

# SCHOOL OF BUSINESS

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A close-knit community within a leading urban, public university, the VCU School of Business enrolls 4,000 students in a wide range of bachelor's, master's, certificate and doctoral programs. The school ranks in the top 5 percent of business schools worldwide due to its accreditation by AACSB International. From its founding in 1937, the school has developed strong connections with the business community in Richmond and beyond, with students actively engaged in internships, corporate projects and learning from executives.

## Strategic plan

In 2015-16, the VCU School of Business launched a bold strategic plan, EPIC, to build on its strengths and ensure that the school's students are prepared to thrive in a changing world. As the business landscape grows increasingly complex, companies in every industry need creative solutions. Leaders are seeking to hire graduates who have a solid foundation in their chosen business discipline — combined with the ability to bring fresh thinking and a creative approach to solving problems.

## Our vision

Drive the future of business through the power of creativity

## Our mission

To be a dynamic hub of business education and research, fueled by creativity and a commitment to preparing students to lead in a complex world

## EPIC Pillars

Experiential learning, Problem-solving curricula, Impactful research, Creative culture

The School of Business, its programs and faculty have received national recognition from top publications such as U.S. News & World Report, the Princeton Review, Bloomberg Businessweek, The CEO Magazine and Advertising Age. In 2014, the top-ranked VCU Brandcenter joined the School of Business. Graduates from all programs are welcomed into the VCU Business Alumni Society.