

**BRAND  
BENEFITS**

INTERNATIONAL

WE ARE A GLOBAL VILLAGE ON A CITY BLOCK, ATTRACTING TOP TALENT FROM NEAR AND FAR. THE ENTIRE SOBEY SCHOOL OF BUSINESS COMMUNITY WINS FROM DIVERSITY OF THOUGHT AND CULTURAL BACKGROUND. SOBEY SCHOOL OF BUSINESS FOSTERS A UNIQUE RICHNESS AND PERSPECTIVE FROM OUR INCLUSIVITY AND INTERNATIONALISM.

CREDIBLE

AS ONE OF THE OLDEST BUSINESS SCHOOLS IN CANADA, WE HAVE EARNED A REPUTATION FOR INTEGRITY, RIGOR AND ACHIEVEMENT. WITH THE MAJORITY OF OUR PROFESSORS HOLDING A PHD, OUR STUDENTS LEARN FROM TOP EXPERTS AND ARE EXPOSED TO AN ABUNDANCE OF RESEARCH OPPORTUNITIES. HAVING BUILT STRONG CONNECTIONS WITH BUSINESSES AND ENTREPRENEURS, SOBEY SCHOOL OF BUSINESS OFFERS RELEVANT EXPERIENCES AND MENTORSHIP TO OUR STUDENTS, TRANSLATING TO MEANINGFUL, REWARDING CAREERS.

ENGAGING

SOBEY SCHOOL OF BUSINESS FACULTY AND STAFF ARE PRESENT AND DEDICATED TO CONTINUALLY REDEFINE STUDENT EXPERIENCE AND CONNECT WITH THE GREATER COMMUNITY. PROFESSORS AND ADMINISTRATORS ARE ACCESSIBLE AND HUMAN; WE EMPATHIZE WITH UNIQUE STUDENT NEEDS AND ADAPT ACCORDINGLY TO ENSURE EACH STUDENT IS SET UP FOR SUCCESS. STUDENTS, FACULTY AND STAFF BECOME PART OF A WELCOMING, DYNAMIC NETWORK THAT MAXIMIZES LEARNING AND EMPOWERS CONTRIBUTION ON CAMPUS AND IN THEIR COMMUNITY.

**WE VALUE**

- DIVERSITY
- ENTREPRENEURSHIP
- SUSTAINABILITY
- BEING REACHABLE

**Personality**

AMBITIOUS, GENEROUS, COLLABORATIVE, SUPPORTIVE, HUMBLE, AUTHENTIC, PASSIONATE

**STAKEHOLDERS**

- LOCAL & INTERNATIONAL BUSINESSES
- SEASONED PROFESSIONALS
- YOUNG PROFESSIONALS
- UNDERGRADUATES
- GOVERNMENT & COMMUNITY LEADERS
- DONORS
- ALUMNI
- HIGH SCHOOL COMMUNITY

**MISSION**

THE SOBEY SCHOOL OF BUSINESS, THROUGH ACTIVE LEARNING AND THE CREATION AND MOBILIZATION OF SCHOLARSHIP, PREPARES CITIZENS OF THE WORLD TO LEAD SUSTAINABLE, ENTREPRENEURIAL BUSINESSES AND COMMUNITIES.

**VISION**

INSPIRING AND SUPPORTING CHANGE IN COMMUNITIES AND AROUND THE GLOBE.

**PURPOSE**

EMPOWERING LEADERS TO LIVE THEIR PASSION.

**PROMISE: MAKE AN IMPACT WITH PURPOSE.™**