and making progress toward obtaining a new facility (2005 AACSB Review)

Mission Goal 1e: Expand opportunities for student growth outside of the classroom (2005 AACSB Review)

Mission Goal 1f: Enhance student awareness of career placement services on campus (2005 AACSB Review)

Mission Goal 1g: Negotiate a percentage of salary rate instead of flat rate for summer teaching to expand the array of business courses taught in the summer (2005 AACSB Review)

Mission Goal 1h: Increase community awareness and support of the College of Business and Economics

Mission Goal 2: Inspiring development of a) ethical values and b) leadership skills in a context of cultural diversity

The College of Business and Economics provides structured instruction on the processes of ethical decision-making and the processes and characteristics of leadership. The following are action steps for improvement in other related areas and opportunities for student learning of these important values and skills.

Mission Goal 2a: Expanding opportunities for leadership in student led organizations in the College and in teams and team projects in College classes

Mission Goal 2b: Increasing diversity through programs supportive of and attractive to Native Hawaiian students, and through active recruiting of those students

Mission Goal 2c: Increasing faculty diversity through mindful attention to underrepresented employment groups in faculty searches
Mission Goal 3: Providing opportunities for hands-on learning
  Mission Goal 3a: Increasing the number of students/ the number of classes with opportunities for student learning through application

Mission Goal 4: Having a focus on smaller organizations
  Mission Goal 4a: Increasing opportunities for student internship or consulting placement with small business
  Mission Goal 4b: Increasing opportunities for student awareness and development of entrepreneurial behaviors

Mission Goal 5: Offering academic programs responsive to community needs
  Mission Goal 5a: Introducing executive education as determined by need analysis
  Mission Goal 5b: Identifying and executing on market needs for baccalaureate BBA degree specializations
  Mission Goal 5c: Supporting faculty member participation in local business organizations as a means of developing insights into community needs

Mission Goal 6: Supporting faculty excellence in teaching, research and service, with primary emphasis in teaching
  Mission Goal 6a: Providing systematic faculty support in research
  Mission Goal 6b: Clarifying promotion and tenure scholarship requirements
  Mission Goal 6c: Creating criteria for identification of participating faculty