

STRATEGIC PLAN: 2025-2031

The VISION of the B. I. Moody III College of Business Administration is to be recognized as a leader in developing ethically responsible professionals and scholars who positively impact our Acadiana region, Louisiana, and the global community.

The MISSION of the B.I. Moody III College of Business Administration is to create a positive impact on society by fostering intellectual curiosity, learning, and economic development, producing a seasoned gumbo of global citizens.

Goal #1: CURRICULUM INNOVATION

We will engage in curriculum innovation efforts that provide relevant, forward-looking, skills-based programs for our students and professional communities.

- Conduct a comprehensive curriculum review that includes an assessment of business needs – by discipline – and offerings from competitor institutions.
- Establish cross-disciplinary projects and across Common-Body-of-Knowledge (CBK) courses (MKTG 345, MGMT 320, FNAN 300 and BLAW 310).
- Identify novel new graduate programs to add to existing portfolio and consider retiring or pausing existing programs with low enrollment or industry demand to stay current and enhance revenue.
- The College will offer unique, relevant and engaging experiential learning opportunities where students can develop real-world business skills through application, reflection, and integration of curricular issues.
- Introduce courses and programs focused on emerging technologies, such as artificial intelligence, machine learning, informatics and other state-of-the-art concepts.

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Goal #2: RECRUIT, DEVELOP & REWARD

We will recruit, develop, support, reward and retain outstanding faculty and staff who demonstrate intellectual curiosity and dynamic learning environments.

- Recruit and support faculty and staff that elevate the R1 status of the University, advances the accreditation purpose of the College and aligns with the strategic plan of the College.
- Retain, develop and support faculty and staff over the short-term and long-term spans of their careers in the College.
- Create incentives for faculty to teach in the graduate program(s) and to retain students in the graduate program(s).
- Establish incentives for faculty to develop new and/or revitalize existing in-person course offerings at both the undergraduate and graduate levels.
- Provide annual monetary award programs in Teaching Excellence, Research Excellence, Outstanding Staff, Outstanding Faculty Advising, Outstanding Faculty Service & Faculty-Led Innovation.

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Goal #3: REDEFINE & COLLABORATE

We will redefine the student experience through enhanced engagement inside and outside of the classroom.

- Significantly increase the percentage of faculty engaging in experiential learning activities outside of class including regional excursions, student competitions, research showcases, public-private partnerships and others.
- Work with other Colleges on Campus to create, introduce and manage multi-disciplinary experiential learning outcomes.
- Work with employers to design academic experiences that build skills, professional development and career outcomes.
- Utilize existing and new resources to improve affordability for students, leading to improved recruiting and retention levels.

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Goal #4: SOCIETAL IMPACT

We will create meaningful societal impact by advancing economic development and enhancing quality of life through teaching, research, community engagement, and the development of globally minded, ethically responsible graduates.

- **CURRICULUM** – Create an innovative, relevant and impactful curriculum, teaching and academic programs.
- **RESEARCH** – Recognize, reward and showcase faculty and student research related to local and regional opportunities and priorities, allowing for different approaches to global issues and solutions.
- **WORKFORCE DEVELOPMENT** – Enhance job creation and workforce development through degree and professional programs to ensure career readiness and ethical decision-making.
- **PARTNERSHIPS** – Strengthen partnerships between universities, technical colleges, high schools, businesses, non-profits and regional government entities to develop a workforce that is prepared for Louisiana's evolving economy.