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.