



#### **a. Vision**

- 1) The vision describes the aspirations of the study program, the direction it is aimed at, and the future profile of the study program in a clear, realistic, and credible manner. A review or evaluation is carried out to ensure the efficient and effective implementation of the vision by paying attention to the current and future development and conditions of economic and business issues.
- 2) The vision is expected to grow commitment and energy, give meaning, become a performance standard that bridges the current and future economic and business conditions, and is compiled, set, and documented by involving all stakeholders.

#### **b. Mission**

- 1) The mission elaborates on the knowledge conveyed, developed, and implemented to the *Tridharma* of Higher Education activities. It also explains the outcome and impact of economics and business, the parties being served and benefited, the arena of work, values, and beliefs used as the basis for work.
- 2) The mission clearly describes the uniqueness of the study program's existence in achieving the vision and shows that all processes for achieving the vision are carried out in a concise, easy-to-remember, up-to-date, and realistic manner. It is compiled, set, documented, and involves all stakeholders by conducting reviews and evaluations to bridge current and future economic and business conditions.

#### **c. Goals**

- 1) The goals are derived from the vision and mission and then evaluated and reviewed periodically to match the direction of current and future economic and business development.

- 2) The objectives are derived from specific and measurable goals that are explicitly stated, measurable, and scheduled according to their times to be achieved. The formulation of the objectives involves stakeholders.

#### **d. Strategies**

- 1) The strategies describe the process of carrying out the mission and realizing the vision through achieving its strategic goals and objectives that impact competitiveness by utilizing its resources effectively and efficiently to respond to the direction of economic and business development nationally and globally.
- 2) The strategies describe strategy formulation by involving all stakeholders and reviewing and evaluating the efficiency and effectiveness of its implementation.