

Unit Narratives

Gordon Ford College of Business



Mission Statement

The mission of the Gordon Ford College of Business is to actively support and engage students, faculty, staff, and community in academic and lifelong professional development, providing the foundation needed to lead in today's diverse business environments.

Organizational and Program Information

The Gordon Ford College of Business is committed to academic excellence and student success. The College is comprised of six academic departments: Accounting, Economics, Finance, Information Systems, Management, and Marketing.

All programs in the Gordon Ford College of Business have been accredited by AACSB International, The Association to Advance Collegiate Schools of Business, since 1982. The Gordon Ford College of Business is one of only 189 institutions worldwide holding dual AACSB accreditation in both business and accounting programs.

In fulfilling the College and University missions, the faculty of GFCB strive to create market-ready graduates through innovative learning experiences, using an applied, flexible, and adaptive curriculum. The faculty demonstrates competency through continuous intellectual activity in discipline-based, applied, or instructional research. The currency and relevancy of research and pedagogical activity are supported by active faculty participation with professional associations and projects and other business, industry, and government initiatives.

The Gordon Ford College of Business offers eight undergraduate programs, eight minors, and four undergraduate certificates. In addition, GFCB offers three graduate degree programs and four

graduate certificates. The Gordon Ford College of Business has a centralized Student Success Center which includes Undergraduate Advising and Tutoring, an Internship Coordinator, PEAK Program, Clothes Closet, and Professional Development initiatives.

The Gordon Ford College of Business also houses an MBA Program office and five active centers (Center for Applied Data Analytics, Center for Applied Economics, Center for the Study of Economics and Institutions, Center for Financial Success, and Center for Professional Selling).

Goals and Anticipated Program Activities

To achieve our strategic intent and realize our vision, the Gordon Ford College of Business is committed to the following strategic objectives:

- Recruit and retain well-prepared students and highly-qualified faculty and staff.
- Offer high-quality applied business programs that create market-ready graduates through an innovative, flexible, and adaptive curriculum.
- Produce graduates who are prepared for an ever-changing industry environment.
- Build and nurture a culture of student success, engagement, and professionalism among students, faculty, and staff.
- Develop, broaden, and strengthen significant relationships with all internal and external stakeholders, focusing on alumni, business, and governmental organizations.
- Create and promote a more diverse and culturally competent college.