

JOHN B. AND LILLIAN E. NEFF COLLEGE OF BUSINESS AND INNOVATION

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Mission Statement

The John B. and Lillian E. Neff College of Business and Innovation provides innovative and relevant learning experiences and engages in high quality research and teaching to prepare students to become life-long, ethical business and academic leaders who are prepared for global challenges.

We accomplish this by:

- Preparing our students to create innovative solutions to relevant business problems
- Helping our students to understand and make ethical choices
- Connecting our students with organizations to help begin and advance their careers
- Engaging in a faculty-driven process to identify and support publishing in high-impact research outlets
- Mentoring faculty, collaboration with colleagues inside and outside of COBI, and providing a formal peer feedback process to improve teaching and research
- Engaging and involving the regional and international business community in opportunities for student experiential learning, career exploration and development, consulting, and research projects
- Engaging business and alumni advisory boards and focus groups to develop and improve curricula and programs