



# Sam Houston State University

College of Business Administration

. . . unleashing your potential

## VISION

Be among the best regional colleges of business administration in the nation.

## MISSION

The College of Business Administration (COBA) develops business professionals by providing a student-focused learning environment that actively engages students, faculty, the business community, and other stakeholders in the creation and dissemination of knowledge and the development of relevant skills.



### Supporting Strategy:



#### Professional Development

Academic theory, experiential learning, and engagement with the business community provide a foundation for developing business professionals.



#### Promoting Soft Skills

An emphasis on critical thinking, communication skills, leadership, and teamwork promotes student growth in the soft skills needed for professional success.



#### Engagement

Access to engaged alumni and business professionals contribute to an enriched educational environment promoting student success.



#### Expanding Opportunities

Delivering high quality business education to the widest possible audience by embracing new modalities, locations, and schedules.



#### Quality Research

Quality and impactful research keeps faculty current and expands the boundaries of applied, pedagogical and discipline-based knowledge.



#### Continuous Improvement

Program and curriculum reviews combined with quality assessment promote currency in academic programs.