

MISSION

We develop graduates READY to build rewarding careers and lead fulfilling lives

Mission

Impacting Iowa and beyond, *UNIBusiness* aspires to excellence in teaching, research, and service.

Educational Intent:

UNIBusiness delivers engaged learning experiences in a vibrant, inclusive and supportive environment that prepares students for a diverse world. Our students graduate with a distinct advantage. They offer the unique blend of qualities every employer seeks:

- Cutting-edge business knowledge to confront the complexities of domestic and global economies effectively and ethically,
- strong work values to meet the highest organizational expectations, and
- exceptional professional skills to contribute immediately and confidently.

Our educational intent is to develop graduates ready to build rewarding careers and lead fulfilling lives.

Research/Scholarly Intent:

Intellectual growth is required for *UNIBusiness* faculty members to serve our students, community and professional constituencies. Our primary responsibility is to advance disciplinary knowledge. At the same time, our pursuit of teaching excellence and our commitment to the business community compel us to produce scholarship that positively affects pedagogy and practice. Our research intent is to create increasingly rigorous intellectual contributions with impact.

Outreach/Service Intent:

UNIBusiness serves the needs of communities and businesses while providing experiential learning and entrepreneurial opportunities for students. Our service intent is to employ the intellectual strength, practical knowledge and business expertise of faculty members, professional staff and students to contribute to the University and the Academy, advance business and economic development, and foster entrepreneurial innovation.