

COLLEGE OF BUSINESS MISSION-VISION-CORE VALUES

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COBiz
**Mission,
Vision, &
Core Values**

**For more information, call
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at (601) 979-2411**

College of Business Mission

The College of Business provides an undergraduate and graduate management education to a student body that is growing in diversity, by serving students from the southern region, expanding our national presence, and with growing emphasis serving international students. We focus on students and families who value the HBCU educational experience and on educating those from historically disadvantaged backgrounds. Our faculty, serving at the only major urban university in the state of Mississippi, actively engage in research and value excellence in the classroom as they prepare our students to provide creative business-centered solutions that promote economic and social advancement in local and national economies. The College produces ethical, technologically advanced, and globally aware business leaders.

College of Business Vision

The College of Business seeks to be recognized for having a positive impact on the lives of our students, successful career progression of our faculty, and contributions to the prosperity of the local community, metro Jackson, and the State of Mississippi.

We will achieve our vision through offering unique educational opportunities and rigorous academic standards in the classroom, providing a supportive environment for faculty to excel in teaching and service, promoting relevant, high quality and highly impactful scholarship, and contributing to the economic development of the region and the state through national and global partnerships with educators and business owners.

College of Business Core Values

The Jackson State University College of Business values:

- **Internationalization**
We value internationalization to prepare students for a competitive global environment
- **Teaching and learning with Technology**
We value the role of technology in student learning and career preparation.
- **Student Engagement**
We value student engagement in academics, extra-curricular activities, and community service.
- **Educational and Professional Excellence**
We value educational and professional excellence, integrating conceptual and practical knowledge across disciplines.
- **Mutually Beneficial Internal and External Partnerships**
We value mutually beneficial partnerships, both within and outside the university community.
- **Communication and Transparency**
Our partnerships are characterized by communication and transparency.
- **Faculty Scholarship**
We value faculty scholarship to benefit our students' education and career paths.
- **Student Success in a Personal Learning Environment**
We provide a personal learning environment that contributes to students' academic and professional success

College of Business Mission Statement

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MISSION STATEMENT OF JACKSON STATE UNIVERSITY:

The University produces technologically advanced, diverse, ethical, global leaders who think critically, address societal problems, and compete effectively.



College of Business Vision

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VISION STATEMENT OF JACKSON STATE UNIVERSITY:

The vision of Jackson State University (JSU) is to be a model urban learning community for highly motivated students from diverse backgrounds, where original research and experiential learning are integrated into rigorous and internationally prominent teaching, research, and service-learning programs.

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Alignment of COB Values with Jackson State University Values

Jackson State University Values...	JSU College of Business Values...
TRADITION – The University believes that its role as a historically black university inspires and exemplifies positive societal change.	
LEARNING – The University believes in an experimentally enhanced learning environment where teaching, research, and service are integrated and mutually reinforcing.	➤ Educational excellence, integrating conceptual and practical knowledge across disciplines.
NURTURING – The University is committed to creating a community, which affirms and welcomes persons from diverse backgrounds and experiences and supports the realization of their potential.	➤ Student success in a personal learning environment. ➤ Educational excellence, integrating conceptual and practical knowledge across disciplines.
SERVICE – The University responds to the needs of society to the best of its ability and expects its graduates to do likewise.	➤ Mutually beneficial partnerships, both within and outside the university community, characterized by communication and transparency
RESPONSIBILITY – The University believes in and accepts its duty to enhance each generation’s capacity to improve the human condition.	➤ Internationalization to prepare students for a competitive global environment. ➤ The role of technology in student learning and career preparation. ➤ Faculty scholarship to benefit our students’ education and career paths.