AACSB Expected Outcomes

Mission Statement

The School of Business offers an integrated, innovative undergraduate and graduate program for students who are well grounded in the liberal arts. Building on a firm understanding of the fundamentals of business and rigorous discipline-specific instruction, students continue to learn and apply advanced concepts experientially.

Our programs produce globally aware, ethically sensitive, technologically proficient graduates who think critically, communicate effectively, and understand business as a consequence of both field and classroom involvement.

Expected Outcomes

The School of Business expects to impact the business and academic communities as it pursues its mission through education and scholarship. Expected outcomes translate the mission into overarching goals against which the School of Business evaluates its success.

Educational Outcomes

We expect to impact the business community by graduating students who:

• Understand the fundamentals of domestic and global business
• Have a strong foundation in business ethics
• Think critically and communicate effectively
• Are proficient with respect to business technologies
• Gain practical experience through internships and other experiential learning activities
• Are the preferred hires of prominent organizations

Scholarship Outcomes

We expect our faculty to impact the academic community by engaging in scholarship that:

• Is innovative (e.g., cutting-edge ideas, advanced methodologies, interdisciplinary topics)
• Advances the common body of business knowledge
• Advances discipline-specific knowledge in line with faculty areas of specialization
• Influences practice
• Advances education via content or pedagogy
• Enhances the reputation of the Trinity University School of Business

Strategies to Achieve Mission and Expected Outcomes

• Maintain a curriculum that is innovative, rigorous, dynamic, and informed by practice.
• Maintain a curriculum that is integrated with respect to both content and learning objectives.
• Maintain a strong focus on experiential learning and study abroad opportunities.
• Encourage teaching and curricular dialogue via teaching and AACSB workshops.
• Encourage scholarship via research workshops and funding travel to important conferences.
• Increase engagement with Business Advisory Council and business community at large.
• Increase fundraising and Career Services assistance specific to School of Business.
• Seek strategic improvements in facilities and in the size and compensation of faculty.