

# MISSION

The Leon Hess Business School (LHBS) provides learners personalized instruction through a community of teachers, scholars, and practitioners. LHBS learners develop knowledge, skills, and critical thinking that prepare them to lead businesses as a force for good.

*The LHBS Mission is achieved through:*

Teaching excellence that leads to Bachelor of Science & Master of Business Administration degrees, or other relevant designations we develop over time

A diverse, equitable, inclusive, and safe learning environment

Small classroom instruction with academically qualified faculty

Empowered faculty that conduct high-quality research & scholarship

A contemporary business curriculum

Engagement with alumni to enable lifelong learning

Partnerships with local community, practitioners, and businesses

Professionalism and respect at all levels

# CREDO

Personalized education to promote business as a force for good.

# VISION

To be a regional leader in business education.



# THEME 1: STUDENT EXCELLENCE

Create and maintain an environment that fosters and maximizes our students' ability to excel personally, professionally, ethically, and in their community.

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## **OBJECTIVE 1: ENHANCE STUDENT POST-GRADUATION PREPARATION & PLACEMENT OUTCOMES.**

### *ACTION ITEMS:*

1. Develop networking opportunities for our learners to provide post-graduation placement opportunities.
2. Offer dedicated placement support within the LHBS.

## **OBJECTIVE 2: DEVELOP NEW PROGRAMS TO ENHANCE STUDENT EXPERIENCE, ENGAGEMENT, AND COMPETENCIES.**

### *ACTION ITEMS:*

1. Develop new programs in market-relevant areas within both undergraduate and graduate degree programs.
2. Develop alternative programs that can be offered across existing concentrations or as alternative/nontraditional options.
3. Expand the programming & reach of the Centers of Excellence/Expertise found within the LHBS.





## THEME 2: FACULTY DEVELOPMENT

Ensure the Leon Hess Business School provides high-quality teaching and scholarship to fulfill its mission while nurturing a culture of respect and professionalism.

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### **OBJECTIVE 1: ENHANCE COMMITMENT AND SUPPORT FOR FACULTY AND STAFF COLLEAGUES TO PROMOTE TEACHING AND SCHOLARLY EXCELLENCE.**

#### *ACTION ITEMS:*

1. Enhance and communicate opportunities for financial support for research funding including travel support.
2. Review responsibilities of current faculty to refine teaching, scholarship, and service expectations to ensure all aspects of faculty work are appropriately valued.
3. Support faculty efforts to engage in collaborative research with undergraduate and graduate learners.
4. Ensure the availability of up-to-date technology and database access.

### **OBJECTIVE 2: DEVELOP ON-BOARDING AND EARLY DEVELOPMENT PROTOCOLS FOR NEW FACULTY AT ALL LEVELS FROM ADJUNCTS UP TO TENURED PROFESSORS.**

#### *ACTION ITEMS:*

1. Provide additional pedagogical resources and support for early-career faculty so they are prepared to teach their courses and begin to assimilate to the campus community.
2. Develop new opportunities for junior faculty to observe and share ideas with senior faculty about teaching techniques, course concepts, technology, and research.



## THEME 3: CURRICULUM ADVANCEMENT

Maintain market-relevant curricular structure at the Undergraduate and Graduate levels to ensure that LHBS learners acquire knowledge, skillsets, and analytic and critical thinking, which prepare them to become business leaders.

### OBJECTIVE 1: DESIGN A DIVERSIFIED AND RIGOROUS CURRICULUM THAT MEETS EVOLVING MARKET DEMANDS AND PROMOTES STUDENT ENGAGEMENT.

#### ACTION ITEMS:

1. Continuously evaluate and revise graduate program curricula to ensure student engagement and market currency.
2. Continuously evaluate and revise undergraduate curricula to ensure student engagement and market currency.

### OBJECTIVE 2: DESIGN SKILLS-BASED CREDENTIAL PROGRAMMING ACROSS THE LHBS CURRICULUM.

#### ACTION ITEMS:

1. Provide in-demand alternative programs within the LHBS undergraduate and graduate programs for LHBS and Monmouth University learners.
2. Engineer a curricular platform to enable stackable Micro Credentials (MC) for executive and non-traditional learners.



## THEME 4: DIVERSITY, EQUITY, INCLUSION & BELONGING

LHBS values diversity, equity, inclusion, and belonging (“DEIB”) in our community. We will maintain a welcoming environment where all people, ideas, perspectives, and experiences are respected.



### **OBJECTIVE 1: REFLECT DEIB ACROSS OUR LEARNERS, FACULTY, AND CURRICULUM.**

#### *ACTION ITEMS:*

1. Encourage relevant curricular and co-curricular experiences to help integrate diversity and inclusion values into the learner experience.
2. Develop mentoring and professional development programs to heighten DEIB awareness and provide continuous growth opportunities for LHBS staff and faculty.
3. Foster a civil and collegial culture that realizes the highest standards of inclusivity and mutual respect.

### **OBJECTIVE 2: ENHANCE DEIB THROUGH EMPHASIS ON COMMUNITY OUTREACH AND RETENTION & DEVELOPMENT EFFORTS.**

#### *ACTION ITEMS:*

1. Attract a talented and increasingly diverse undergraduate and graduate learners.
2. Connect with diverse segments of the broader community to advance DEIB.

## THEME 5: SOCIETAL IMPACT

LHBS embraces the idea that business and economic activity operate as a force for good across society and we must play a pivotal role in ensuring positive social development and change.

### **OBJECTIVE 1: MAKE THE LHBS A REGIONAL HUB FOR KNOWLEDGE SHARING AND POLICY DEVELOPMENT TO FORGE ADDITIONAL RELATIONSHIPS AND DEEPEN EXISTING CONNECTIONS WITH EXTERNAL STAKEHOLDERS.**

#### *ACTION ITEMS:*

1. Highlight faculty research and its practical implications to a variety of stakeholders beyond traditional academic outlets.
2. Collaborate more closely with state and local municipalities, as well as businesses on questions of economic development with a focus on social impact.

### **OBJECTIVE 2: IMBED THE CONCEPT OF BUSINESS AS A FORCE FOR GOOD AND POSITIVE CHANGE WITHIN THE LHBS CULTURE AND CURRICULUM.**

#### *ACTION ITEMS:*

1. Foster faculty-supported student volunteerism and engagement on business' societal impact.
2. Offer programming both within and outside the classroom that stress the positive impact possible through economic activity and ethical business practices.





