



Truett McConnell

U N I V E R S I T Y

THE HANS HUT SCHOOL *of* BUSINESS

Hans Hut School of Business Strategic Plan 2021-2026

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◆ From the Dean

I am pleased to present our strategic plan for the Truett McConnell University Hans Hut School of Business for the years 2021-2026. Our School of Business is committed to equipping our graduates with the skills and knowledge needed to excel in the global marketplace, rooted in biblical principles and emphasizing the importance of ethical decision-making in contemporary business. Our vision is to equip ethical leaders with Christian principles for a changing global marketplace.

Our strategic plan focuses on achieving excellence in academic programs, partnerships, student experiences, and brand distinctiveness. We recognize the need to be nimble and forward-looking, with a proactive approach to adapt in a rapidly changing business landscape. Our aim is to prepare our graduates to succeed in the global marketplace, even as some specific business skills needed for the future are not yet fully known.

The Hans Hut School of Business provides students with real-world experiences, career development resources, and opportunities for innovation, preparing them for successful careers. Ethics education is integrated throughout the curriculum to promote a culture of integrity, respect, and social responsibility. Biblical principles are the foundation for our programs, providing a holistic education that fosters personal, intellectual, and spiritual growth. Our partnerships with local and global businesses afford practical experiences, mentorships, and internships to enhance students' educational experiences. Alumni relationships are critical for us to develop as they help to strengthen ties with the community, enhance the school's reputation, and provide valuable support to current students and faculty.

Our strategic plan establishes a compelling brand position and distinctiveness by investing in faculty quality and development, obtaining ACBSP accreditation, and promoting academic excellence. We are committed to achieving our goals while staying true to the mission and core values of Truett McConnell University.

We are excited about the impact this plan will have on our students, alumni, faculty, and the broader community, and we look forward to working with you to achieve our shared vision for the future of the Hans Hut School of Business.

In His Service,

Dr. Kimberly Maiocco
Dean and Professor of the Hans Hut School of Business

◆ Executive Summary

Truett McConnell University is a private Christian university located in Cleveland, Georgia. The university's core values include Biblical Sufficiency, Personal Transformation, Authentic Relationships, A Missional Community, and Family. The values proposition of Truett McConnell University is to provide a comprehensive education that integrates faith and learning and prepares students to make a positive impact through the Great Commission in their communities and in the world. The university aims to cultivate spiritual growth among its students and to equip them with the skills and knowledge necessary to excel in their chosen fields. Through the commitment of biblical truth, Truett McConnell University seeks to inspire students to lead lives of purpose and significance, guided by Christian principles and values.

The Truett McConnell University Hans Hut School of Business is dedicated to providing a comprehensive business education that integrates faith and learning, equipping our graduates with the skills and knowledge needed to excel in the global marketplace. Our program is rooted in biblical principles, emphasizing the importance of ethical decision-making in contemporary business issues. Through analytical skill development and a focus on a biblical worldview, we aim to produce ethical and responsible leaders who make a positive impact in their communities and beyond. Our strategic plan is centered on excellence in our academic programs, partnership endeavors, student experiences, and brand reputation with a commitment to evolving to ensure students are equipped for a rapidly changing business landscape. Ultimately, our goal is to build a business school of the future that is marked by its relevance, impact, and unwavering commitment to Christian values and the Great Commission.

The Hans Hut School of Business has five main goals: (1) to provide students with business skills and knowledge for real-world experiences, career development resources, and opportunities for innovation and creativity, (2) integrate ethics throughout the Curriculum and promote critical thinking, (3) integrate a biblical worldview across the curriculum, (4) to establish partnerships with local and global organizations and engage alumni in meaningful partnerships, and (5) to enhance its brand positioning and distinctiveness through student engagement, faculty development, accreditation, and academic excellence. The School's emphasis on these goals prepares students to become ethical business leaders in their communities that are equipped to share the Gospel in the world while promoting a culture of integrity, respect, and social responsibility that benefits both the university and society at large.

The School of Business Faculty will annually review the strategic plan and update as needed based on changing market conditions, competitive dynamics, customer needs, or university requirements, and append to the plan to ensure continuance of efforts. A thorough review process of all elements of the plan will ensure that the School of Business remains well-positioned to achieve its goals and objectives while keeping the strategic plan a living document in an ever-changing business environment.

◆ Vision and Mission

INSTITUTIONAL MISSION STATEMENT

The mission of Truett McConnell University is to equip students to fulfill the Great Commission by fostering a Christian worldview through a biblically centered education in a family friendly environment.

INSTITUTIONAL FOUR Pillars

Love the Lord, love His Word, love the Church, and love the lost.

INSTITUTIONAL 5 CORE VALUES

Biblical Sufficiency, Personal Transformation, Authentic Relationships, A Missional Community, Family

SCHOOL OF BUSINESS VISION STATEMENT

Equipping business professionals with a biblical worldview and ethical standards for success in a diverse global marketplace.

SCHOOL OF BUSINESS MISSION STATEMENT

To develop students who are prepared to apply a biblical worldview and ethical standards in successful business careers through a broad range of knowledge and skills across diverse fields of study.

SCHOOL OF BUSINESS UNDERGRADUATE PROGRAM GOALS AND OBJECTIVES

1. Graduates will authenticate success in business through the development of skills and knowledge necessary for successful performance in a global marketplace.
2. Graduates will prioritize moral and ethical decision making by applying discernment across diverse business fields according to biblical principles.

SCHOOL OF BUSINESS GRADUATE PROGRAM GOALS AND OBJECTIVES

1. Analytical and Business Knowledge and Skills: Graduates will develop analytical skills across a broad range of business knowledge
2. Contemporary Issues in Business: Graduates will investigate contemporary business issues and defend ethical standards in diverse business fields.
3. Biblical Worldview: Graduates will demonstrate the ability to apply a biblical worldview across diverse business fields.

In alignment with the Core Values of the University, the Hans Hut School of Business emphasizes a program outcome of ethics and a Christian worldview that equips students for the Great Commission. The faculty emphasizes the importance of seeking God's will, trusting in Him, doing good works, prioritizing His kingdom, and serving Him in all that we do. It is important for business students to be equipped with the Great Commission because it is a fundamental aspect of the Christian faith and a key part of fulfilling the mission of the church. The Great Commission is the mandate given by Jesus to His disciples to go into all the world and make disciples of all nations, baptizing them in the name of the Father, the Son, and the Holy Spirit (Matthew 28:19-20). In summary, being equipped with the Great Commission is essential for students who want to fulfill the mission of the church, share the Gospel message, make disciples, and grow in their faith.

The Mission of the Hans Hut School of Business is to train and equip future business leaders emphasizing the program goals and objectives with our core values as its foundation. It is the hope of the Business School staff that all students at the Hans Hut School of Business utilize their business skills and opportunities for the Glory of God and the advancement of the Gospel.

The Hans Hut School of Business Values Proposition

The value proposition of the Hans Hut School of Business is to provide a comprehensive and holistic education that equips students with the essential skills, knowledge, and biblical values necessary to succeed as ethical business professionals in a rapidly evolving global marketplace. By integrating principles of ethics and a biblical Worldview into the academic framework, the School fosters a culture of integrity, respect, and social responsibility among their students, faculty, and staff. Through strategic partnerships and initiatives that enhance student engagement, faculty quality and development, and academic excellence, the school aims to establish a compelling and distinctive brand position in the market as a leading institution in business education.

The Hans Hut School of Business Strategic Pillars Summary

Skills and Knowledge At the Hans Hut School of Business, our mission is to equip our students with the essential skills and knowledge necessary to thrive as successful business professionals. We accomplish this through our commitment to academic excellence, hands-on learning opportunities, comprehensive career development resources, and a supportive environment that fosters innovation and creativity.	Strategic Partnerships At the Hans Hut School of Business, we advance our students' careers by forging strategic partnerships with local and global businesses. We also prioritize cultivating strong relationships with our alumni to foster community, enhance our reputation, and provide critical support to our current students and faculty.	Brand Distinction At the Hans Hut School of Business, we are committed to establishing a compelling and distinctive brand position in the market. By focusing on key areas, we aim to differentiate ourselves in the market, and solidify our reputation as a leading institution in business education.
Ethics Emphasis At the Hans Hut School of Business, we integrate the principles of ethics into our academic framework to develop ethical professionals with a strong sense of moral responsibility. By cultivating a culture of integrity and social responsibility, we prepare our students to succeed in a rapidly evolving global marketplace while making a positive impact on society and the world.		Biblical Worldview Integration At the Hans Hut School of Business, we provide a holistic education that integrates biblical principles into our curriculum, promoting personal, intellectual, and spiritual growth among our students. We encourage our students to apply these principles in their daily lives and future careers. Our goal is to prepare our students with a heart for the Great Commission.

◆ Explanation of Strategic Pillars

At the Hans Hut School of Business, we are committed to providing a holistic education that prepares our students to thrive as successful business professionals while fostering personal, intellectual, and spiritual growth. To achieve this mission, we have established five strategic pillars that guide our approach to business education. These pillars include equipping our students with the essential skills and knowledge necessary to succeed in the business world, forging strategic partnerships with local and global businesses, establishing a distinctive brand position in the market, emphasizing ethics education to promote a culture of integrity and social responsibility, and integrating biblical principles into our curriculum to foster a worldview grounded in values and principles.

Pillar #1: Skills and Knowledge

Real world experiences: The Hans Hut School of Business will offer seminar opportunities for students each academic year. Seminars host business professionals that provide students with wisdom and experience from business leaders from diverse backgrounds.

Career development: The Hans Hut School of Business will offer comprehensive career development resources including internship courses, job placement relationships, career coaching, and networking events to help prepare students for successful careers in their chosen fields. As a part of the core business courses, students are required to complete a 150-hour internship.

Innovation and Creativity: The Hans Hut School of Business seeks to encourage innovation and creativity including entrepreneurship through the TMU Idea Labs™, an opportunity for students to turn their innovative ideas into successful businesses. TMU Idea Labs™ provides a competitive opportunity for students to pitch their business plans to professional venture capitalists in a Shark Tank™-style format. Through expert guidance and mentorship, participants will develop the skills and knowledge needed to transform their ideas into viable businesses. The experience provides like-minded innovators to exhibit, compete, and learn on an entrepreneurial journey to the next level.

Pillar #2: Strategic Partnerships

Business Partnerships: The Hans Hut School of Business prioritizes establishing partnerships with local business and global organizations to provide students with practical experiences and networking opportunities. By working with local, state, and global organizations the Business School can offer students access to mentorships, real-world projects, and internships. Additionally, the goal is to engage business partners who emphasize ethics and a biblical worldview.

Alumni: Alumni partnerships provide opportunities for networking, fundraising, reputation building, institutional/school support, and institutional memory. By engaging alumni in meaningful partnerships and collaborations, the Hans Hut School of Business can strengthen its ties to the community, enhance its reputation, and provide valuable support to its current students and faculty.

Pillar #3: Brand Distinction

Fostering student engagement and providing opportunities for them to connect with the broader business community can help them develop skills and knowledge that will contribute to their success after graduation. In addition to investing in faculty development and promoting academic excellence through Sigma Beta Delta, focusing on student success can enhance the reputation and competitiveness of the Hans Hut School of Business.

Moreover, accreditation is a symbol of quality, promoting continuous improvement, and enhancing the Hans Hut School of Business's reputation and competitiveness. Pursuing a business school specific accreditation ensures that the School is meeting high standards of academic excellence and preparing students for success in the business world.

Student Engagement: We are committed to providing opportunities for our students to engage with the broader business community, including internships, service projects, and experiential learning opportunities. Our aim is for our graduates to gain valuable real-world experience and be well-prepared for successful careers in their fields. Through strategic partnerships with local and global businesses, we will offer our students access to practical experiences, mentorships, and internships. Additionally, we will prioritize experiential learning opportunities that enable our students to apply their knowledge and skills to real-world scenarios.

Faculty Quality and Development: By investing in faculty development and hiring high-quality faculty members, the Hans Hut School of Business can enhance its reputation, promote student success, foster innovation, and contribute to the advancement of knowledge and research in the field of business.

Accreditation: Seeking ACBSP (Accreditation Council for Business Schools and Programs) accreditation is a symbol of quality, and will promote continuous improvement, while enhancing the Hans Hut School of Business reputation and competitiveness.

Academic Excellence through Sigma Beta Delta: The Hans Hut School of Business values and promotes excellence in scholarship and ethical behavior among its students. As such, the School will continue to support and encourage student membership in Sigma Beta Delta, the international honor society for business, management, and administration. The Society's mission aligns with the School's goal of developing responsible and ethical leaders with a heart for the Great Commission in their communities and in the world and fosters a sense of pride and achievement among members of the Hans Hut School of Business community.

Pillar #4: Ethics Emphasis

At the Hans Hut School of Business, we are committed to integrating ethics throughout the curriculum to develop ethical leaders and professionals. Ethics education encourages students to analyze complex issues, consider different perspectives, and make informed decisions. Emphasizing ethics in education provides a sense of moral responsibility. This can help to create a culture of integrity, respect, and social responsibility that benefits both the university and society at large. This promotes ethical thinking, which is a vital skill in today's fast-paced and rapidly changing world. Many employers expect their employees to act ethically and hold them accountable for their actions. By teaching ethics, students are better prepared for the workforce, and improve their chances of success in their careers. Lastly, emphasizing ethics and values should enhance the Business School's reputation and attract more students, faculty, and donors.

Pillar #5: Biblical Worldview Integration

Teaching students a biblical worldview can provide a holistic education that promotes personal, intellectual, and spiritual growth, and prepares students with a heart for the Great Commission and to become responsible and ethical leaders in their communities and in the world. The Hans Hut School of Business emphasizes a commitment to biblical values, the Great Commission, and ethical business practices. A priority across the school is to integrate biblical principles into the curriculum and encourage students to apply these values in their everyday lives and into business practice.