



Strategic Plan

UFV School of Business
(2025-2030)



A MESSAGE FROM OUR DEAN

I am incredibly proud and honoured to present the UFV School of Business Strategic Plan for 2025-2030. This document is a testament to the dedication, collaboration, and forward-thinking spirit of our entire school community. This plan is not the work of a few, but a reflection of the collective effort of every faculty and staff member. Their tireless work and countless hours of discussion have been instrumental in shaping a vision that is both ambitious and deeply rooted in our values. Their commitment to excellence and to our students is what makes the School of Business so special.

I want to extend my deepest gratitude to our Director, Dr. Khyati Shetty. Her exceptional leadership throughout this process has been truly inspiring. I also want to extend a special thank you to Associate Professor Lorne Mackenzie, whose wisdom and extensive experience were invaluable to this process.

The strategic plan outlines our shared goals for the next five years, focusing on enhancing our academic programs, expanding our community engagement, and strengthening our global reach. We will continue to build on our strengths, our programmatic uniqueness and our commitment to student success.

This is more than just a document; it is a roadmap for our future. It will guide us as we empower our students to become ethical and engaged global citizens, and as we contribute to the sustainable development of our communities. I am confident that with your continued support and collaboration, we will achieve these goals and continue to build a legacy of excellence for the UFV School of Business.

Sincerely,

Dr. Chris Schinckus
Dean, Faculty of Business and Computing
University of the Fraser Valley



A MESSAGE FROM OUR DIRECTOR

This strategic plan feels less like a document and more like a story we have authored together. Over the past year, we opened the door wide and invited in every voice that makes our School what it is, which included our faculty and staff, our leadership team, our students and alumni, our community partners, our External Program Advisory Committee, and even our accreditation bodies. Each voice did not just give input; they added colour, depth, and meaning to the direction we have charted.

The first half of this journey was about imagining what is possible, asking big and brave questions about who we want to be. The second half was about rolling up our sleeves and turning those dreams into a plan we can actually live and breathe every day. Through it all, Lorne Mackenzie, one of the most trusted voices in our School, guided us with such wisdom, patience, and heart.

What we now hold in our hands is not a static plan, it is a living, breathing reflection of who we are and who we dare to become. And that fills me with tremendous optimism. Because when a vision is co-created by so many hands and so many hearts, it is not just an aspiration; it is a promise. And promises like this one have the power to transform not only our School, but also the communities and world we serve.

Sincerely,

Dr. Khyati Shetty
Director, School of Business
University of the Fraser Valley





OUR ACKNOWLEDGEMENT

As members of the School of Business at the University of the Fraser Valley, we respectfully acknowledge that our institution is located on the ancestral lands of the Halq'eméylem-speaking Stó:lō Peoples (People of the River), who have occupied this land since time immemorial. Our commitment at the School of Business is to honour and observe Indigenous knowledges and worldviews, to nurture reciprocal and collaborative relationships with Indigenous communities, and to advance the work of reconciliation and decolonization at all levels of our organization and beyond.

VISION & MISSION

Our Vision

The UFV School of Business advances sustainable development in the Fraser Valley and beyond, through adaptive, research- informed, experiential, and applied business education. Graduates show leadership and employability potential, academic excellence, ethical integrity, and social responsibility.

Our Mission

To empower our students to contribute positively to the sustainable development of our communities and succeed in the global economy. We will accomplish this by providing a diverse and inclusive learning environment that fosters teaching excellence, innovation, leadership, and social responsibility. We will do this while honoring the traditions of the Indigenous Peoples of this land.



OUR VALUES

Integrity:

We act honestly and ethically, upholding these values and ensuring our mission is delivered consistently.

Inclusivity:

We welcome everyone, showing consideration and respect for all experiences and ideas.

Community:

We cultivate strong relationships, acting as a hub where all kinds of communities — educational, scholarly, local, global, and cultural — connect and grow sustainably.

Student Success:

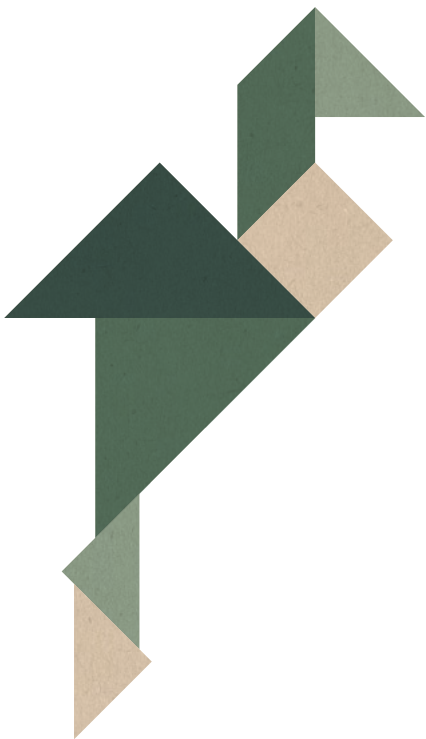
We value teaching excellence and are committed to the success of our students.

Collegiality:

We maintain a respectful environment and support each other in growing as educators and researchers. We seek out and maintain partnerships with other members of the university community.

Excellence:

We pursue our highest standard in everything we do, with determination and heart.



STRATEGIC GOALS

Goal #1:

Enhance the relevance of our programs and curriculum by:

- + Ensuring, programs, curriculum and learning strategies remain current and relevant to industry trends and student needs.
- + Enhancing the School of Business brand identity and image throughout the Fraser Valley and beyond.
- + Redesigning the BBA and other business programs for market relevance and academic excellence.
- + Supporting various program pathways (micro-credentials) in line with industry needs that lead to the attainment of students’ educational goals.
- + Collaborating with the School of Computing and other disciplines to develop joint programs.
- + Expanding opportunities for experiential learning.
- + Introducing a Master’s degree program and expanding other post-graduate offerings.
- + Increasing the integration of sustainability and CSR principles into the curriculum in a systematic way.
- + Expanding and strengthening the BBA Aviation program.
- + Developing and implementing the BBA Agriculture program.
- + Elevating the School of Business’s program relevance and recognition through scholarly platforms.
- + Promoting diversity, equity, inclusion, and Indigenous knowledge.
- + Developing and promoting the School of Business Sales Academy.
- + Achieving and maintaining professional accreditations, including CFA, CPA, CPHR, and CPSA.



Goal #2:

Expand community engagement and partnerships by:

- + Developing meaningful community partnerships and action-oriented projects that support social innovation, economic development, and environmental sustainability.
- + Strengthening partnerships with local school districts to support successful transition and pathways into the School of Business.
- + Providing courses, programs or other learning experiences for the Indigenous communities as guided.
- + Developing an alumni mentorship program for current UFV School of Business students.
- + Deepening our relationship with industry partners to expand co-op, internships, and collaborative research opportunities.

Goal #3:

Promote research excellence that informs classroom teaching by:

- + Incorporating more research and scholarship into the curriculum and ensuring that teaching is informed by the latest advancements in the field.
- + Promoting faculty research and scholarship in national and international peer- reviewed and practitioner journals and conferences.
- + Enhancing opportunities for students to be involved in faculty research projects and activities.
- + Providing professional development opportunities for faculty members to enhance their research skills.

Goal #4:

Promote diversity, equity, inclusion, and Indigenous perspectives by:

- + Fostering a culture of inclusivity by promoting diversity in recruitment, admissions, and hiring practices.
- + Establishing support networks and resources for underrepresented student groups, including mentorship programs and affinity groups.
- + Integrating Indigenous perspectives and teachings into the curriculum where appropriate.
- + Enhancing student experience by building an active student life program.
- + Promoting student engagement within the School of Business.

Goal #5:

Expand global reach and impact by:

- + Achieving and maintaining globally acclaimed business school accreditations including PRME, EFMD (EQUIS), and AACSB.
- + Increasing the internationalization of the curriculum in a systematic way.
- + Expanding research collaboration and other joint initiatives with international partners.
- + Developing virtual mobility initiatives.
- + Developing new, and leveraging existing, exchange agreements to pursue opportunities for improved international mobility, including outbound and inbound physical mobility, virtual mobility, and visiting faculty programs.

Goal #6:

Strengthen the culture, capabilities, and resources by:

- + Fostering a culture of collaboration, respect, and continuous improvement among faculty, staff, and students.
- + Creating a purpose-built facility for the School of Business.
- + Supporting initiatives to secure funding from alternate sources.
- + Strengthening quality assurance and academic integrity practices.
- + Supporting professional development to improve teaching practices.
- + Empowering the School of Business with the autonomy, authority, and strategic capacity to shape core functions, such as alumni relations, marketing and recruitment, course and program enhancements, and work-integrated learning.



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