

College of Business, Law and Governance

2021–2023 Roadmap

Navigating Futures in the Asia Pacific Region and Beyond



JAMES COOK
UNIVERSITY
AUSTRALIA

Ready today for tomorrow

jcu.edu.au

2021–2023 Roadmap
College of Business, Law and Governance

Navigating Futures

in the Asia Pacific Region and Beyond

A dynamic and international Business School, the College of Business, Law and Governance at James Cook University (JCU) delivers a range of future focused business and law courses across Cairns, Townsville, Brisbane and Singapore.



Formed in 2014, a primary emphasis of the College is on developing leaders who are equipped with an understanding of the complexities of doing business and undertaking professional practices as are directly relevant to the ever-evolving Asia Pacific region.

Under the leadership of the Dean, Professor Stephen Boyle, the College promotes, fosters, and delivers quality teaching and research with both a local and global reach. Taken together the College's multi-campus locations and world-class academics provide an international perspective to teaching and research that links academics, students and industry across the Asia Pacific and beyond.

Designed in conjunction with industry and the professions the College's courses instil future leaders with life-long skills that have practical applications in this age of disruption. Leading-edge study areas reflect global industry needs and challenges including the blue economy, sustainable practice, adaptability, crisis management, creativity and innovation.

The College research flagship is the *Centre for International Trade and Business in Asia* with a focus on Asia and the Tropics. College research provides businesses, governments, and partner universities expertise and knowledge across a range of research clusters, including corporate social responsibility, circular economy, sustainable tourism, waste management, trade negotiations and non-tariff barrier analysis.

Over the next three years the College of Business, Law and Governance at JCU will continue to strengthen its industry engagement and career focus, developing work ready graduates for the future. With multinational campuses, staff and students, the College will be the Business and Law School for the Asia Pacific region and beyond. The following sections outline the strategic directions and actions to be taken over the next three years.

James Cook University is a world-class university ranked in the top 250 Universities worldwide¹. JCU develops graduates who have the knowledge, skills and experience to succeed and thrive in a global workforce.

As part of the Division of Tropical Environments and Societies, the College of Business, Law and Governance (CBLG) promotes, fosters, supports and administers quality teaching and research at JCU in the areas of Business, Commerce, Law, and Tourism. CBLG has its operations based in both Townsville and Cairns, offering degrees in either location and also online in:

- Commerce
- Accounting
- Finance
- Economics
- Management
- Marketing
- Tourism and Hospitality
- Law
- Business Administration
- Conflict Management and Resolution

In addition to offering courses in North Queensland CBLG also offers courses in Brisbane through James Cook University Brisbane, and in Singapore through James Cook University Singapore. In total there are around 5,300 students studying Business and Law across all locations.

The College's multi-location, multi-national platform offers CBLG a great opportunity to build a truly global Business and Law School with a strong focus on Asia Pacific. CBLG's unique positioning brings together expertise from regional Australia, a major capital city and Singapore as an island nation to provide a distinctive international educational experience for students and opportunities for the communities served to draw on CBLG's international research expertise.

To realise CBLG's goals, a Road Map and Action Plan features the following three key pillars:

1. Reinvigorate Learning and Teaching
2. Operationalise Engagement and Research
3. Internationalise the College

1. 2021 Times Higher Education (THE) World University Rankings

Creating a brighter future for life
in the Tropics world-wide through
graduates and discoveries that make
a difference.

JCU Statement of Strategic Intent

Roadmap for the Future: 2021–2023

TOP **15**
Universities in Australia¹

5 STARS
for full-time
employment²

Research
connections to
124
COUNTRIES

5 STARS
for student support²

5 STARS
for skills
development²

Hospitality and Tourism
ranked in the
TOP **100**
in the world³

Law ranked in the
TOP **300**
in the world³

Research in Tourism
and Law rated as being at
**World
Standard**⁴

1. 2021 Times Higher Education (THE) World University Ranking. 2. 2021 The Good Universities Guide - Undergraduate. 3. 2021 Global Ranking of Academic Subjects (Shanghai Ranking) 4. Excellence in Research Australia (ERA) 2018

Reinvigorate Learning and Teaching

1.

Ready today for tomorrow

As CBLG rebounds from and reinvents in the face of the current COVID crisis, the now digitally enabled College aims to capitalise on lessons learned. CBLG is already actioning these lessons by leveraging its online presence to blend together the best of digital learning and face to face interactions.

CBLG is also continuously working with its partners to ensure content development is *Ready Today for Tomorrow*. Accordingly, CBLG is Reinvigorating Learning and Teaching, through:

- Developing high quality multi modal curriculum delivery;
- Exploring short courses and stackable credentialing options;
- Transforming service delivery that is streamlined, singular and rationalised;
- Ensuring content development is contemporary, purposeful, agile and relevant.

These Priorities are reinforced by University Plan Actions that in turn echo the Learning and Teaching opportunities identified:

1. Implement a diverse, inclusive range of pedagogies that support our student cohorts.
2. Increase our capacity in education design for new digital learning environments, and support and grow the capabilities of our academics in next generation digital learning platforms.
3. Refine domestic and international pathway programs.
4. Deliver streamlined administrative procedures to students and provide responses which are timely, integrated and coordinated.
5. Modernise and streamline credit transfers.
6. Develop a curriculum that includes relevant, globally informed content.
7. Develop a dynamic portfolio of postgraduate coursework and research degrees with a specific focus on alignment with our Strategic Intent, areas of academic excellence and meeting market demand.



Operationalise Engagement and Research

2.

Opening doors to opportunity with industry and research

Operationalising Engagement and Research acknowledges the increased emphasis on industry engagement, applied research and employment outcomes by leveraging the activities in CBLG's professions and disciplines to support research and the advancement of knowledge.

CBLG's engagement and research opportunities align with JCU's *Aspiration to inspire students and the wider community about the importance of the Tropics and underserved populations*, and the associated priorities in the 2018-2022 University Plan.

Accordingly, CBLG is Operationalising Engagement and Research, through:

- Identifying and actioning collaborative industry partnerships;
- Including input from industry and professional bodies;
- Adopting and implementing a research excellence structure;
- Supporting research that has relevance, usefulness and impact.



These Priorities are reinforced by University Plan Actions that in turn echo the Engagement and Research opportunities identified:

1. Develop and maintain collaborations with industry to aid our students in developing skills that will be crucial in their professional and personal development.
2. Engage with industry, community, and public sector partners to accelerate our capacity for innovation.
3. Stay in touch with our domestic and international Alumni and find ways that they can bring global perspectives to our priorities.
4. Build and strengthen partnerships with key industries within our local communities and build leadership capacity to support them to compete on a local and global scale.
5. Support our local communities through strategic partnerships, sponsorships and professional development programs.
6. Invest in implementing a Schools Engagement Strategy that adds value to our schools and strengthens our connection to community thereby enabling us to contribute to the prosperity of our region.
7. Grow existing research tools, platforms and partnerships to continue to enable world leading research.
8. Establish new administrative capability in consultancy research, providing business development, project management and post-award management services to assist academic disciplines in increasing their capabilities.

Internationalise the College

3.

Your world-class education begins here

Internationalising the College reinforces the importance of the Tropics as a geo-political region and addresses the international experience and exposure that is expected as part of University study.

Internationalisation aligns with JCU's *Aspiration to be a catalyst for innovation, connecting our region to the global knowledge economy*, and the associated priorities in the 2018-2022 *University Plan*.

Accordingly, CBLG is Internationalising the College, through:

- Actioning cross jurisdictional teaching;
- Developing mechanisms for internal Staff mobility;
- Synchronising timetables and delivery options across all locations;
- Identifying and actioning collaborative partnerships with international business schools;
- Contributing to the development of innovative offshore, transnational and online Learning and Teaching and Research.

These Priorities are reinforced by University Plan Actions that in turn echo the Internationalisation opportunities identified:

1. Encourage academic disciplines to expand the range of courses available at the Singapore campus.
2. Review deployment of services across JCU campuses, with a specific focus on services delivered at the Australian and Singapore campuses.
3. Harmonise and integrate service delivery across our campus network to achieve a sense of community across all locations.
4. Capitalise on our status and facilities in Singapore to increase access for our region into Asia.



Contact us

Townsville: 07 4781 5255

Cairns: 07 4232 1000

Freecall (within Australia): 1800 246 446

Email: enquiries@jcu.edu.au

