



The Core Priorities of Daniels in Focus

Four core priorities serve as the key strategic drivers of the Daniels College of Business. These areas of precedence represent the thread that weaves the fabric of Daniels and share our commitment to:

- Offer superior academic programs.
- Actively and reciprocally engage the business community.
- Provide students an unrivaled experience.
- Impact the marketplace through faculty thought leadership.



Daniels in Focus is the positioning strategy for the Daniels College of Business. A scaffolding that supports our efforts over the next five years, Daniels in Focus is firmly rooted in our deeply held principles, yet adaptable to the evolving and disruptive forces in the management education marketplace.



CORE PRIORITY #1 **Student Experience**

The singular highest priority at Daniels is to create exceptional student experiences. To accomplish this, Daniels must create and nurture a culture in which students are professionally, intellectually and personally challenged by faculty and through their overall learning experience. We must offer state-of-the-art learning opportunities through rigorous curriculum and innovative, life-changing experiential programs. Collaborative initiatives with our global Daniels community and a focus on offering a distinctive professional development experience enable students to grow and mature during their time at Daniels into well-rounded, outstanding leaders.

CORE PRIORITY #2

Market Connectivity

Daniels has many important stakeholders who each assume an essential role in helping students achieve desired learning and career outcomes. Active engagement of these stakeholders enriches our learning community and also raises the College's visibility as a business school that develops value-creators and a resource for thought leadership. Because the Daniels student experience is greatly enhanced by the quality, depth and breadth of our partnerships with local, national and international organizations, we must cultivate those relationships carefully. Such connections allow us to prepare the next generation of business innovators and also enable us to contribute to the global discourse about the critical issues of our day.



CORE PRIORITY #3

Faculty Research Impact

In a business environment that is constantly changing and highly uncertain, faculty research is more important than ever. Real-world insight about trends in the marketplace and the practice of business informs faculty pedagogy. Research helps us produce graduates who have a strong understanding of the business world that they are entering and the challenges and issues that confront it. It must be high quality, sustainable and an integral component of our strategic positioning activities. We must also engage students—through research experiences, projects with companies and other hands-on learning opportunities. Above all, Daniels will celebrate a culture of scholarship and increase both the value and the eminence of faculty research.



CORE PRIORITY #4

Curricular and Programmatic Innovation

Our programmatic portfolio is the heart of our enterprise—we must offer forward-thinking programs that meet the unique needs of companies and organizations operating in a global, dynamic and interdependent economy. We must also pioneer new and inspiring models of education: new technological platforms, personal and career development and hands-on learning in and outside of the classroom. New programs, both degree and non-degree, will expand into relevant and important areas of leadership education, and we commit to only creating programs that will allow us to achieve our vision and bolster our core priorities. The result will be a next-generation portfolio of programs that are market-centered and student-focused.