University Vision
Bowling Green State University (BGSU) aspires to be a premier learning community, and a national model, for developing individuals and shaping the future through learning, discovery, collaboration and personal growth.

College of Business Administration Vision
The College of Business at Bowling Green State University will be a leader in developing talent and ideas that drive economic and social vitality.

Mission
Bowling Green State University (BGSU) provides educational experiences inside and outside the classroom that enhance the lives of students, faculty and staff. Students are prepared for lifelong career growth, lives of engaged citizenship and leadership in a global society. Within our learning community, we build a welcoming, safe and diverse environment where the creative ideas and achievements of all can benefit others throughout Ohio, the nation and the world.

College of Business Administration Mission
The College of Business Administration provides an environment that supports our faculty, staff, and students to reach their fullest potential through learning, discovery, and service. Through an interactive educational experience that includes classroom and experiential learning, the CBA graduates will have extensive business knowledge and the ability to communicate clearly and to identify and solve problems critically, creatively, and ethically. Faculty and staff strongly encourage student engagement in all aspects of academic life.

University Strategies
1. Facilitate life-long learning, critical thinking & personal growth.
2. Produce high quality scholarship & creative achievements throughout the university.
4. Develop mutually beneficial relationships between all stakeholders.
5. Support faculty & staff performance & development.
6. Create an optimal fiscal and physical plant infrastructure.

College of Business Administration Strategies
7. No Additional Strategies.