STRATEGIC PLAN
2018-2022
At the Forefront of the Fourth Industrial Revolution
**VISION**

The Eller College of Management will be a **top 10 public business school** and a leader in digital business and the innovation economy.

**MISSION**

The Eller College of Management’s mission is to discover and share new knowledge that shapes the future of business and to **educate the next generation of responsible, global leaders** who embody the changing business world and possess the knowledge and drive to impact it.
Dear Friends,

The forces of the “fourth industrial revolution” are shaping the business world in unprecedented ways. Exponential advances in a wide range of digital technologies are causing disruption in entire industries forcing rapid changes everywhere, from retail to logistics to financial services. In a world of big data analytics and artificial intelligence, in which software and automation reign supreme, digital transformation affects society, the economy and organizations in ways never seen before.

More than ever there is an accelerated need for forward-looking, impactful business education—an education that is firmly planted on the solid foundation of business disciplines, and at the same time focuses on entrepreneurship, innovation, creativity, partnerships, new business models and an understanding of the digital forces and their consequences in an increasing interdisciplinary context.

The Eller College’s indisputable prominence in fields that directly inform and impact the Fourth Industrial Revolution allows the college to lead business education for the innovation economy: interdisciplinary, based on business immersion environments and ready for the digital business world.

Through this lens of business innovation, we will create knowledge and academic programs that form students who will be prepared to tackle the challenges of the rapidly changing business world.

Sincerely,

Paulo B. Goes
Dean and Halle Chair in Leadership
Eller College of Management
The Digital Business Initiative, a large collaborative initiative encompassing big data analytics, artificial intelligence, data and network science and several areas of emphasis such as digital health, retail of the future, cybersecurity, internet of things and fintech, will connect our programs with our business partners and sponsors. Innovation labs as immersive interdisciplinary environments will position our business education at the forefront of the national and international landscape.

The highly-ranked McGuire Center for Entrepreneurship will serve as a catalyst for Eller’s prominence in this area.

The Center for Management Innovations in Healthcare will fill the current void in business education for healthcare professionals who understand business and business professionals who specialize in healthcare.

CREATE an interdisciplinary, boundary-spanning digital business initiative
REAL-WORLD INNOVATION

BUILD research excellence by investing significantly in researchers and research infrastructure of the core disciplines and interdisciplinary areas

- Committed to generating research that matters, the Eller College will engage a five-year faculty hiring plan that replenishes and strengthens the college's research capital in each department and provides support to the priority areas of healthcare, digital innovation, entrepreneurship and analytics.

- This growth and retention in our research faculty will include hiring into existing endowed chairs: The Muzzy Chair in Entrepreneurship, Munsinger Chair in Entrepreneurship and Innovation and the McClelland Chair in Accounting.

- To continue to influence business education, we will attract the best PhD candidates and place our graduates in top peer institutions.
A TOP 10 BUSINESS SCHOOL

PROMOTE excellence in all academic programs

- The Eller College will continue to invest in our highly-ranked full-time on-campus undergraduate program to ensure its continued success while also expanding our online and global undergraduate programs.

- To match market demand, we will realign our full-time MBA curriculum and establish dual degree programs along the strategic directions of business analytics, digital transformation, healthcare, entrepreneurship and innovation.

- Experiential opportunities for Eller students are a critical component of career preparation. Accordingly, we will intensify our relationships with corporate partners and community organizations to increase these experiences for our students.

- To meet new trends in the marketplace, we will launch specialty master’s programs that align with our vision for the fourth industrial revolution, including in cybersecurity, accounting, business analytics, healthcare management, economics and entrepreneurship.

ENGAGE | GIVE | HIRE | ENROLL
DEVELOP and enhance external relations with alumni, businesses and external communities, including a cohesive strategy for the Phoenix market

- The Eller College will enhance its exemplary partnership with businesses, alumni, government entities and community groups to establish a two-way system of interactions to support our student success, knowledge exchange, consulting projects, conceptualization and implementation of innovative initiatives.

- Specific to the rapidly growing market in Phoenix, Arizona, the Eller College will increase enrollment and build upon our successful academic programs in Phoenix, enhance our business connections and develop collaborative spaces to provide immersive student experiences.