

Vision

- To become one of the leading business schools in Asia.

After establishment of the Business School in September 2010, the School has strived to establish a new vision and mission to clarify the direction of the School's development in the foreseeable future. After significant discussions among faculty members with inputs from other stakeholders, the School defined its vision to become one of the leading business schools in Asia. Since its founding in 1946, PNU has enjoyed a reputation as one of the top universities in Korea, both as a high-quality academic institution and as a reputable research center. Among the PNU's colleges, the Business School is ranked among the top-tier institutions. The Business School aspires to become a globally recognized business school in the very near future. In order to become a globally recognized business school, it first needs to become one of the top the Business Schools in Asia.

Mission

- First, to produce graduates capable of excelling as future global leaders in business, industry, and commerce. Second, to develop individuals and organizations by creating and disseminating innovative managerial knowledge in global business.

The Business School aspires to become a superior educational institution as well as a premier research center that includes a leading research center in creating theoretical and practical business knowledge, which will enable the School to function as a quality educational forum for future business leaders and professionals. The Business School has a reputation as an outstanding research and educational institution in Korea and the graduates of the School have been recognized as qualified business professionals not only by business community peers but also in the public domain, academia, and other various industrial sectors around the country.

The Business School sets its mission as follows: First, to produce graduates capable of excelling as future global leaders in business, industry, and commerce. Second, to develop individuals and organizations by creating and disseminating innovative managerial knowledge in global business. To carry out the mission, the Business School strives to educate students to become innovative business leaders equipped with global perspectives by promoting high-quality education and research efforts. Vision and Mission were revised in 2016.

Core Values:

- **Excellence:** Commit to the pursuit and practice of *Excellence* through creativity and innovation in teaching, research, service, and outreach that provides our students with progressive learning experiences.
- **Accountability:** Attain creative and proactive problem solving capability to be *Accountable* business leaders.
- **Global Perspective:** Develop a *global perspective* within students through various cross-cultural programs, knowledge of global markets, and business practices between Asia and the world
- **Long-Term Sustainability:** Provide an advanced discipline process, leading values and designing a new trend related to *sustainability*, and is developing a challenges, sustainable

development

- **Ethics(ethical awareness):** Create an environment in which *Ethics* and personal integrity underpins all our individual and professional interactions, teaching in the curriculum, ensures students, staffs, and faculty to act with ethical standards

The Five Core Values are the pillars of “**E.A.G.L.E**”:

Excellence, Accountability, Global Perspective, Long-term Sustainability, and Ethics

By pursuing the mission, the School expects to achieve the Five Core Values: Excellence, Accountability, Global Perspective, Long-Term Sustainability, and Ethics. In short, the Five Core Values are represented by E.A.G.L.E. The symbolic animal of PNU is the eagle. The PNU Busan Campus is located at the foot of the Geumjeong Mountain where eagles are known to inhabit in the past. As shown in Figure below, the Monument of a Great Flight representing an eagle just ready to fly stands in the PNU Busan Campus. The School is expected in the near future to leap high with our symbolic animal through achieving the Five Core Value of E.A.G.L.E.

To attain the goal, the Business School has set up several development plans in the areas of education, research, administration, and finance. One of these efforts is developing assurance of learning (AOL). We first survey and analyze which components such as excellence, accountability, global perspectives, sustainability, and ethical mindset are deeply related to each subject in curriculum. Based on this analysis, we will define the core subjects to achieve each mission component. If we finish the development of a detailed AOL process, we expect to have better performance for mission achievement through the current curriculum during the second semester of 2017.



Monument of a Great Flight in PNU Busan Campus

Educational Goals of the Business School

The Business School has realigned its learning objectives and learning goals to meet the mission. The first mission of the Business School is to produce graduates capable of excelling as future leaders in global business, industry and commerce. The second mission is to develop individuals and organizations by creating and disseminating innovative managerial knowledges in global business. As mentioned previously, the Five Core Values of E.A.G.L.E are expected to obtain through achieving the mission. Therefore, the School has established the following five broad educational goals coming from the Five Core Values. The Master Goals and Action Plans are as follows:

- **E:** To Develop Professional Business Knowledge combined with Self-motivated Study Capability
- **A:** To Train in Attaining Creative and Proactive Problem-Solving Capability
- **G:** To Have Global Business Perspectives with Open Mind
- **L:** To provide an Advanced Discipline and Sustainable Development
- **E:** To Provide Business Education Emphasizing Strategic Leadership and Ethics

We value a work and learning environment that is based on excellence, accountability, global perspective, sustainability and ethic. The mission is prominently posted in administrative offices, noted all faculty syllabi and featured on the Business School and Industry's recruiting materials, bulletin boards, classrooms and websites.