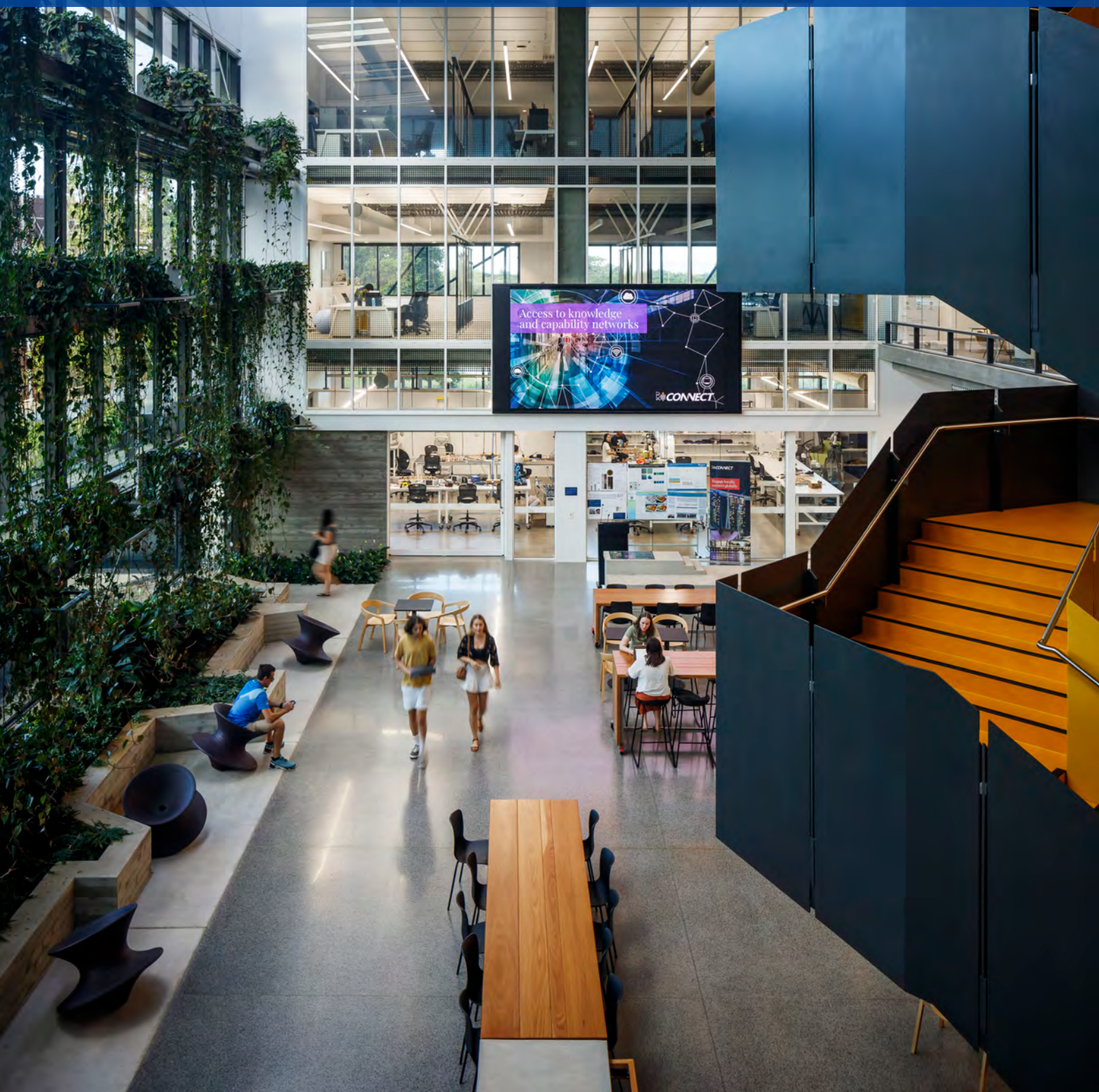


College of Business, Law and Governance

Strategic Plan 2024 – 2028



Our commitment to Australian Aboriginal and Torres Strait Islander peoples

At James Cook University we acknowledge the Aboriginal and Torres Strait Islander people as the first peoples, educators and innovators of this country. We acknowledge that country was never ceded, and value the accumulation of knowledge and traditions that reflect the wisdom of ancestral lines going back some 60,000 years and recognise the significance of this in the ways that Aboriginal and Torres Strait Islander people are custodians of Country.

As a University, we will continue to learn ways to care for and be responsible for Country, and we will collectively seek to build a future that is based on truth-telling, mutual understanding, hope, empowerment, and self-determination.



Kassandra Savage (JCU Alumni),
'Coming Together and Respecting Difference',
acrylic on canvas, 2014, 90cm x 90cm.

RESPECT. NOW. ALWAYS.

James Cook University values and celebrates the diversity of our community, and is committed to ensuring our learning and working environment is safe and welcoming.

JCU is proud to be part of the Respect. Now. Always. campaign – a national initiative led by Universities Australia to highlight our determination to ensure our students and staff are safe from discrimination and sexual harassment. Further information about the campaign and free services available for students can be found at jcu.edu.au/safety-and-wellbeing







Message from the Dean

Welcome to James Cook University's College of Business, Law and Governance Strategic Plan 2024-2028.

At the conclusion of our 2021-2023 Roadmap titled Navigating Futures in the Asia Pacific Region and Beyond, our College has achieved a number of significant milestones in reinvigorating our Teaching and Learning; building our Research and Engagement; and continuing to Internationalise our staffing, student cohorts; curriculum and research.

In 2024 we embark on the next stage of our strategic development with this new plan for the next five years. Through extensive consultation with both internal and external stakeholders we have developed a new Mission and Vision anchored on James Cook University's unwavering commitment to: Creating a brighter future for life in the Tropics and beyond, through education and research that makes a difference locally, and globally.

As a College of Business, Law and Governance we are committed to supporting the continued development of our communities economically, socially and culturally across our diverse locations in Brisbane, Cairns, Singapore and Townsville. To this end we offer a variety of courses in each of these locations including Accounting, Business Administration, Economics, Finance, Law, Management, Marketing, and Tourism and Hospitality. We adhere to the Principles of Responsible Management Education (PRME) and focus on business and legal education and research that drive positive change in our communities within the Asia Pacific region and beyond.

Over the next five years we will endeavour to bring together the College's operations across our four campuses to create a singularly unique international experience for our students and create an international cohort of professionals across the Asia Pacific region.

I look forward to working with all our stakeholders on this five-year journey, and continuing to see the College of Business, Law and Governance thrive in all our markets: locally, nationally and internationally.

Prof Stephen Boyle

Dean, College of Business, Law and Governance

About Us

The College of Business, Law and Governance is dedicated to developing well-rounded leaders who are not only academically prepared but also attuned to the real-world challenges and opportunities present in the Asia Pacific region and beyond.

Our research is dedicated to business and economic transformations, as well as law reform and justice, to address crucial societal issues with far-reaching impacts.

The College's multi-location, multi-national platform brings together expertise from regional Australia, a capital city, and an island nation to provide a distinctive educational experience for students and the opportunities for the communities served to draw on our international research expertise. Singapore's dynamic business landscape, Brisbane's status as the capital of Queensland, and Townsville and Cairns being major regional centres overlooking the Great Barrier Reef and tropical rainforests provide an unparalleled environment for holistic learning.

Undergraduate

- [Bachelor of Business](#)
- [Bachelor of Commerce](#)
- [Bachelor of Laws](#)
- [Bachelor of Tourism, Hospitality and Events](#)
- [Bachelor of Business and Environmental Science](#)
- [Bachelor of Arts - Bachelor of Business](#)
- [Bachelor of Business – Bachelor of Laws](#)
- [Bachelor of Business – Bachelor of Psychological Science](#)
- [Bachelor of Arts – Bachelor of Laws](#)
- [Bachelor of Science – Bachelor of Laws](#)

Postgraduate

- [Graduate Certificate of Business Administration](#)
- [Graduate Certificate of Business Administration Global](#)
- [Graduate Certificate of Project Management](#)
- [Graduate Diploma of Business Administration Global](#)
- [Master of Business Administration](#)
- [Master of Business Administration \[2-year\]](#)
- [Master of Business Administration Global](#)
- [Master of Education – Master of Business Administration](#)
- [Master of Information Technology – Master of Business Administration](#)
- [Master of International Tourism and Hospitality Management](#)
- [Master of International Tourism and Hospitality Management – Master of Business Administration](#)
- [Master of Professional Accounting](#)
- [Master of Professional Accounting – Master of Business Administration](#)
- [Master of Public Health - Master of Business Administration](#)
- [Master of Philosophy \(Law\)](#)
- [Doctor of Philosophy \(Management and Commerce\) or \(Law\)](#)

Locations

- Townsville
- Cairns
- Singapore
- Brisbane
- Online



5 Stars

for overall educational
experience¹

No. 1

in Australia for full-
time employment¹

5 Stars

for student teacher
ratio²

No. 15

for overall combined ranking of
Best Australian Business Schools
2023, and 8th for career impact³

Overview

The College of Business, Law and Governance's mission, vision, values, and strategic priorities for 2024-2028 have been informed by James Cook University's Corporate Strategy and developed in consultation with our key stakeholders.

This Strategic Plan sets out how the College is committed to working towards achieving the University's five strategic priorities:

- Transformative Education
- Impactful Research
- Empowering our People
- A Civic University
- Securing our Future

An annual Action Plan will accompany the Strategic Plan, comprising tactics and Key Performance Indicators, to achieve our strategic priorities. We will continue to take a consultative approach in developing future action plans and keeping our stakeholders informed of progress.

Our Mission

The College of Business, Law and Governance seeks to advance transformative business and law knowledge and develop responsible, innovative professionals who drive positive change in our economies and societies in the Asia Pacific region and beyond. We will partner with industry and the professions to develop future-focused, career-ready graduates and undertake research to create impactful solutions that make a difference, locally and globally.

Our Vision

To be recognised as a leading business and law school for the Asia Pacific region and beyond.



Our Values

The College of Business, Law and Governance has adopted the University's values of authenticity, excellence, integrity and respect.

To enact our vision, mission, objectives, and goals, CBLG will embrace these values to guide the way we behave and work together.

Authenticity

We are genuine and true to ourselves and others, engaging in meaningful ways to encourage intellectual debate and enquiry.

Excellence

We strive to continuously improve our skills, knowledge and capabilities. Our pursuit of excellence drives us to deliver rigorous academic programs, cutting-edge research, and transformative learning experiences as we strive to shift frontiers.

Integrity

Ethical conduct and honesty underpins everything we do. We promote inclusivity and diversity, empowering people to be professional, responsible and accountable.

Respect

Respect is at the core of our community, where we treat one another with dignity and fairness, and promote collaboration, empathy, and understanding.



As a proud supporter and Advanced Signatory of the United Nations Principles for Responsible Management, the College of Business, Law, and Governance aligns our teaching, research, and engagement activities with a range of relevant UN Sustainable

Development Goals. In this strategic plan, we will give particular focus to **SDG8: Decent Work and Economic Growth** to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.





Strategic Priority Areas

Our five-year strategic plan is built on five strategic priority areas:

Transformative Education

1. Continuously improve teaching quality and the student experience in all attendance modes and locations.
2. Embed industry in the curriculum and increase opportunities for Work Integrated Learning.
3. Increase the number of Australian Indigenous and non-traditional students studying business and law.
4. Create a single international cohort model enabled by technology and promote student mobility.
5. Implement measures to improve retention and success in both undergraduate and postgraduate coursework programs.

Impactful Research

1. Support academic staff to increase research activity and quality of outputs.
2. Strengthen engaged research that emphasises scholarly and societal impact.
3. Increase applications for industry sponsored and externally resourced research funding.



Empowering our People

1. Foster a diverse, inclusive, and respectful workplace and learning environment that brings a sense of belonging.
2. Provide opportunities for staff and students to contribute to the operational and intellectual life of the College.
3. Undertake workforce planning and professional development programs to enhance diverse representation in academic leadership.

A Civic College

1. Support employability in the regions by retaining local talent and upskilling and re-skilling the local workforce.
2. Partner with industry and community to support engaged research and learning.
3. Explore opportunities for broader regional engagement including rural, remote and Indigenous communities, to grow workforce capacity for sustainable economic and social development.

Securing our Future

1. Increase student enrolments both domestically and internationally across all campuses.
2. Diversify revenue sources through commercial opportunities.
3. Increase international partnerships to grow student articulations.
4. Develop new multi-modal course offerings to increase accessibility to a wider range of potential students.
5. Increase visibility and activity in central business districts.
6. Support Academy priorities of workload allocation and academic staff profile.





College of Business, Law and Governance

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