

ROBINS SCHOOL STRATEGIC

OF BUSINESS PLAN

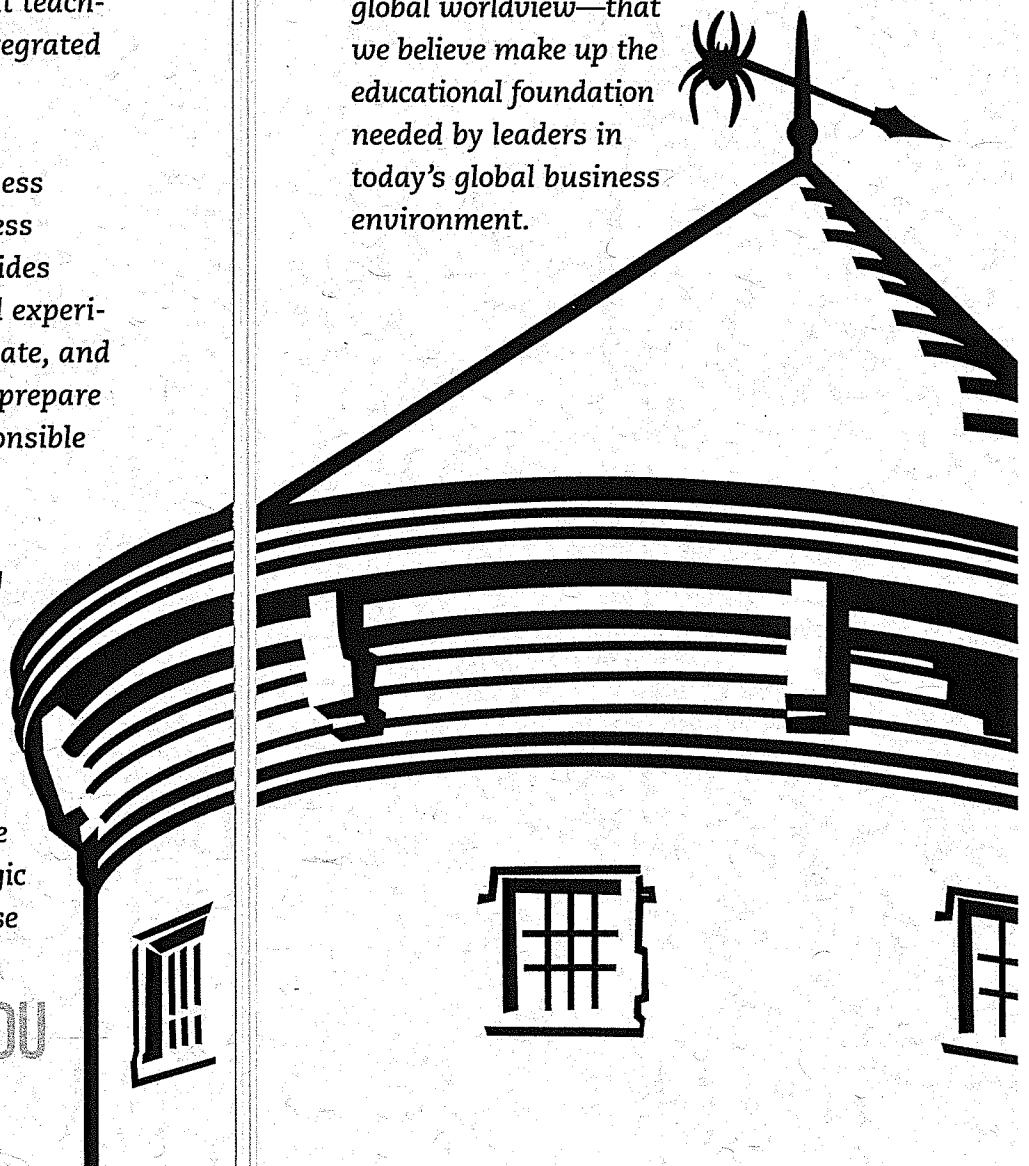
PROVIDING OUR STUDENTS with the best business education in the world. Our mission is to prepare leaders for the global business environment by engaging them in an active learning community, where excellent teaching, scholarship, and service are integrated within a liberal arts university.

AS ONE OF THE NATION'S TOP business schools, the Robins School of Business at the University of Richmond provides a rigorous and relevant educational experience through undergraduate, graduate, and executive education programs that prepare individuals for successful and responsible business leadership.

WITH A CURRICULUM built on strong business fundamentals, the school aims to provide our students with the best business education in the world. To that end, we brought together faculty, students, staff, key employers, alumni, and our Executive Advisory Council to develop a strategic plan for the Robins School. Our course

for the next five years targets four key areas—high-quality teaching and scholarship, learning outside the classroom, relationships with business and governmental organizations, and a global worldview—that we believe make up the educational foundation needed by leaders in today's global business environment.

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1

HIGHEST QUALITY CLASSROOM TEACHING, REINFORCED BY SCHOLARSHIP

BEGINNING WITH our distinctive combination of top-ranked academic quality and small class sizes, we will create the best learning environment for our students, and support and reward excellent teaching and research for our faculty.

- ❑ Strengthen curriculum through innovative new courses and coordination of existing courses.
- ❑ Develop integrated offerings across disciplines and schools, consistent with the University's strategic plan, *The Richmond Promise*.
- ❑ Support high-impact research in discipline-based, pedagogical, and managerial outlets.
- ❑ Encourage and reward research contributions of distinction.
- ❑ Support faculty teaching development, including conferences and workshops.
- ❑ Increase the number of courses taught by full-time faculty and decrease occurrences of class sizes of more than 20.

2

RICH AND DIVERSE EXPERIENTIAL LEARNING OUTSIDE THE CLASSROOM

OUR SMALL CLASS sizes enable us to create personalized learning experiences for our students outside the classroom, and to attentively monitor our students during these learning opportunities.

- ❑ Support faculty as they strengthen existing and develop new experiential learning opportunities.
- ❑ Bring together University schools and business disciplines for activities of mutual interest.
- ❑ Coordinate with Center for Civic Engagement to design activities of mutual interest.
- ❑ Serve as the focal data repository and reporting point for experiential learning activities.
- ❑ Incorporate student-faculty research and case competitions.

3

DEEP-ROOTED RELATIONSHIPS WITH LEADING BUSINESS AND GOVERNMENTAL ORGANIZATIONS

THE RICHMOND AREA is home to the headquarters of 11 Fortune 1000 firms—one of the highest concentrations in the U.S., one of 12 U.S. Federal Reserve Banks, and the Virginia State Capitol. Richmond also affords convenient access to our nation's capital in Washington, D.C., and financial centers in New York and Charlotte. Our location and relationships will be an asset for student learning and faculty teaching and research.

- ❑ Strengthen relationships with leading area organizations, consistent with *The Richmond Promise*.
- ❑ Leverage relationships and career programs to place students into internships and full-time positions.
- ❑ Use faculty participation in The Robins MBA and Executive Education courses to establish and strengthen relationships.
- ❑ Restart the faculty fellows program and initiate a corporate partners program.
- ❑ Maintain active engagement with alumni in New York, Washington, D.C., and other leading centers.

4

GLOBAL WORLDVIEW THROUGH INTEGRATED COURSEWORK AND INTERNATIONAL OPPORTUNITIES

THE UNIVERSITY OF RICHMOND has dedicated significant resources toward international programming for students, and the Robins School of Business has implemented partnerships with premier universities throughout the world.

- ❑ Establish pre-study abroad workshops and a post-study abroad reintegration program.
- ❑ Increase international internship and externship opportunities for students.
- ❑ Develop short-term study abroad options for students.
- ❑ Center for International Business Programs will serve as the focal point for coordinating opportunities abroad.
- ❑ Increase faculty involvement in international programs and review international content in the curriculum.
- ❑ Become an active and contributing member of CUIBE, and consider other international business education programs, such as CIBER.