

VISION

The Carson College of Business at Washington State University Tri-Cities will be recognized as a leading business school among our land-grant peers.

MISSION

As an integral part of Washington State University, a research orientated land-grant institution, the Carson College of Business at WSU Tri-Cities positively impacts the business and academic communities of Washington State, the region, and the world by:

- Advancing knowledge through scholarly and applied research.
- Developing globally competitive business leaders, educators, and scholars.
- Creating value through engagement with business and academic communities.

VALUES

We share the overarching values of Washington State University:

- Excellence
- Integrity, Trust, and Respect
- Discovery, Innovation, and Creativity
- Land-grant Ideals
- Diversity and Global Citizenship
- Freedom of Expression
- Accountability

STRATEGIC PRIORITIES

As an outgrowth of our vision, mission and values, the strategic priorities of the Carson College of Business at WSU Tri-Cities are:

- **Global Outlook:** We are committed to broadly developing an appreciation in our students for the cultural and social dimensions of the global business environment.
- **Research:** We are committed to conducting quality research, publishing in our fields' premier journals, and preparing doctoral students for academic careers.
- **Professional Perspectives:** We are committed to developing professional and responsible future business leaders.
- **Innovation:** We are committed to fostering innovative ideas and entrepreneurial thinking in our students and faculty.

GOALS

- **Goal 1:** Further our national and international reputation for conducting quality research, and training future scholars and educators.
- **Goal 2:** Develop business leaders with a broad global perspective and the professional skills necessary to succeed in the global business environment.
- **Goal 3:** Broaden our engagement with the academic and business communities of the state, region, and the world.
- **Goal 4:** Foster a climate of respect, cooperation, and excellence in all Carson College of Business activities.

For more information contact
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