

THE WAY FORWARD ►

**THE ALFRED LERNER COLLEGE
OF BUSINESS & ECONOMICS
IS POISED FOR PROMINENCE.**



OUR VISION

To be a prominent business school known for **successful graduate programs, research visibility** and an authentic **Lerner angle**.

To be known globally as a leader in programs that offer **experience-driven learning** and emphasize **evidence-based analytics** methods to enrich the experience for our undergraduate and graduate students.

To be **thought leaders** who are productive scholars and **command attention** from influential business audiences, economists and policy makers.

To develop **innovative offerings** and maintain **flexibility in courses and delivery** in order to remain adaptable to the shifting trends in graduate business education.



Alfred Lerner College
of Business & Economics

OUR MISSION

To foster scholarship and offer distinctive, innovative educational opportunities related to the successful management and leadership of organizations operating in an environment of scarce resources, rapid change, global competition, and advances in technology.

To that end, the College is committed to the following goals:

- Attracting a diverse, talented, and intellectually curious student body.
- Developing **distinctive educational opportunities** that provide the knowledge and skills required for students to be successful in a highly competitive marketplace and to be involved, contributing members of society.
- Attracting and maintaining a **talented and diverse faculty** who are productive researchers, excellent teachers, prominent in their professions, highly regarded by leaders in the private and public sectors, committed to the success of their students, and supportive of advancing the economic vitality of Delaware and the nation.
- Providing a strong **global perspective** in all College programs.
- Becoming a leader in the integration of **information technology** into management practice.
- **Partnering** with organizations to promote economic development in the public and private sectors and to advance the goals of the College and the University.



Grow Lerner graduate and executive programs We aim to enhance our current portfolio of master's programs; expand executive education; grow the quantity and quality of students in our master's and MBA programs; and in collaboration with Academic Partnerships, launch an online MBA with the first cohort in 2013.



Raise our research profile We will continue to hire top quality scholars to enhance our research culture; maintain challenging standards for promotion and tenure; offer seminars and events that bring researchers and practitioners to campus; and extend our reach with coverage in the national media and key practitioner outlets.



The "Lerner angle" Overarching our efforts will be a unique and authentic Lerner angle that highlights our experience-driven learning and evidence-based analytics methods. Our recruiting, communications and marketing will feature our centers and facilities, like the Exelon Trading Center, the \$1.2 million student-led Blue Hen Investment Fund, the Vita Nova restaurant learning laboratory, and the JPMorgan Chase Innovation Center.