



UNECS BUSINESS SCHOOL

STRATEGIC PLAN 2024-2030

MISSION is to offer high-quality practical education in the field of business, to prepare graduates with diverse competencies in the region according to global standards, and to shape future leaders who create value for society and stakeholders.

VISION is to enhance conditions for society's welfare and sustainable development and to be recognized as the most comprehensive business school in the region.

CORE VALUES: diversity and inclusiveness, collaboration, innovation, social responsibility.

DIVERSITY AND INCLUSIVITY: recognizing the importance of diverse perspectives in business decision-making and problem-solving. Fostering a supportive and inclusive learning environment where students from all backgrounds can thrive and contribute to each other's growth and success.

Collaboration: Emphasizing collaboration prepares students for the teamwork-oriented nature of the business world. Develop strong interpersonal skills, leadership abilities, and the ability to work effectively in diverse teams, which are all critical for success in their future careers.

Innovation: encourage students to be creative and always strive for improvement to achieve business success. Our environment inspires them to think outside the box, challenge the status quo, and come up with agile solutions to complex business problems. We stress the importance of being agile, adaptable, and forward-thinking in today's ever-changing business world.

Social Responsibility: Students are equipped to become responsible and ethical leaders who make a positive impact on society through their business endeavors. As socially responsible leaders they are expected to prioritize sustainability, corporate social responsibility (CSR), philanthropy, fair labor practices, environmental stewardship, and other initiatives that contribute to the greater good.

GOALS:

1 Goal: Ensure students receive a high-quality education by keeping programs current, faculty skilled, and measuring learning outcomes.

2 Goal: Promote social goods and sustainability by integrating these principles into learning, research, and community partnerships.

3 Goal: Achieve regional prominence by continuously improving programs and reputation, and by pursuing international program accreditation.

4 Goal: Increasing number qualified applicants to PhD Program.

STRATEGIC TARGETS 2023-2030

As mission of UNECS Business School states *"to educate future leaders"* **Strategic target 1: Learning and leader's experience and skills'** objective is to create quality educational programs in a technology-rich educational environment and training graduate students as managers and leaders who meet the requirements of the global labor market by developing their critical thinking, problem-solving and leadership skills: Student-centered centers meet the highest standards in a technology-rich learning environment that develops all students for their graduate roles in society and in the global workplace: Continuously evaluate the quality of our curricula.

As mission of UNEC Business School states “contribute” **Strategic target 2: Innovation and business-oriented research’s** objective is to establish business-oriented research and innovation centers for students at the school and share the benefits of the school's research results with various business enterprises: *Increasing the volume of articles published in the Web of Science and SCOPUS databases of the faculty.*

As mission of UNEC Business School states, “contribute to the world” **Strategic target 3: International reputation and social impact’s** objective is to link our teaching, research, international community and business networks globally and regionally to strengthen faculty research base and capabilities and to transmit social impact: *Increase cooperations and collaborations between businesses and business schools nationally and internationally.*

As mission of UNEC Business School states, “the world” **Strategic target 4: Change and transformation:** Achieve recognition of UNEC Business School in regional and global markets by investing in strategic initiatives and joining professional associations. *Achieve the image of the MBA program, brand recognition and accreditation in the Association of MBAs and AACSB.*

STRATEGIC TARGETS:

1. Developing Future Leaders:

Objectives: Cultivate critical thinkers, problem solvers, and ethical leaders through a technology-rich, student-centered learning environment.

Metrics:

- ❖ Improved student performance in leadership development programs.
- ❖ Increased employer satisfaction with graduates' leadership skills.
- ❖ Enhanced curriculum aligned with global market needs.

2. Fostering Innovation and Impact:

Objective: Establish business-oriented research centers to generate knowledge and solutions relevant to industry challenges.

Metrics:

- ❖ Increased research publications in high-impact journals.
- ❖ Successful collaborations with businesses on research projects.
- ❖ Measurable social impact through research initiatives.

3. Expanding Global Reach:

Objective: Build strong international partnerships to enhance faculty expertise, student exchange, and research collaboration.

Metrics:

- ❖ Increased international collaborations with universities and businesses.
- ❖ Growth in student and faculty exchange programs (yearly 40 staff and students each).
- ❖ Enhanced global reputation of UNEC Business School.

4. Achieving Regional and Global Recognition:

Objective: Secure accreditation from prestigious organizations (AACSB, EQUIS, AMBA) and gain recognition as a top regional business school.

Metrics:

- ❖ Successful program accreditation from target organizations.
- ❖ Improved rankings in regional and global business school listings.
- ❖ Increased brand awareness and reputation as a leader in business education.

5. Increasing PhD Program Acceptance Rates:

Objective: Increase the number of students accepted into PhD programs by encouraging the completion of dissertations in the second semester of the second year of the MBA program.

Metrics:

- ❖ Number of MBA students completing dissertations: Track the annual number of students who complete their dissertations in the designated semester.
- ❖ PhD program application rate: Measure the percentage of MBA graduates applying to PhD programs each year.
- ❖ PhD program acceptance rate: Monitor the percentage of MBA graduates accepted into PhD programs each year.
- ❖ Feedback from PhD admissions committees: Collect qualitative data from PhD admissions committees regarding the preparedness and quality of applicants from the MBA program.
- ❖ Alumni tracking: Track the academic and professional progress of alumni who have completed the MBA program and moved on to PhD programs.

These metrics will help ensure that each strategic target is measurable and trackable, providing clear indicators of progress and success.