



جامعة عجمان
AJMAN UNIVERSITY

College of Business Administration

Strategic Plan 2022-2027

Enhancing Impact & Employability



CBA Vision, Mission & Values

Vision

To be the premier institution in the UAE providing cutting edge and socially responsible business education

Mission

To provide exceptional, student-centered business education that impacts society by preparing a diverse community of learners for career success, producing scholarly outputs that inform business practice and education, and partnering with distinguished stakeholders to promote a culture of service and sustainability.

CBA commits to the following goals in achievement of its mission:

1. Maintain and enhance a practice-oriented curriculum that adheres to national and international quality standards.
2. Recruit, support and maintain a qualified, diverse and productive faculty and professional staff.
3. Encourage scholarly outputs that impact the practice of business and enrich students' learning experiences
4. Provide and promote professional and community service opportunities that facilitate students' development of career-enhancing business skills
5. Leverage opportunities provided by strategic ties with distinguished local and international partners to enhance students' learning experiences.

Values

The following core values guide CBA in the performance of its mission

- **Excellence:** We commit to excellence in our teaching, research and community service
- **Student-Centered:** We create student-focused learning environments based on active learning techniques and close student-faculty interaction in all learning formats
- **Diversity and Inclusion:** We accept and respect human, pedagogical, social and cultural differences
- **Social Responsibility:** We promote citizenship skills and sustainable practices in the use of economic, ecological and social resources
- **Continuous Learning:** We enhance our scholarship through ongoing participation in research and professional development activities
- **Integrity:** We commit to individual and institutional integrity; Integrate the awareness of ethical issues into student learning activities

Strategic Goals & Objectives

Goal 1: Maintain and enhance a practice-oriented curriculum that adheres to national and international quality standards.

- Obj. 1.1** Continually assess and innovate our curriculum in line with national and international standards.
- Obj. 1.2** Deliver a high-quality pedagogy across our programs.
- Obj. 1.3** Expand lifelong learning programs/opportunities.

Goal 2: Recruit, support and maintain a qualified, diverse and productive faculty and professional staff.

- Obj. 2.1.** Support focused faculty recruitment.
- Obj. 2.2.** Increase faculty sufficiency.
- Obj. 2.3** Improve learning facilities and teaching methods.
- Obj. 2.4** Support professional staff career development.

Goal 3: Encourage scholarly outputs that impact the practice of business and enrich students' learning experiences.

- Obj. 3.1.** Leverage existing areas of research strength and build new areas of distinctive strength that address business challenges and enhance CBA branding.
- Obj. 3.2** Promote efforts to enhance research impact focusing on dissemination and implementation into policy and practice.

Goal 4: Provide and promote professional and community service opportunities that facilitate students' development of career-enhancing business skills.

- Obj. 4.1.** Provide professional growth and development opportunities to students through faculty and practitioner-led activities.
- Obj. 4.2.** Connect students with society, business and policy makers to provide learning experiences, expand networks and improve employability.
- Obj. 4.3** Foster social responsibility and community engagement.

Goal 5: Leverage opportunities provided by strategic ties with distinguished local and international partners to enhance students' learning experiences.

- Obj. 5.1** Promote college involvement in community service.
- Obj. 5.2** Provide training and consultancy services in areas of interest to the community.
- Obj. 5.3** Engage with CBA alumni and leverage opportunities for them to stay connected and meaningfully engaged with their alma mater.
- Obj. 5.4** Enhance and expand global mobility opportunities.