Our Core Principles

The UBC Sauder community has chosen five core principles by which to navigate our next five years. They determine our priorities and guide our decisions so that we may fulfil our mission and bring our vision to life.

RESEARCH Excellence
UBC Sauder School of Business takes pride in delivering research with impact to advance foundational business knowledge, guide business excellence, inform public policy and inspire student learning.

Transformative STUDENT Experience
We provide our students with a rich set of experiences inside and outside the classroom that allow them to develop a deeper understanding of themselves and their place in the world around them.

Collaborative and Respectful ENVIRONMENT
UBC Sauder School of Business fosters a culture characterized by honesty, integrity and respect. Attracting and retaining outstanding faculty, staff and students both depends on and is strengthened by our adherence to our core values.

Proud and Engaged ALUMNI and COMMUNITY Partners
At UBC Sauder, we find our strength in our partners — in alumni and students, in colleagues and friends, in corporations and community organizations. Together, we make up a community that shares a vision and commitment to transform the lives of students, our leaders of the future.

Global Reputation for Excellence in INNOVATION and SOCIAL IMPACT
UBC Sauder School of Business recognizes the need to innovate as a defining business challenge in solving the great social, environmental and economic problems of our time. We dedicate ourselves to encouraging and enabling innovation in the service of the greater good as well as in private wealth creation.

Our Cross-Cutting Themes: Values | Collaboration | Diversity | Global Community