

# Solid as a rock. Resilient as our shores.

Dynamic business  
education for an  
ever-changing world.

MEMORIAL  
UNIVERSITY

FACULTY OF  
BUSINESS ADMINISTRATION



## WHO WE ARE

The Faculty of Business Administration at Memorial University is a first-in-class, community-minded business school. Our mission is to inspire students to be entrepreneurial and innovative. We guide students to aim for global success, to engage in scholarship with global and local relevance, and to serve as a catalyst for the success of organizations and individuals. Creating a culture of firsts, we have paved the way in Canadian business education by pioneering studies in business ethics, entrepreneurship, social enterprise and co-operative education. We aim to continue this tradition and reinforce our position as a thought leader and champion of sustainability, innovation, inclusion and prosperity all over the world. It is through these efforts that we fulfill our special obligation to the people of Newfoundland and Labrador.

## WHERE WE ARE GOING

As the business landscape continues to expand, and with every iteration and phase in business education, we are committed to being at the forefront of cultivating the next generation of business leaders. Because our vision is to be a business school recognized for its contribution to a prosperous, entrepreneurial, sustainable and socially equitable world, we are ready and willing to adapt and advance. We are committed to creating an inclusive ecosystem for students, staff and faculty alike, one that encourages innovation, educates through experience and builds strong, lasting networks through external partnerships. As a lifelong learning centre, our proven ability to evolve provides our students with access to knowledge, tools and resources that aid in their success throughout their careers and lives.

## HOW WE WILL GET THERE

The business environment is constantly evolving, breaking free of boundaries both geographical and social. This is why business education must continually adapt to meet new challenges, engage new technologies and processes, and ensure the success of organizations. In valuing teaching, research and service excellence that is guided by integrity, inquisitiveness, inclusion and collaboration, we leverage our faculty in research and innovation initiatives to break ground in the ever-changing business landscape. We do this so our students will learn, and our graduates will apply, theories and principles that meet the challenges of today's global workforce, and of society as a whole. To achieve this, we will focus our efforts on the following strategic priorities:

- **Champion Change**
- **Educate through Experience**
- **Innovate through Research**
- **Eliminate Barriers through Partnerships**



## Champion Change

We recognize that a changing business landscape is the norm, and we aspire to lead it. We teach our students to think entrepreneurially, to seek innovative solutions and to aim for global success. Our research seeks solutions to local challenges while also striving for impact and relevance on a global scale. Our hands-on, real-world approach is interwoven with foundational business theory, affording a diverse educational experience. We guide by answering the learning needs of our students and alumni at all stages of their careers through our research, our teaching and our engagement with the broader community.

## Innovate through Research

With new innovations and concepts in the business landscape come infinite research possibilities. Newfoundland and Labrador, rich in resilience and fortitude, provides ample opportunities to strategically use our resources to make research contributions that positively impact our local, national and global communities. By prioritizing a pragmatic and conscientious approach, and by cultivating strategic partnerships that engage the wider community, we are designing an ecosystem that pursues, supports and celebrates exciting, rigorous and innovative research that transforms our world.

## Educate through Experience

Understanding fundamental business concepts is at the core of business education. We provide a foundation as solid as the rock we are built on while also offering ongoing support to the next generation of leaders, managers, entrepreneurs and social entrepreneurs. In this fast-paced entrepreneurial world, students need to not only understand core business theories, but they must also know when and how to use them. We are dedicated to educating students, bringing our research results to the classroom and translating them into business practice, and providing students with opportunities to apply what they have learned in the real world. By leveraging our external partnerships, we provide our students with both an education and an experience that will enrich our world.

## Eliminate Barriers through Partnerships

We build partnerships to offer experiential learning opportunities that allow us to connect our students to the global community. In our next phase, we are expanding our scale of influence by partnering with private and public businesses, other faculties at Memorial, and provincial and federal governments to create a global network and expand educational and career opportunities for our students. Through these partnerships, we can be part of our community – locally and globally – while also preparing students to make significant contributions to the world around them. Our expanding network broadens and enriches research possibilities as well as opportunities to continue undertaking cutting-edge research to help take our students and our society to the next level.

## JOIN US ON OUR JOURNEY

The next phase of our strategy requires collaboration with our alumni, students, donors, faculty, staff and the business community. Through your continued support, we are empowered to implement our vision, providing business education as strong and resilient as our rugged shores. Together, we will continue to be an influential institution in Newfoundland and Labrador, across Canada and throughout the world.



