

READABILITY AND USEFULNESS: DO THE TOP 100 MBA MISSION STATEMENTS SAY ANYTHING?

Anjali S. Bal, Segal Graduate School of Business, USA
Leyland F. Pitt, Segal Graduate School of Business, USA
Michael Parent, Segal Graduate School of Business, USA

ABSTRACT

Mission statements are an integral part of the strategic planning in higher education. Business Schools face a tough battle for students, faculty, and funds. Business schools have responded to increased competition by adopting clear mission-inspired strategies. The readability of mission statements is important for the positioning, accreditation and branding of programs to potential and existent students and faculty alike.

References Available on Request.