



College of Business

About the College > Vision, Mission and Values

Vision

To be a leading provider of high-quality business education in the UAE

Mission

We develop responsible business leaders in a student-centric environment through innovative teaching, impactful research, and engaging community service.

Values

- Students come First: The students' success is our COB success.
- Innovation and Excellence: We are committed to continuous development.
- Accountable Educators: Academic management by knowing to do the right things and doing things right in an atmosphere of open disclosure.
- Collegiality: We encourage transparency in our decision-making through a shared governance process based on faculty, staff, and student interactions.
- Business Partnership: Involve the business community as our partners in developing cutting-edge business education.
- Diversity: We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.
- Integrity and Ethics: We are committed to ethical and responsible behavior in our actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our strategic and operational levels.

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