

## THE DEGROOTE SCHOOL OF BUSINESS AT MCMASTER UNIVERSITY

### STRATEGIC MISSION, VISION, VALUES AND PLAN (HIGHLIGHTS)

Adopted by the Faculty of Business, December 11th, 2014

#### **Mission:**

*To foster interdisciplinary thinking and evidence-based management to transform business and society.*

#### **Vision:**

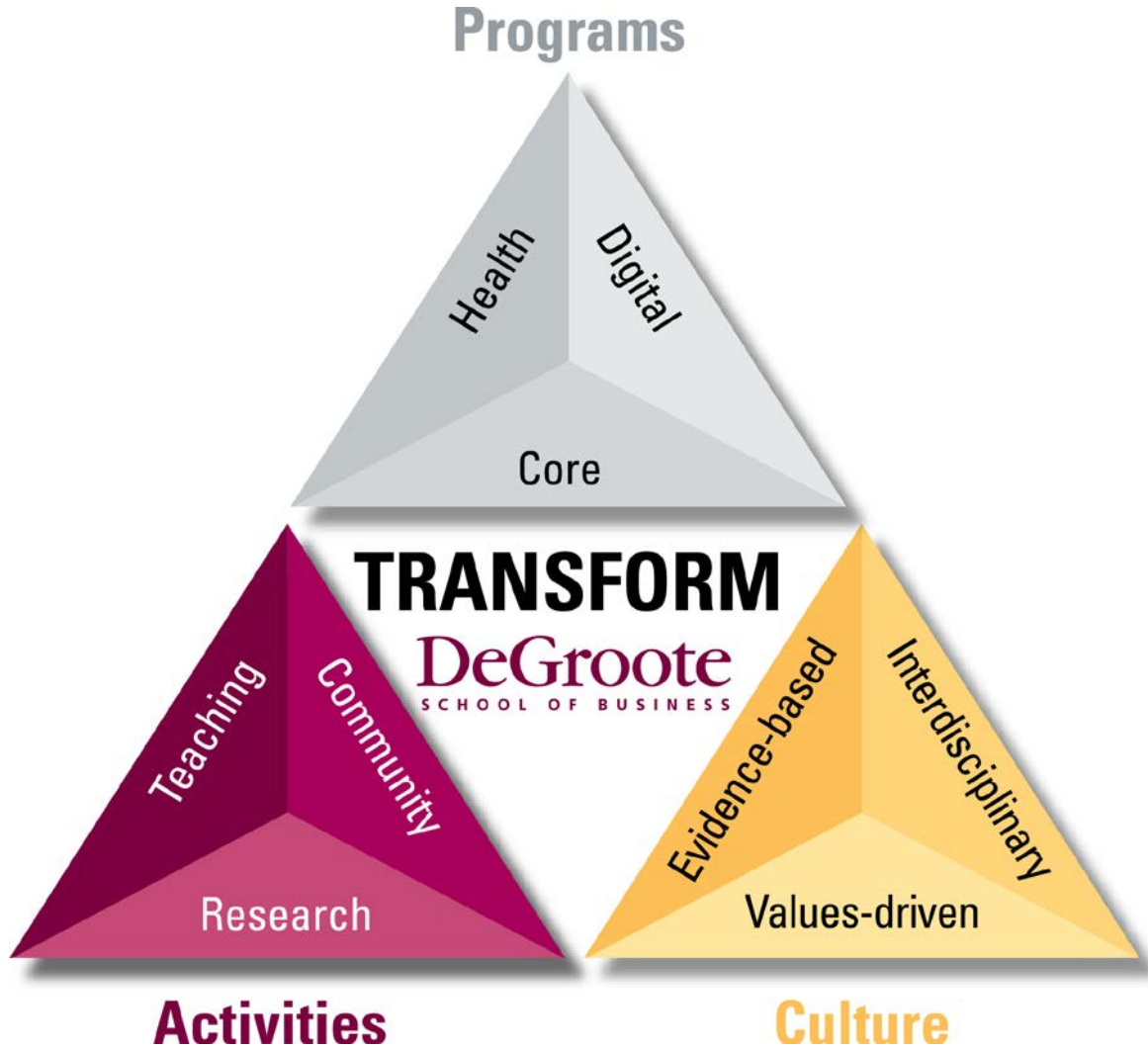
*To be ranked among the top tier business schools in Canada, and to be globally recognized as a leader in research, teaching, and community-building — especially in healthcare management and the management of digital innovation— by 2020.*

#### **Values:**

*We support a culture that embraces bold, interdisciplinary thinking; drives the creation and application of evidence-based knowledge; and expects collegial activity undertaken with integrity.*

#### Core values (and behaviors):

- Innovation (think big, explore new possibilities, be curious)
- Collaboration (be collegial, act with integrity, embrace change)
- Generosity (give willingly, inspire others, go above and beyond)



## Our Plan

### 1. Strengthen core programs:

- Implement MBA curriculum updates including: integrative cross-discipline case studies that span the 12 core courses; evidence-based teaching; and consultancy projects and experiential activities with community partners.
- Develop a new interdisciplinary BCom program in Integrated Business and Liberal Arts.
- Create a *Learn to Lead Academy* aimed at leadership skills development across both BCom and MBA programs.

## **2. Strengthen focus on Health Management:**

- Create the *Michael G. DeGroote Global Institute for Innovation in Health Leadership* which will include:
  - Offering pilot health management programs to the 2015 cohort of McMaster medical and bachelor of health sciences students, including a certificate and diploma program.
  - Developing a customized accelerated pathway to the MBA for medical and health science students.
- Contribute to a new Biomedical Discovery & Commercialization degree (available 2015) offered by the Health Sciences faculty.
- Develop an interdisciplinary undergraduate health sciences-management degree.

## **3. Create a new focus on Digital Transformation:**

- Launch an *EMBA in Digital Transformation*, in collaboration with industry partners. This program will be the first EMBA in the world in the big data space, with the first cohort to begin in April 2016.
- Develop an interdisciplinary MSc in Data Analytics, to begin in 2017.
- Create new and revised courses in the BCom and MBA programs that teach digital transformation.

## **4. Increase brand awareness and alumni engagement:**

- Become known nationally and internationally in our areas of focus – evolved branding, messaging; implement national marketing/PR campaign.
- Celebrate alumni success and build a stronger Toronto alumni network.
- Empower our alumni to be ambassadors and champions of the brand.

## **5. Seek funding to make new programs and initiatives a reality:**

- Michael G. DeGroote Institute for Innovation in Health Leadership
- Institute for Evidence-Based Management
- Chair in Evidence-Based Management
- Learn-to-Lead Academy
- Full-tuition MBA Scholarships
- Upgraded digital learning spaces for students on both campuses