

The Walker College of Business Mission Statement

(Revised 1/09)

MISSION

The Walker College of Business offers undergraduate and masters level business programs at Appalachian State University, a public, comprehensive university in the University of North Carolina system of higher education. Our mission is to offer high quality educational experiences preparing our students for life-long learning and leadership responsibilities in a dynamic, global environment. To accomplish this, our focus is on instructional excellence, complemented by scholarship in practice, theory and pedagogy, and service activities that benefit the business discipline and the broader community.

VISION

The Walker College of Business aspires to have nationally recognized undergraduate business programs and select graduate programs with strong regional reputations.

VALUES

In fulfilling our mission and pursuing our vision, the college will:

- Support a commitment to honesty, integrity, and ethical behavior;
- Seek quality, innovation, and efficiency in our efforts;
- Cultivate meaningful student-faculty relationships so that each can learn, grow, and be fulfilled in their work;
- Provide opportunities for multicultural learning and experiences;
- Maintain a supportive, collegial learning environment that respects individuals and their uniqueness, preserves academic freedom, and promotes interdisciplinary efforts.