



SCHOOL OF BUSINESS

STRATEGIC PLAN 2018-2023

ENVISIONING OUR FUTURE

LCU SCHOOL OF BUSINESS MISSION:

To prepare students for their calling as Christ-centered Business professionals, fully equipped for lives of Christian service and leadership.

LCU SCHOOL OF BUSINESS VISION:

To be the leading Christian business school in the region, while strategically expanding our reach and impact across the southwest, the nation, and the world.

REALIZING OUR FUTURE

STRATEGIC PRIORITIES

Sustain and strengthen the Christian identity of the university.

- Continue LCU Business Christian Perspectives experience to teach Christian leadership principles
- Continue Business as a Calling event to advance the ideals of Christian business leadership
- Create Center for Faith and Business (CFB), develop programming for this center and appoint Director of the CFB
- School of Business Calling event for Freshmen
- School of Business Blessing event for graduating Seniors
- Continue to integrate Faith into all learning aspects of the School of Business

Pursue the highest standards of academic excellence.

- Continue to actively develop fully credentialed faculty in specific academic fields, by funding tuition reimbursement programs for interested personnel.
- Continue to actively recruit Faculty with appropriate academic credentials
- Addition of Master of Accountancy program (Fall 2018 University approval)
- Faculty engagement in Academic field groups, (Finance Management Association, Management Association, etc.) including Federation of Business Disciplines (fbdonline.org) and Christian Business Academy Review (cbfa-cbar.org)
- Complete accreditation of select business programs from Accreditation Council for Business Schools and Programs (ACBSP)
- Encourage and reward faculty interest and participation in research, writings and publication in academic journals
- Continue support Honors College by offering Honors sections of selected courses that enrich the experience of the Honors student.

Deepen our sense of community by enriching the student experience and enhancing alumni engagement.

- Work with School of Business Advisory Board to develop relationships so that the Advisory Board can serve as sounding board for the School of Business
- Continue LCU Business in New York City trip to enrich understanding of Business and Finance
- Continue LCU Business Christian Perspectives to teach Christian Leadership principles
- Concerted effort to locate and communicate with all School of Business alumni so that alumni engagement increases
- Find ways to increase interaction between current students and Alumni
- Encourage participation by Faculty and students in LCU Study Abroad



SCHOOL OF
BUSINESS

Prepare students to engage the world by expanding their horizons and increasing institutional diversity.

- Continue to be key supporter of LCU Study Abroad in Avila, Spain
- Continue to be key supporter of LCU in Washington and participation in internships at the Washington Center
- School of Business involvement with International Students Association (ISA) and the Minority students Association (MSA)
- Engage Business Connect student group to serve the University, the School of Business and the local community.
- Christian Perspectives in Business experiences
- NYC and WDC course and travel experiences
- Actively engage students in Service Projects in Lubbock and surrounding areas

Advance the university's reputation by effectively sharing the LCU story more broadly and deeply.

- Continue to work with School of Business Advisory Board
- Working closely with LCU Mar-Com to promote and market the LCU School of Business.
- Continued support and sponsorship of Lubbock Economics Council
- Faculty engagement in Academic field groups, (Finance Association, Management association, etc.) including Federation of Business Disciplines and Christian Business Academy Review
- Encourage and reward faculty interest and participation in research, writings and publication in academic journals, conference attendance and conference presentations.
- Encourage faculty participation in community groups, boards and non-profit organizations separately from their current church participation

To fulfill our vision for the University, we must expand our available resources, including human, financial, and physical resources. This need is a key aspect of each of our institutional priorities as we strive to realize the university's great promise.

- Work closely with Development office to attract grant funding for School of Business building and programs
- Continue to pursue funding for the Center for Faith and Business
- Continue to pursue funding for the naming rights for the School of Business (to fund Permanent Endowment for Faculty salaries)
- Continue to pursue funding for Chair and Professor endowments