The College of Business (CCB) invites proposals for its inaugural strategic themes. Themes involve a range of faculty and activities that cut across CCB’s three Schools and seven Areas and that both leverage and contribute to Cornell University’s broader excellence. Themes must enhance the overall academic reputation of CCB through research, teaching and public engagement programs, differentiating us from other premier business programs nationally and globally. In some, but not necessarily all, cases Centers, Institutes, Programs or other multi-School, interdisciplinary initiatives will be focal points for themes.

The proposal will consist of the following components:

1) A clear, descriptive title for the theme.
2) A list of faculty committed to self-organize into the theme, including short (no more than 2 page) statements of commitment from at least four (tenure- or non-tenure-track) faculty. The listing must include faculty from at least two Schools and at least two Areas.
3) A short management plan that identifies one (or more) faculty theme leader(s) and a leadership succession plan. Theme leader(s) will report programmatically to the CCB Dean of Academic Affairs.
4) A short statement (1-3 pages) that explains how the theme will add value to existing curricular and extracurricular programs within the College, whether through coordinated marketing and communication that improves the visibility of existing initiatives, enhancements to teaching programs that attract additional outstanding students and advance their careers, high-profile research initiatives that advance the stature of the CCB faculty, highly impactful programs of engagement with private and public sector organizations, or some combination of these.
5) Metrics against which the theme should be evaluated at one-, three- and five-year horizons.
6) A specific listing of resources necessary over a three-year period to attain the vision articulated in the theme statement (item 4) and the theme-specific performance metrics (item 5). This can include financial resources for activities, post-doc or support staff for external fundraising and programming, in-kind contributions of CCB staff time (e.g., IT, marketing/communications), space, etc. Significant resource requests should be matched by a track record to demonstrate ability to deliver significant results. What is needed to be widely recognized as top five or better nationally? Identify how the theme expects to generate revenues to cover part or all of these additional expenditures after a probationary period of three.

Proposals are due by January 16, 2017 via email to Themes@business.cornell.edu.

Proposals will be evaluated for anticipated academic and societal impacts, value addition to existing academic programs, and expected cost. Selections will be made before the end of the semester by the Dean of CCB based on recommendations from the Academic Planning Council (the three Schools Deans, the seven Area Coordinators, and Dean of Academic Affairs).

Prospective applicants are strongly encouraged to discuss their ideas with CCB and School Deans, as well as relevant Area Coordinators, in advance of submitting a theme proposal. This discussion is intended to help strengthen proposals by identifying potential partnerships and further refining innovative ideas.