

**Texas Christian University  
Neeley School of Business**

**Mission:**

The faculty and staff of the Neeley School of Business are committed:

- To develop ethical leaders with a global perspective who help shape the business environment.
- To develop and disseminate leading edge thought in order to improve the practice of business.

**TCU and Neeley School Core Values:**

- Academic achievement
- Personal freedom and integrity
- The dignity and respect of the individual
- A heritage of inclusiveness, tolerance and service

**Vision:**

Our vision is to be the Premier Business Program in Texas. We will achieve this by:

- Being the school of choice for undergraduate and graduate business students. Our programs focus on individual development and emphasize more than strong functional skills. Our students learn how to use what they know to make a difference in business organizations.
- Being a target school for employers in Texas and in major national markets. We want businesses across the state to recognize the Neeley School as having a nationally prominent program with TCU graduates adding immediate value to their organizations.
- Being a knowledge leader in terms of faculty research and executive education.