



UNIVERSITY OF  
**SOUTH DAKOTA**  
BEACOM SCHOOL OF BUSINESS

**Beacom School of Business Strategic Plan Framework (Updated)**

**Vision Statement**

The Beacom School of Business strives to create a transformative learning community that will make us the business school of choice for high-quality students and employers and will drive economic development in South Dakota and the region.

**Mission Statement**

The Beacom School of Business' mission is excellence in undergraduate and graduate education that develops successful future business leaders. We deliver high value to our students, employers, and community through distinctive teaching and learning supported by significant intellectual and professional contributions and meaningful service.

**Core Values**

We value:

- High-quality teaching, student learning, and student development in undergraduate and graduate programs
- Intellectual and professional contributions from faculty and staff
- High-impact service and community contributions from students, faculty, and staff
- Ethical decision making
- Diversity and inclusion in recruiting, our learning environment, and developing future business leaders
- Strong partnerships with industry and community leaders

**Strategic Priorities**

(in no particular order)

- Improve recruitment and retention of high-quality students including those from diverse backgrounds
- Elevate student engagement within the Beacom School of Business, the university, and the business community
- Continually improve curriculum, delivery, and use of virtual resources to promote student learning
- Champion entrepreneurship, innovation, and ethics
- Strengthen and leverage the positive impact of the Beacom School of Business's relationships with businesses, governments, and communities in South Dakota and the region
- Maintain and enhance the reputation and prominence of the Beacom School of Business
- Promote faculty and staff excellence
- Support USD's diversity and inclusion efforts

(Approved at the Beacom Faculty Meeting on April 28, 2021)