

# TRANSFORMATIVE EXCELLENCE

A LERNER FRAMEWORK FOR THRIVING IN A DYNAMIC WORLD

2025-2030



UNIVERSITY OF DELAWARE  
LERNER BUSINESS  
& ECONOMICS



## A MESSAGE FROM DEAN YAO

It is with great enthusiasm that I present the 2025-2030 Strategic Plan for the Alfred Lerner College of Business and Economics at the University of Delaware. This plan serves as a roadmap for shaping the future of business and economics education, research and societal impact over the next five years.

At the Lerner College, we cultivate intellectually curious and globally minded leaders through our commitment to Transformative Excellence — our framework for thriving in a dynamic world. Our strategic approach—grounded in three foundational pillars (i.e., Distinctive Lerner Education, Pioneering Scholarship and Operational Excellence) and three Lerner frontiers (i.e., AI Transformation & Technology Innovation & Societal Change, and Leadership & Organizations)—positions us to lead in an evolving business landscape and elevate Lerner College's impact on business and society.

This plan reflects the collective insights of our faculty, staff, students, alumni and partners. I am grateful for their dedication in shaping our shared vision. Together, we will empower students, advance knowledge, and foster a vibrant, inclusive community.



Oliver Yao  
Dean, Alfred Lerner College of Business and Economics  
University of Delaware



**FOSTER** intellectually curious and globally minded lifelong learners with a leadership mindset

**ENGAGE** our alumni to inspire excellence across the College

**ADVANCE** experiential learning and scholarly opportunities for students and faculty by leveraging Delaware's proximity to major centers of commerce and government, partnering with local businesses and collaborating with international organizations

**CULTIVATE** a diverse faculty pursuing impactful scholarship and enthusiastically sharing their expertise

**ENCOURAGE** and support dedicated advisors and staff to provide personalized service to facilitate students' success

**GENERATE** knowledge by proposing solutions to business and economic problems using the latest theories, analytics and technology

# MISSION

The Alfred Lerner College of Business and Economics delivers inspirational education and pioneering scholarship, building inclusive communities that beneficially transform business and society.

# VISION

We strive to shape and serve the future of business and society by driving impact through an ecosystem of pioneering scholarship, inspirational education and inclusive communities. Central to this vision is our Lerner network – students, educators, scholars, staff, alumni, industry partners and friends – united by shared experiences and a collective commitment to excellence and belonging. Together, we will adapt to and shape a rapidly evolving world, advancing business and society.

# CORE VALUES



## POWERING TOMORROW'S BUSINESS & SOCIETY

Driving meaningful progress through education, research and community engagement.

## TRANSFORMING THROUGH EXPERIENCES & ENGAGEMENT

Creating life-changing experiences and meaningful engagement to drive personal growth and evolve business practices.

## CREATING A VISIBLE IMPRINT

Promoting student success, scholarly impact and real-world contributions to enhance our standing and influence.

## FOSTERING LERNER SPIRIT

Cultivating a culture of excellence, diversity and spirit within our vibrant Lerner community so that all members feel a sense of belonging and purpose.

# STRATEGIC APPROACH: TRANSFORMATIVE EXCELLENCE

In a world of accelerating change, excellence isn't a destination—it's a continuous journey of transformation. At the University of Delaware's Alfred Lerner College of Business and Economics, transformative excellence is our guiding framework for leveraging technology, driving innovation and shaping the future of business and society. This approach cultivates the mindsets and capabilities needed to lead in an evolving world, ensuring we not only adapt to tomorrow but actively shape it.

The Lerner Strategic Plan 2025-2030 is differentiated by three Foundational aspects for our future direction and three Frontiers where we aim to achieve world-class impact.

Through our Lerner Foundations—distinctive Lerner education, pioneering scholarship and operational excellence—and our Lerner Frontiers—AI Transformation & Technology, Innovation & Societal Change, and Leadership & Organizations—we strive to impact student success, scholarly influence and industry and societal engagement. Together, these elements drive Lerner to lead and advance in a dynamic global landscape.



## OUR PROMISE TO STUDENTS

Your success is our success. At the Lerner College, you'll join a community dedicated to helping you thrive in today's business world while preparing you to shape tomorrow's.

# LERNER FOUNDATIONS

The Lerner Foundations are the cornerstone of the college's mission of delivering transformative education, pioneering scholarship and meaningful societal impact. These foundations—Distinctive Lerner Education, Pioneering Scholarship and Operational Excellence—guide us to create an environment where innovation, collaboration and leadership flourish, empowering our community to thrive in a dynamic and evolving world.



## DISTINCTIVE LERNER EDUCATION

Distinctive Lerner Education is the anchor for student success. By integrating rigorous academics, future-ready programming, and impactful experiential learning with cutting-edge technology, innovation, and leadership, we prepare students to excel in a dynamic business landscape. Our curricula are strengthened by assurance of learning, robust industry connections, and the integration of the three Lerner Frontiers—AI Transformation & Technology, Innovation & Societal Change, and Leadership & Organizations—ensuring relevance and excellence across all programs.

## LERNER PIONEERING SCHOLARSHIP

Lerner scholarship is the bedrock for advancing knowledge creation, thought leadership and societal impact. Our vibrant research culture embodies Lerner's commitment to transformative excellence by promoting both disciplinary expertise and interdisciplinary collaboration and fostering meaningful mentoring relationships between faculty and students. We recognize the value of impactful scholarship by celebrating research excellence, promoting faculty publications, and expanding participation in prestigious conferences and events. Through these efforts, Lerner scholarship will continue to shape the future of business and society while solidifying the college's reputation as a hub for pioneering academic contributions.

## OPERATIONAL EXCELLENCE

Operational excellence lays the groundwork for a thriving environment where innovation, collaboration, and impact flourish. By prioritizing state-of-the-art facilities with advanced technology and adaptable learning spaces, we continue to enhance instruction, faculty-student engagement and industry partnerships. Our dedication to an efficient and dynamic organizational structure ensures alignment with Lerner's transformative excellence core values, streamlining processes to meet the evolving needs of students, faculty and staff. At the heart of our efforts is a commitment to fostering a culture of respect, inclusion, and professional growth that empowers our community to excel.

# LERNER FRONTIERS

The Lerner Frontiers drive innovation across three dynamic domains, where Lerner's strengths address grand business and societal challenges. By transforming AI & Technology, advancing Innovation & Societal Change, and redefining Leadership & Organizations, these frontiers shape visionary leaders, pioneering research and cutting-edge solutions which propel industries and communities forward.

## AI TRANSFORMATION & TECHNOLOGY

We spearhead research at the intersection of technology, business and economics, focusing on how AI, data analytics and fintech transform organizations and society. Our ecosystem integrates cutting-edge scholarship with innovative education and industry partnerships while equipping tomorrow's business leaders to harness and shape technological transformation masterfully.

## INNOVATION & SOCIETAL CHANGE

We drive pioneering research and education in innovation and entrepreneurship that address business and society's most pressing challenges. Our approach connects theory and academic exploration with real-world application, creating an environment where faculty, students and industry partners collaborate to create and capture value—the pinnacle of experiential learning and co-curricular offerings.

## LEADERSHIP & ORGANIZATIONS

We advance the understanding of leadership, management, corporate governance and decision-making in organizations across private and public sectors. Our research develops frameworks for complex organizational challenges while our educational offerings cultivate student leadership mindsets, empowering current and future leaders to navigate uncertainty and promote sustainable success.



# TRANSFORMATIVE EXCELLENCE BY 2030

Our impact must be measured not by today's standards but by our ability to transform business and economics education and practice for tomorrow. By 2030, Lerner College will be the nationally recognized business school for transformative excellence with peer-leading impact measured along three dimensions:

## STUDENT IMPACT

Our graduates demonstrate mastery of academic fundamentals, with emerging technologies, innovative thinking and leadership mindsets. Our inclusive community fosters lifelong connections driving peer-leading career outcomes and alumni satisfaction ratings.



## SCHOLARLY IMPACT

Our pioneering scholarship in the premier journals shapes how society, organizations and individuals navigate transformation, resulting in peer-leading growth in scholarly influence and thought leadership across business and economic domains.



## INDUSTRY & SOCIETY IMPACT

Our impact in industry and society is driven by dramatic growth in the competitiveness of undergraduate and graduate programs, and the offerings of the executive education and non-degree programs. We also attract increasing support through grants and donations, as organizations turn to Lerner to shape the future of business and society.



# THE LERNER ADVANTAGE

## STUDENT SUCCESS & LEARNING EXCELLENCE

Lerner's unparalleled commitment to student success and learning excellence is a key advantage across our 18 undergraduate majors, 10 master's programs and three doctoral programs. Our comprehensive support system—combining a superb career center, impactful mentorship networks and world-class study abroad programs—ensures students have the tools to excel. Through strong industry and alumni connections, we provide exclusive access to internships, co-ops and career opportunities that prepare students for leadership in a global business environment. This holistic approach positions Lerner students for exceptional career outcomes and lifelong success.

## LERNER FACULTY & STAFF

Lerner College's excellence stems from its world-class faculty and award-winning staff, whose expertise shapes every aspect of the student experience. Our faculty includes nationally recognized leaders, top educators and innovators across various fields. The dedicated staff ensures operational excellence, fostering an inclusive, engaging community. Together, they create meaningful connections that enrich the student journey and support Lerner's vision of becoming the college of choice, empowering the entire Lerner community—students, alumni, employers, mentors—to thrive.

## TRANSFORMATIVE LEARNING ENVIRONMENTS

Pioneering the future of business education with visionary spaces that foster creativity, collaboration, critical thinking and innovation.



## COMMUNITIES OF EXCELLENCE

We are renowned for our strong alumni community and our high-impact institutes and centers, including the Weinberg Center for Corporate Governance, the JPMorganChase Innovation Center, the Center for Economic Education and Entrepreneurship, Horn Entrepreneurship and the Venture Development Center, the Institute for Financial Services Analytics, and the Geltzeiler Trading Center. These dynamic hubs, formed through partnerships with industry leaders and aligned with our key interdisciplinary domains, create unique opportunities for research, experiential learning and industry collaboration.



## LOCATION & BUSINESS CONNECTIONS

As Delaware's premier business school, Lerner College benefits from its location in a state that serves as the legal incorporation home for over 60% of Fortune 500 companies. Our strategic location along the I-95 corridor of commerce provides convenient access to major industries and government centers, creating unique opportunities to engage with leading businesses and organizations.



Powered by these distinctive advantages and our commitment to transformative excellence, the Lerner College is uniquely positioned to transform business and economics education and practice. Through the Lerner Foundations and Frontiers, the development of nimble professionals, and a bold vision for 2030, we will continue to shape the future of business and society. This is more than a strategic plan—we promise to prepare leaders who will thrive in and shape tomorrow's business landscape.

# LERNER AT A GLANCE

**3,470**  
Undergraduate  
Enrollment

**801**  
Graduate  
Enrollment

**641**  
SWUFE-UD  
Institute of Data  
Science

**150**  
Full-time  
Faculty

Over  
**38,600**  
Alumni

Source: UD's Office of Institutional  
Research Facts & Figures

## Academic Departments

Accounting and Management  
Information Systems  
Business Administration  
Economics  
Finance  
Hospitality and Sport Business  
Management

## Centers

Center for Economic Education &  
Entrepreneurship  
Horn Entrepreneurship  
Hospitality Associates for  
Research & Training  
Institute for Financial Services Analytics  
JPMorganChase Innovation Center  
Marriott Center for Tourism & Hospitality  
Michael and Rosann Geltzeiler Trading  
Center  
Vita Nova Restaurant  
Weinberg Center for Corporate  
Governance  
Women's Leadership Initiative



**AACSB**  
ACCREDITED

## UNDERGRADUATE MAJORS

Accounting (B.S.)  
Business Analytics (B.S.)  
Business Undeclared Major  
Economics (B.A./B.S.)  
Economics Education (B.A.)  
Entrepreneurship (B.S.)  
Finance (B.S.)  
Financial Planning and  
Wealth Management (B.S.)  
Fintech (B.S.)

Global Enterprise Management (B.S.)  
Hospitality Industry Management (B.S.)  
Hospitality and Event Experience  
Management (B.S.)  
International Business Studies (B.S.)  
Management (B.S.)  
Management Information Systems (B.S.)  
Marketing (B.S.)  
Operations Management (B.S.)  
Sport Management (B.S.)

## UNDERGRADUATE MINORS

Advertising  
Beverage Management  
Business Administration  
Business Analytics  
Economics  
Entrepreneurship  
Event Management  
Fintech  
Gastronomy and Cuisines  
Integrated Design

International Business  
Management Information Systems  
Professional Selling and Sales  
Management  
Restaurant Management  
Social Innovation and Entrepreneurship  
Spa and Wellness Management  
Sport Management  
Trust Management

## MASTER'S PROGRAMS

Accounting (M.S.)  
Business Analytics and Information  
Management (M.S.)  
Business Administration (MBA)  
Economics and Applied  
Econometrics (M.S.)  
Economics and Entrepreneurship  
for Educators (M.A.)

Finance (M.S.)  
Financial Services Analytics (M.S.)  
Hospitality Business Management (M.S.)  
Hospitality and Sport Business  
Analytics (M.S.)  
International Business (M.S.)

## DOCTORAL PROGRAMS

Economics (Ph.D.)  
Financial Services Analytics (Ph.D.)

Hospitality Business Analytics (Ph.D.)

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UNIVERSITY OF DELAWARE  
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& ECONOMICS**

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