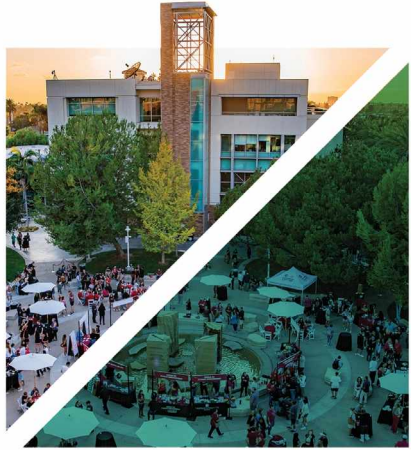


ARGYROS COLLEGE OF BUSINESS AND ECONOMICS
STRATEGIC PLAN
2023-2028



CHAPMAN
UNIVERSITY

Argyros College of
Business and Economics



Henrik Cronqvist
Dean, Argyros College
of Business and Economics

MISSION

The George L. Argyros College of Business and Economics develops business leaders who create value by blending economic reasoning and a global perspective with integrity, effective communication, analytical skill and individual initiative.

STRATEGICALLY INFORMED DECISION-MAKING

The Argyros College's strategic plan guides decisions, initiatives and resource allocations. To achieve our goals, we have identified tactics and metrics that enable us to align our decision-making and investment of resources.

GOAL 1

Improve our Research Reputation

Through our research centers, institutes and initiatives, ACBE aims to enhance Chapman's scholarly enterprise by hiring and retaining top faculty while enabling our educators and students to demonstrate the impact of our research, scholarship and creative activity.

Strategy 1.1

Recruit senior thought leaders

Strategy 1.2

Develop and expand centers for research and practice

Strategy 1.3

Support nationally recognized research conferences

Strategy 1.4

Increase student involvement in academic research projects

GOAL 2

Strengthen our Graduate Program Portfolio and Recruitment

Through innovative and trans-disciplinary curriculum and targeted recruitment, ACBE aims to deliver an interactive learning journey for a diverse group of students, equipping them to become business leaders.

Strategy 2.1

Create new specialized master's programs

Strategy 2.2

Attract high-quality graduate students

Strategy 2.3

Make programs STEM designated

Strategy 2.4

Create new DEI scholarship opportunities



GOAL 5

Continue to Provide Personalized Education

Since personalized education is a hallmark of the Argyros College's educational experience, ACBE aims to foster this culture through small classes and deep relationships that support each student's individual journey through their degree program.

Strategy 5.1

Deliver an exceptional learning environment for our students

Strategy 5.2

Develop more experiential learning opportunities

Strategy 5.3

Foster a culture of personalized education

Strategy 5.4

Provide holistic support services to each student

Undergraduate Programs

- Accounting
- Business Administration
- Economics
- Integrated Bachelor's Plus Master's Degree Programs

Graduate Programs

- Full Time MBA
- Flexible MBA
- Executive MBA
- Integrated MBA
- M.S. Real Estate
- M.S. Accounting
- M.S. Business Analytics
- Integrated MSA
- MBA / MFA Film and TV Producing
- MBA / MS Food Science
- Juris Doctor / MBA
- MS Behavioral & Computational Economics



Scan the QR code to learn more about Argyros College's strategic plan



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