

Rider University Norm Brodsky College of Business
Strategic Plan
2019 through 2022

Mission

Our mission is to provide a dynamic and innovative business education that builds functional expertise as well as professional competencies that enable our students to be productive, ethical and socially responsible participants in the rapidly changing global marketplace.

We foster a supportive and personalized environment in which students develop communication, interpersonal, teamwork, leadership, and critical thinking skills for integrated problem solving.

We infuse current theory and practice in our curricula through professional activity, business partnering and experiential learning as well as through a combination of discipline-based, pedagogical and applied scholarly research efforts.

Core Values

- A Student Centered education that prepares future professionals through theory, experiential learning and professional activities.
- A rigorous curriculum that results in student attainment of the following competencies: critical thinking, ethics, technology, communication, teamwork, leadership, quantitative, analytical and interpersonal skills.
- Curriculum based upon current discipline-specific and interdisciplinary theory and practice.
- Scholarship that is diverse - pedagogical, applied, and discipline based - that informs and enhances teaching effectiveness, bridges professional practice and that contributes to the practice of management and teaching.

Strategies in Support of Mission & Core Values

Strategies to Support Curricular Innovation

Strategy 1: Create academically distinct programs that will prepare graduates for career success

Strategy 2: Invest in strengthening and enriching current programs through ongoing continuous improvement efforts

Strategy 3: Further develop relationships with community colleges

Strategy 4: Strengthen and expand existing international partnerships, and leverage the strengths of these relationships to explore new partnerships and programs

Strategies to Address Student Development as Professionals

- Strategy 5: Continuously enhance opportunities for students to participate in engaged learning activities (especially with respect to internships, co-ops and international experiences), and reinforce such activities
- Strategy 6: Strengthen support for students as they explore academic and career pathways

Strategies to Enhance External Relations

- Strategy 7: Strengthen corporate and organizational relations
- Strategy 8: Cultivate philanthropy to support the Norm Brodsky College of Business

Strategies for Developing Teaching and Scholarship among Faculty

- Strategy 9: Support teaching effectiveness
- Strategy 10: Secure support for faculty scholarship

The above was affirmed by the CBA-APC (now the B-APC) in Fall 2019