

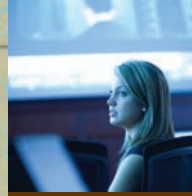
THE EVER CHANGING FACE OF BUSINESS

STRATEGIC PLAN → COLLEGE OF BUSINESS AND ECONOMICS



→ lehigh.edu/cbestratplan

PROGRESS
WAITS FOR
NO ONE.



“AT LEHIGH, WE TAKE TREMENDOUS PRIDE IN EDUCATING OUR STUDENTS FOR THE GLOBAL BUSINESS CHALLENGES OF THIS CENTURY, AND WE TAKE VERY SERIOUSLY THE OBLIGATION TO ADVANCE KNOWLEDGE FOR THE BETTERMENT OF OUR FELLOW MAN.” —Paul Richard Brown, Dean

A STRONG FUTURES MARKET

There is no more “business as usual.” We are preparing our graduates to succeed in a business world in constant flux.

→ The business world is changing rapidly and our graduates must be able to excel in an ever more competitive global marketplace, so the College of Business and Economics is embarking on an ambitious and transformative 10-year plan, focusing on national and world needs of the 21st century through the prism of business.

→ We are generating relevant and impactful research that crosses the boundaries of individual disciplines. We are combining theoretical exploration with practical knowledge and an unwavering commitment to integrity. We are bringing the world into the classroom and the classroom into the world. And we are preparing our graduates to succeed not just in their first jobs, but throughout their careers.

→ Lehigh has been educating business leaders for more than 100 years, and we proudly continue our traditions—a student-centric focus, a curriculum grounded in strong core disciplines and an interdisciplinary approach. But the journey is not complete. We are striving to become one of the premier collegiate schools of business. Come explore our vision for the future.



HAVING A DEDICATED FACULTY DELIVER A STRONG CURRICULUM, ROOTED IN REAL-WORLD RESEARCH, IS AT THE CORE OF OUR SUCCESS BECAUSE IT OFFERS STUDENTS THE PRACTICAL EXPERIENCE NEEDED TO SUCCEED.

TOP BUSINESS MINDS HARD AT WORK

Our faculty is the backbone of our university—true professionals who carry out applied research and mentor our students.

competitive global market when they learn from the best. At Lehigh, teaching is as important as research, and we recruit professors who excel at both.

→ To build a research-oriented business school with a reputation for thought leadership, we must continue to support our faculty by enhancing our research infrastructure, growing doctoral programs and increasing professional support, especially for assistant professors going through the tenure process. We are also working to increase the size of our faculty, recruiting professors who conduct relevant research and are passionate about sharing it with their students and each other.

→ Whether they're studying the effects of television advertising on childhood obesity, how global outsourcing affects business practices or the ways that different policies change corporate borrowing practices, our professors do work that matters. And just as their scholarship is outstanding, so is the impact they have on our students, who are better prepared for the





INTERNATIONAL CONSCIOUSNESS IS AT THE HEART OF SUCCESSFUL BUSINESS EDUCATION. WE ARE CULTIVATING AN INVIGORATING FLOW OF PEOPLE, IDEAS AND CULTURE FROM THE WORLD TO US, AND FROM US TO THE WORLD.

DEVELOPING LEADERS FOR GLOBAL IMPACT

Our learning community and the world at large are interconnected and we want to give our students an integrated global perspective.

→ Globalization affects many aspects of modern life, but none more so than the business world. Our students need to be prepared for a career that will span several decades in an increasingly international business environment. They must understand the technical aspects of doing business in other countries and be able to work with people from different backgrounds. Our goal is to give students a variety of international options so they can choose the ones that will give them what they need to succeed in the competitive global marketplace.

→ We are partnering with international universities and organizations to provide our students and faculty with the research collaborations, internship opportunities and integrated study abroad programs with business-specific benefits that are rooted in our curriculum. For example, the “Management 301 Singapore Experience,” a one-credit global lab, is a best-in-class model of a course-based international experience.



STUDENTS NEED HELP PREPARING FOR A GLOBAL BUSINESS CAREER. FROM PLANNING A STUDY ABROAD EXPERIENCE TO IDENTIFYING INTERNSHIP OPPORTUNITIES, OUR FACULTY AND PROFESSIONAL ADVISERS AND THE CAREER SERVICES OFFICE HELP THEM AT EVERY STEP

PREPARED TO EXCEL IN BUSINESS

We are giving our undergraduates the support they need to succeed not just at their first jobs, but throughout their careers.

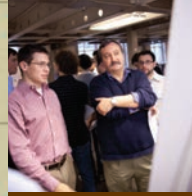
→ The global marketplace is ever more complex and competitive, and our graduates must enter the workforce fully equipped to succeed. To do this, we do not take a one-size-fits-all approach. Instead, we help students craft the personalized learning experience that is just right for them.

→ Our professors are dedicated teachers and advisers as well as

innovative researchers, and they guide students toward the study abroad programs, internship opportunities and career development that expand our core educational offerings. In addition, we work closely with academic support services to help all our students thrive, and with the assistance of Career Services, we help graduates find fulfilling jobs after graduation.

→ The new Undergraduate Center for Student Advancement provides students with a streamlined approach to the planning process that addresses both their personal and professional goals. A single location within the Rauch Business Center, it is a major support structure for students as they identify courses of study that include curricular and co-curricular opportunities.





OUR GRADUATE STUDENTS PURSUE
ADVANCED STUDY THAT PREPARES THEM
FOR THE NEXT STEP IN THEIR CAREERS.
THEY DON'T JUST STUDY IN THE CLASSROOM.
THEY ALSO NETWORK WITH INDUSTRY LEADERS AND
INVESTIGATE GLOBAL BUSINESS OPPORTUNITIES.

ADVANCING CAREERS AND THE WORLD

*Our graduate programs are
designed for professionals
and academics with the job
market in mind.*

→ As a comprehensive business school, the College of Business and Economics has a full graduate program designed to meet the needs of the market. With an MBA program, three master of science programs, a doctoral program in economics and a set of non-degree certificate programs, we offer the education that adults need to advance their careers—and the world.

→ Our MBA program offers working adults a world-class education with emphasis on globalization, leadership, sustainability and ethics. We are building strong relationships with international partners to allow our students to gain the substantial global experience that they need to excel.

→ Our professional master's degree programs and certificate programs meet the needs of professionals in the markets we serve. We will monitor them to ensure that they remain relevant and well received. The success of our doctoral program is intertwined with the success of our faculty, and as we foster our faculty resources, we will expand into new strategic areas.



“LEHIGH WAS FOUNDED ON THE BELIEF THAT THE NATION NEEDED AN EDUCATED WORKFORCE. WITH YOUR HELP, THE COLLEGE IS READY TO MEET THIS CHALLENGE BY DEVELOPING LEADERS FOR GLOBAL IMPACT.” —Paul Richard Brown, Dean

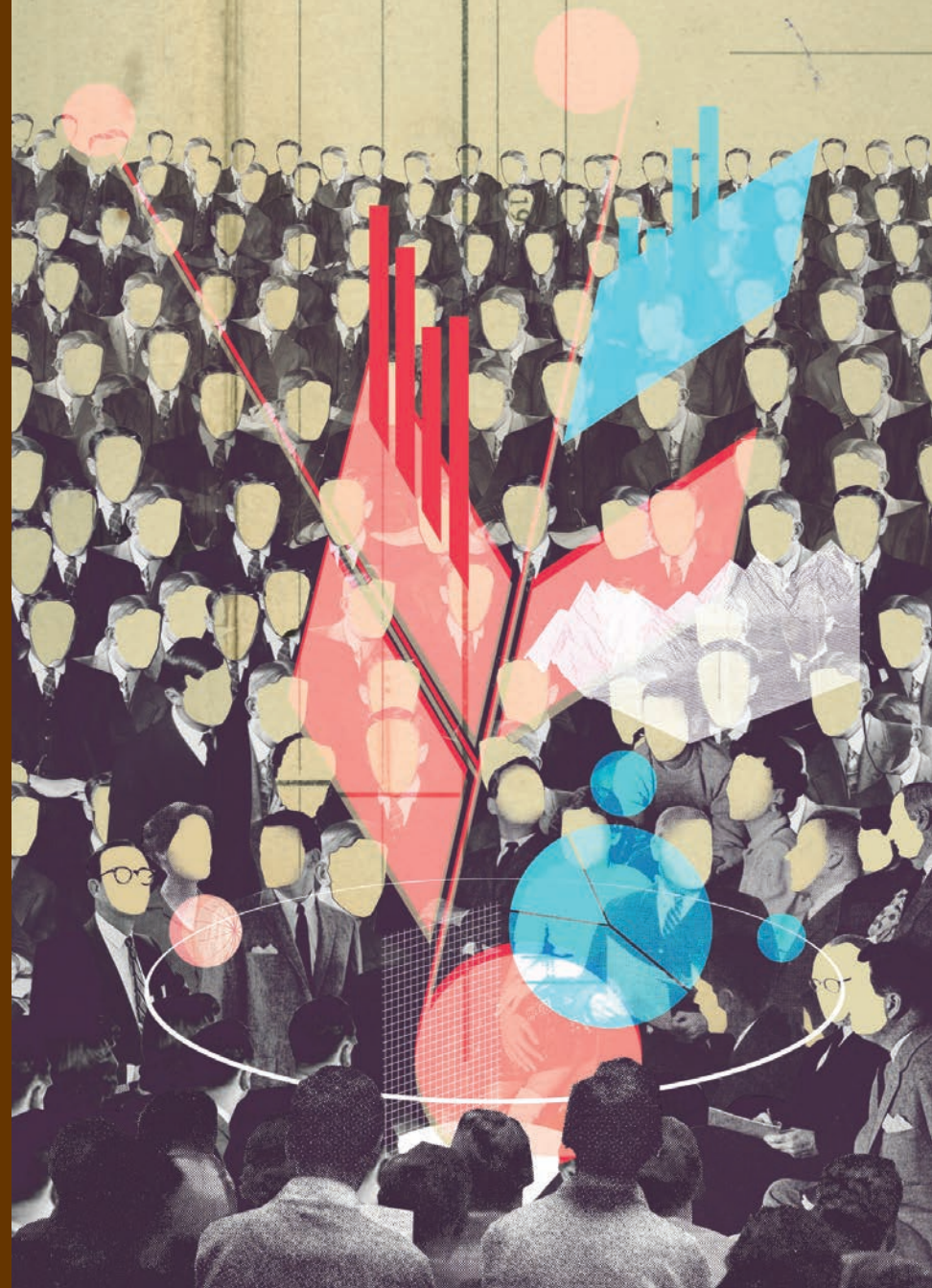
THIS IS OUR VISION FOR THE FUTURE

The College of Business and Economics is changing to meet the needs of the 21st century, and we need your help. Join us.

→ The contributions made by alumni to Lehigh, and specifically to the College of Business and Economics, distinguish us among our peers. However, the ambitious trajectory outlined in the 2010 Strategic Plan depends on a dramatically increased level of philanthropic support from alumni, parents and friends.

→ This is a big task, and we cannot do it alone. We are blessed with a network of friends and supporters who are unmatched in their generosity and support. They have stepped up to mentor our students, endow faculty chairs and improve our infrastructure. We know they'll step up now.

→ The College of Business and Economics is undertaking an ambitious plan to become a world-class, research-oriented business school. We are focusing on four strategic areas: advancement of faculty research, expansion of international programs, support for undergraduate students and enhancement of the MBA program and other graduate programs.





OUR PLAN AT A GLANCE

COLLEGE MISSION

→ The mission of Lehigh University's College of Business and Economics is to provide an intellectual and professional learning environment that advances knowledge through research and scholarship and that develops future leaders through experiential learning, rigorous analysis and the discipline of a strong work ethic—the hallmarks of a Lehigh University business education.

GUIDING TENETS

- Promote cross boundary investigation of important business challenges
- Embrace education as a lifelong and holistic journey

→ Recognize that our learning community and the world-at-large are wholly interconnected

PLAN PRIORITIES

- Support faculty research and doctoral program growth
- Develop substantive international experiences for students and corresponding learning outcomes that permeate every aspect of the college's curriculum offerings
- Develop a comprehensive structure to support undergraduate student growth and advancement while at Lehigh
- Support MBA program enhancements and maintain graduate and non-degree programs in line with continued relevance and market demand

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