

JOHN B. GODDARD

SCHOOL OF

BUSINESS & ECONOMICS



VISION, MISSION AND VALUES

Vision

To become an acknowledged leader in business education that develops professionals with the facility to analyze problems, the resolve to implement change, the capacity to lead, and the courage to act justly in all chosen endeavors.

Mission

The John B. Goddard School of Business & Economics provides quality undergraduate and graduate education for developing professionals and career-oriented students. Degree programs are grounded in the University's liberal arts tradition and focused on synthesis of theory across disciplines, the application of theory to practice, and the enhancement of professional skills. While we are primarily a regional institution, we seek to prepare our students to succeed in the global economy.

Three principles are central to our mission.

Learning

We champion continuous learning through excellent teaching, close student-faculty interaction, small class sizes, assurance of learning processes, and faculty scholarship designed to improve effective teaching.

Research

Our portfolio of faculty intellectual contributions is diverse including application of theory to practice, advancement within and across disciplines, and utilization of research outcomes to further learning.

Community

We enhance our community through the dissemination of best practices, the provision of economic information and analysis, the engagement in professional organizations and societies, and the creation of strategic relationships which expand life-long learning opportunities for our stakeholders.

Values

We embrace a diverse student body admitted upon criteria which measure the promise for success. The students of Utah are our prime constituency, but we attract and welcome students from across the nation and abroad.

The Goddard School is founded on an environment where people are free to openly question any concept, voiced by any person, at any time. Similarly, we value and seek the informed opinions of those outside the School.

Degree programs encourage advanced undergraduate and graduate students to apply their classroom experiences in the business environment. The educational needs of entrepreneurs and working executives are supported through the School's distinct counseling, training and executive education programs.

Our mission is chiefly supported through a community of teaching scholars who focus their efforts toward instructional improvement and the advancement of theory and practice through research. Faculty and staff also direct their expertise to enhance the broader community thereby advancing management practice and economic development at the national and international levels.