

STRATEGIC PRINCIPLES

College of Business & Lucas Graduate School of Business San José State University

These Strategic Principles flow from our Vision, Mission and Values statement and reflect the reality that we provide the largest percentage of business professionals to our world-class Silicon Valley business environment. These Strategic Principles are the foundation for our strategic planning process.

Faculty Achievement - Excellent teaching underpins all of our activities. We engage in research that enriches the knowledge base of the Silicon Valley region and beyond, and service that contributes to the vibrancy of our university and external communities.

Student Success - We are dedicated to equipping our graduates with the knowledge and skills to succeed in the ever-changing global economy, using techniques that enhance learning and reflect new technologies and learning theories. We seek to facilitate and recognize the success of our students.

Academic Reputation - We strive to continuously improve our undergraduate and graduate programs and highlight the College's unique contributions to the Silicon Valley and global communities, while maintaining our prestigious AACSB accreditation.

Globally-Focused Education - We prepare globally-aware leaders of the future, by providing them an understanding of intercultural and institutional differences. We promote partnerships with non-US universities to enhance global education and outreach for both students and faculty.

Alumni – We establish close relationships with our alumni and nurture them as ambassadors and advocates of the College and as mentors to the new generations of students.

Partnerships - We build and maintain mutually supportive relationships with individuals, companies, non-profit organizations, and community-based groups that hire our graduates, and provide internship and learning experiences and financial support for our students.

Financial Resources - While State funding provides an important financial base, we are committed to expanding our external financial resources to support our Mission and advance the needs of the University.

