

Our Mission

The mission of Undergraduate Programs in Business (UPB) is to challenge WCBA undergraduate students to pursue opportunities for growth throughout their entire college career by providing high quality academic advising, career coaching, professional development programs, and study abroad opportunities. UPB student services professionals promise to:

- Engage you in a welcoming and courteous manner;
- Provide you with timely access to advisors who are concerned about your personal and professional development;
- Communicate college and university policies to you in an accurate and timely manner;
- Create and promote enriching programs for you, from your freshman to senior year; and
- Seek additional resources to enhance the quality of undergraduate programs in our college.

Our Values

To enhance the college experience of all WCBA undergraduate students, UPB student services professionals embrace the following values:

- **Leadership:** challenging students and colleagues to reach beyond their current expectations of themselves.
- **Passion:** believing that serving students is an important part of promoting a just and equitable society.
- **Commitment:** pledging to fully support the UPO mission and vision.
- **Innovation:** creating student programs that redefine the traditional collegiate experience.
- **Integrity:** acting in accordance with ethical principles that build trust among students and colleagues.
- **Respect:** acknowledging that diversity is an essential educational component in preparation for global success.