



Sam Houston State University

College of Business Administration

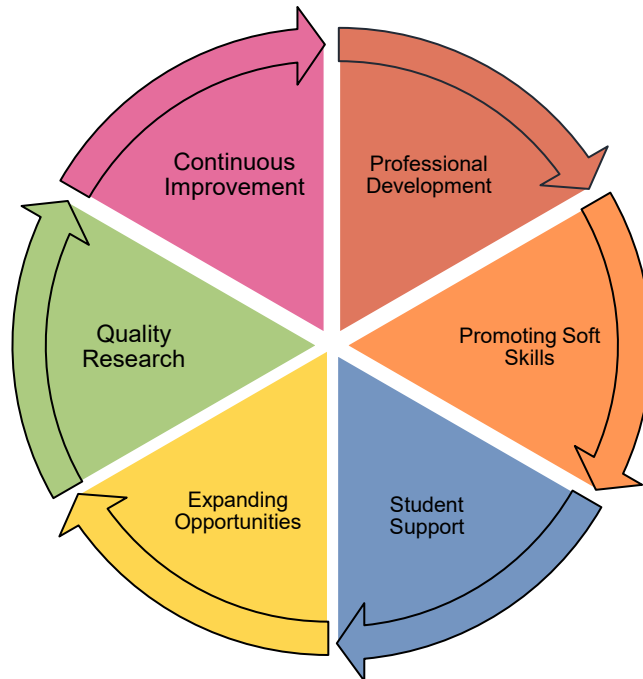
. . . unleashing your potential

VISION

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

MISSION

Prepare students for careers through a quality education. COBA provides a **student-focused** learning environment that **actively engages students, faculty, and the business community** in the promotion of knowledge and skills relevant for professional success. The education environment is complemented by encouraging quality faculty scholarship in applied, pedagogical and disciplined-based research.



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.