

Standard # 2 – Strategic Planning

- ▶ The business school or program ***must have a process*** for setting strategic directions to better address key student and program performance requirements. The strategy development process should ***lead to an action plan for deploying*** and aligning key plan performance requirements. It should also create an environment that encourages and recognizes innovation and creativity.



Std. #2 - Strategic Planning

Remarks

Strategic Plan:

- Balanced Scorecard (2.2.b)

Operational Plans:

- SMART objectives (2.1.b, 2.2.b)

- Responsibilities (2.1.a):

- Dean:
 1. Process execution, administration, and deployment
 2. Follow up and execution of strategic and operational plans
- Associate Deans, Coordinators, Committee Presidents, etc.:
 1. Development and execution of operational plans
- Planning and Development Committee:
 1. Development and custody of strategic plan
- Faculty:
 1. Approval of strategic plan

