

**Strategic Plan  
Moore School of Business  
February 28, 2007**

**I. Vision, Mission and Goals**

**A. Vision, Mission Statement and Executive Summary**

- i.** Vision Statement - The Moore School will be an intellectually stimulating and collegial community dedicated to producing world renowned research and providing an outstanding global business educational experience
  
- ii.** Mission Statement - Our mission is to foster a dynamic and collegial environment that serves our two most important goals: the creation of knowledge and the education of future business leaders. We produce rigorous and relevant research that enriches the understanding and practice of business. We develop graduates whose professional expertise, skills, and leadership are enhanced by a unique understanding of the global marketplace. Through our service and our achievements in research and education, we contribute to the welfare of our main constituents: our students, alumni, university, state, and business partners.
  
- iii.** Long-term Goals
  - Goal 1** - Build and sustain a reputation as a world-class research institution.
  
  - Goal 2** – Enhance and sustain the Moore School’s reputation as a world-class global business school.
  
  - Goal 3** – Develop and sustain world-class global business educational experiences for master’s students.
  
  - Goal 4** – Develop and sustain an outstanding global business educational experience for undergraduates.
  
  - Goal 5** – Build and sustain enthusiastic support from businesses and alumni for the Moore School’s activities and growth.
  
  - Goal 6** – Create world-class facilities at the Moore School.
  
  - Goal 7** – Improve the work environment and collegiality at the Moore School.

iv. Executive Summary

For the first time in many years, the Moore School has developed a long-term strategic plan with the full engagement of our faculty. The process was chaired by a faculty member and had participation from all programs and academic disciplines. Furthermore, the steering committee and individual task forces looked at the entire Moore School with regard to enhancing existing programs, adding new offerings, as well as making both subtle and dramatic changes to how we operate. The seven goals in the plan include initiatives resulting from a comprehensive and thorough assessment of what is needed to position the Moore School as a truly world-class global business school.

Over the last several years, we have concentrated on broad areas such as program enhancements, student-quality improvement, graduate career management services and placement, attracting and retaining quality faculty and development activities with particular focus on new and improved facilities. While all of these areas are included in this plan for continued emphasis, our broader focus now includes more attention given in the areas of the overall educational experience at both the graduate and undergraduate levels, such as expanding global alliances, career management services at the undergraduate level, and collaboration with other programs at USC; and more emphasis on ethics, leadership and communication skills, as well as enhanced outreach to include an upgrade in executive education and broadening alumni involvement. Consistent with USC's vision, there will also be a greater emphasis on scholarly research, including structural support.

Finally, to further elevate the school's visibility and enhance its reputation, we plan to pursue a more comprehensive approach to marketing the Moore School in what has become a very competitive environment, particularly as it relates to graduate business education.

This is an ambitious plan with many moving parts, but is made realistically achievable over a reasonable time period because of the foundational work that has been done over the last several years.

We have experienced much success attracting outstanding faculty and this effort continues. Our undergraduate program, anchored by the highly selective International Business major, has experienced significant enhancements. Our Professional MBA program has continued to grow while enhancing quality and providing more flexible access for students. Our flagship IMBA program has stabilized in enrollment and continues to improve in quality both from a curriculum and student profile view. Our Executive IMBA program in Mexico has firmed up and is now beginning

to grow with quality students as well. Our goal is to continue to expand our global partnerships with an emphasis on Asia and the Far East. We believe we are in an excellent position to move forward with the refinements included in our plan.

It is clear that a new physical plant is absolutely critical to being competitive at the highest levels. This will only be possible with a successful capital campaign and greater alumni involvement in the Moore School.

There is great excitement in the Moore School with what has been accomplished and even more excitement with what can be accomplished in concert with the University as a whole.