



College of Business

Research and Scholarly Activities > Strategy and Policies

Strategy and Policies

The importance and significance of Scientific Research in the College of Business (CoB) lies in the critical need for the College to fulfill its vision, mission, goals, and objectives. According to its mission, the CoB serves business students by offering comprehensive, high quality, cost effective learning and workforce development opportunities.

The CoB aspires to be a premier learning and research community that prepares students to be leaders in business environment that is globally oriented. The CoB provides leadership and support to faculty, researchers and students in their pursuit of excellence in research and creative efforts. It identifies and creates opportunities for financial support of these activities; advocates for colleges' graduate programs and research activities, at the local, state and national levels.

Research encompasses a variety of scholarly and creative activities, including basic and applied research, community outreach and demonstration projects, faculty's research projects and graduate research, and projects. The College is responsible for monitoring commercialization of research output and university policies governing research, fostering responsible conduct of research, administering faculty. Consistent with these requirements, the College includes within its mission statement specific references to the ethical conduct of research and scholarly activities.

[View Page](#)