

Strategic Framework

2025 - 2030

—
McGill Desautels
Faculty of Management

JANUARY 2024



McGill University is on land which long served as a site of meeting and exchange amongst Indigenous peoples, including the Haudenosaunee and Anishinabeg nations. We acknowledge and thank the diverse Indigenous people whose footsteps have marked this territory on which peoples of the world now gather.

Strategic Framework

The McGill University's Desautels Faculty of Management's strategic framework was developed in consultation with faculty, staff, students, and alumni. It highlights our vision, mission, values, positioning, and core strategies

Our Vision

We strive to be “McGill Desautels—great and good.”

We aim for great impact through excellence in our research, teaching, community, and global reach. We seek to do good and create positive societal impact by developing ethical, innovative, and future-ready leaders.

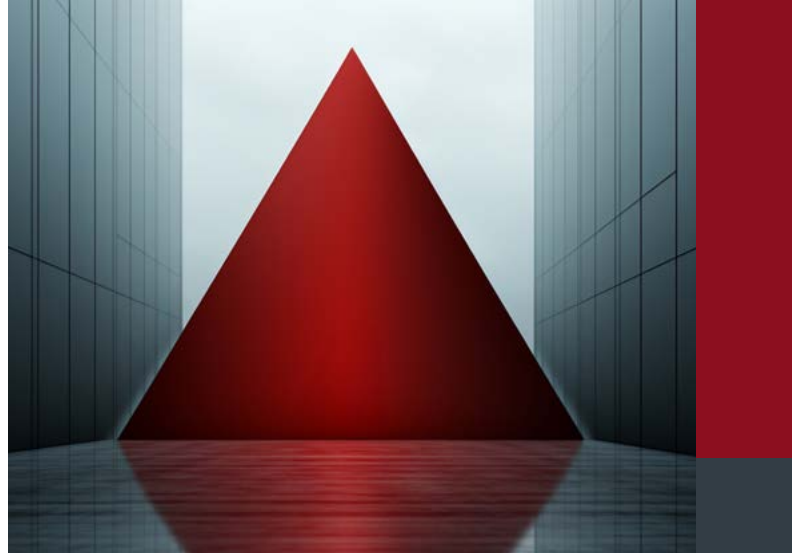
We aim to be recognized as the world's leading and most influential faculty of management, committed to achieving the great and the good.

Our Mission

“The mission of McGill University is the advancement of learning and the creation and dissemination of knowledge, by offering the best possible education, by carrying out research and scholarly activities judged to be excellent by the highest international standards, and by providing service to society.”

The McGill Desautels Faculty of Management develops and educates ethical, global leaders as we generate knowledge with real-world social and economic value.





Our Values

At McGill Desautels, we care about value and values.

- Excellence and innovation in research, teaching, learning and service
- Ethics in decision-making and conduct in a diverse, engaged, global community of students, alumni, staff, and faculty

Our Distinctive Positioning

McGill Desautels

- Represents McGill University globally in management while anchored in Montreal, Quebec—bringing McGill Desautels to the world and the world to McGill Desautels
- Comprises an international community of faculty, students, alumni, and staff
- Provides world-class, personalized, and experiential education that emphasizes responsible management
- Applies innovative, interdisciplinary, integrated, and international approaches to research, teaching, and partnerships
- Embraces many distinctive initiatives:

- 1. Retail:** Bensadoun School of Retail Management's Retail Innovation and Data Sphere Labs, Master of Management in Retailing
- 2. Finance:** Desautels Capital Management, Honours in Investment Management, McGill International Portfolio Challenge, Master of Management in Finance
- 3. Entrepreneurship:** McGill Dobson Centre for Entrepreneurship
- 4. Thought-leading management programs:** International Masters for Health Leadership focusing on Mintzberg managerial mindsets, Master of Management in Analytics
- 5. Pioneering institutes:** Marcel Desautels Institute for Integrated Management, Laidley Centre for Business Ethics and Equity, Sustainable Growth Initiative
- 6. Bilingual, partnered programs:** McGill-HEC Montréal EMBA and the joint doctoral program with HEC Montréal, Concordia, and UQAM
- 7. Impactful engagement with business and communities:** Lewtas Office for Experiential Learning, Soutar Career Centre, McGill Executive Institute

Our Cross-Functional Themes

Two cross-functional strategic themes focus the Faculty's collective efforts to compete and lead across critical areas of management scholarship and practice.

Innovation, Entrepreneurship, and Managing Disruption

- Champion intrapreneurship and facilitate the creation and continuity of novel businesses and social enterprises
- Guide management practice to generate and harness opportunities that arise from emerging technologies and industry disruptions, such as AI and analytics
- Equip students to be innovative leaders—today and tomorrow—by providing transformative experiences that build future-readiness.

Sustainability, Ethics and Equity

- Improve the long-term management of human, societal, organizational, economic, and environmental challenges
- Advance management with integrity and equitable outcomes, along with workplace wellness and diverse, inclusive cultures

For each theme, McGill Desautels will

- Strengthen existing programming and develop new materials for our academic offerings
- Use institutes and initiatives to create new student projects, fund actionable faculty research, and partner with others at McGill and externally
- Be known for our expertise in McGill, Montreal, Canada, and the wider global community



Our Core Approaches

In implementing our vision, we are committed to four core approaches that shape our programs, research, community, and workplace.

Equip all learners to be the leaders of tomorrow, today

Desautels provides outstanding learning experiences through undergraduate, master's, doctoral, and executive programs, which build core foundational and analytical skills, promote critical and creative thinking, and foster curiosity and problem solving.

Goals

Refresh existing curricula and expand co-curricular opportunities

- Promote experiential learning and multi-disciplinary innovation in program delivery and in partnership with the private sector, non-profits, governments, universities, and other external organizations
- Support growth by empowering learners to anticipate change, and to be change-makers, within and outside the McGill Desautels community

Enhance the learner experience

- Foster self-discovery and self-awareness, and provide tools for self-direction and decision-making, while also building a sense of community among students in all programs
- Improve access for students including, but not limited to, those from under-represented and socio-economically disadvantaged groups
- Provide exceptional student services through a hub that integrates academic and career advising, well-being and mentorship
- Assist students and alumni in engaging with McGill's global professional network





Drive knowledge-creation and sharing through research excellence and impact

McGill Desautels' reputation will be further enhanced as a world-leading management faculty through the rigour, relevance, and impact of our research.

Goals

Be known globally for our outstanding scholarship

- Continue to value world-class publications in [Desautels 22](#) and other top disciplinary journals
- Further incorporate other assessments of research quality that are in line with the [Declaration on Research Assessment \(DORA\)](#)
- Value the diversity of scholarship from individual faculty members while building collective strength across our cross-functional themes to gain greater recognition of Faculty-wide scholarship

Amplify the impact of our research

- Further facilitate the integration of research into the student experience through programs such as the Integrated Management Student Fellowship
- Continue to nurture doctoral students—the next generation of researchers
- Increase university, private sector, industry-funded, and government-funded partnerships to address big, multidisciplinary problems and develop important new insights
- Communicate relevant research findings through the [McGill Delve](#) platform and other thought-leadership channels

Produce social and economic value for local and global communities

Desautels drives impact through research, expertise, and student and alumni talent, and fosters engagement across programs with alumni, the private sector, non-profits, governments, and partners around the world.

Goals

Drive societal and economic impact

- Promote collaboration across McGill and with other universities, corporations, non-profits, and governments in Montreal, Canada, and throughout the world
- Foster initiatives by faculty, staff, students, and alumni for local and global impact

Further enhance our national prominence and global brand and presence

- Leverage the power of the McGill brand and expand Desautels' visibility in McGill initiatives
- Build on the international nature of our faculty, students, and alumni
- Expand our international presence in key geographies via student exchanges, degree programs, and executive offerings

Enhance the alumni experience and impact

- Provide learners and alumni with increased opportunities to network, socialize, build a supportive community, enjoy life-long learning, and receive preferential access to executive education
- Provide opportunities such as Desautels Global Experts, advisory boards, and student internship programs where alumni can give back to McGill Desautels
- Increase opportunities for alumni to give financial support to enhance McGill Desautels' ability to compete



Be a *community of excellence and ethics*

Establish Desautels as a preferred academic institution and workplace by cultivating a community of distinction and integrity.



Goals

Remain known for and continue to invest in our outstanding students, alumni, staff, and faculty

- Recruit and retain top students and faculty from around the world as well as top professional and administrative staff
- Promote ongoing excellence by providing opportunities for mentoring, networking, knowledge-sharing, individual development, and professional growth
- Equip community members to be future-ready and resilient change-agents and problem-solvers so that students and alumni are consistently sought out by top employers
- Celebrate and promote a culture of excellence that brings out the best of Desautels

Provide a positive and caring learning and work environment for all

- Promote and uphold equity and inclusion, and foster a culture where every member of the community feels welcome, valued, respected, and safe
- Create ongoing opportunities for social engagement and provide a life-long supportive community
- Ensure learning and work environments simultaneously promote community strength and high-quality processes and outputs
- Foster open communication, transparency, and fiscal responsibility

Next Steps



An implementation plan is being developed that includes metrics to track outcomes as we move forward.

The leaders
of tomorrow,
today.



McGill |  DESAUTELS

Faculty of
Management