

Sprott Strategic Plan

2025-2030



Carleton
University

Sprott
School of Business



Message from the Dean

We are living in a time of accelerated change and complex global challenges. From shifting economic landscapes and climate disruption to technological transformation, today's realities demand new ways of thinking, leading, and working together.

At Sprott School of Business, we recognize that addressing these challenges requires more than isolated solutions. It calls for collaboration across disciplines, industries, cultures, borders, and communities. It calls for institutions, like ours, to act as connectors, bringing people together to co-create knowledge, drive innovation, and build systems that are more resilient and sustainable.

Sprott has always been a community grounded in values. Across our research, our teaching, and our partnerships, we are guided by a shared responsibility for the world around us, bold imagination that questions the status quo, and a strong sense of purpose in contributing to a better future. These principles are foundational to how we prepare students, support lifelong growth, and contribute meaningful insights to both business and society.

We know that stronger outcomes emerge when we all work together. This Strategic Plan is the product of open dialogue and collective ambition. Over the past several months, we have engaged faculty, staff, students, alumni, and external partners in important conversations about who we are as a School, what the world needs from business education, and where Sprott is uniquely positioned to lead. This Strategic Plan continues to guide our priorities as we aim to deepen our connections with students, alumni, businesses, governments, and communities locally, nationally, and globally. Together, we will continue to address the problems that matter to create lasting impact.

Howard Nemiroff

Dean, Sprott School of Business

Our Aspiration

Through our scholarly work and engagement, we aim to cultivate the enterprising spirit of business in order to foster shared prosperity and advance equity and justice for all.



Our Calling

We create learning experiences and scholarship that harness the potential and opportunity for business to improve lives worldwide. In fulfilling this calling, we acknowledge and respect the Algonquin nation on whose traditional and unceded territory we are gathered and value our location in Ottawa, the thriving capital of a G7 country and a hub of Canadian social and technological innovation.

Our Values

We are an inclusive, caring community that ensures that students, faculty, staff, alumni and partners feel supported and valued. We demonstrate empathy in our interactions with one another and through our external engagement and scholarly work.

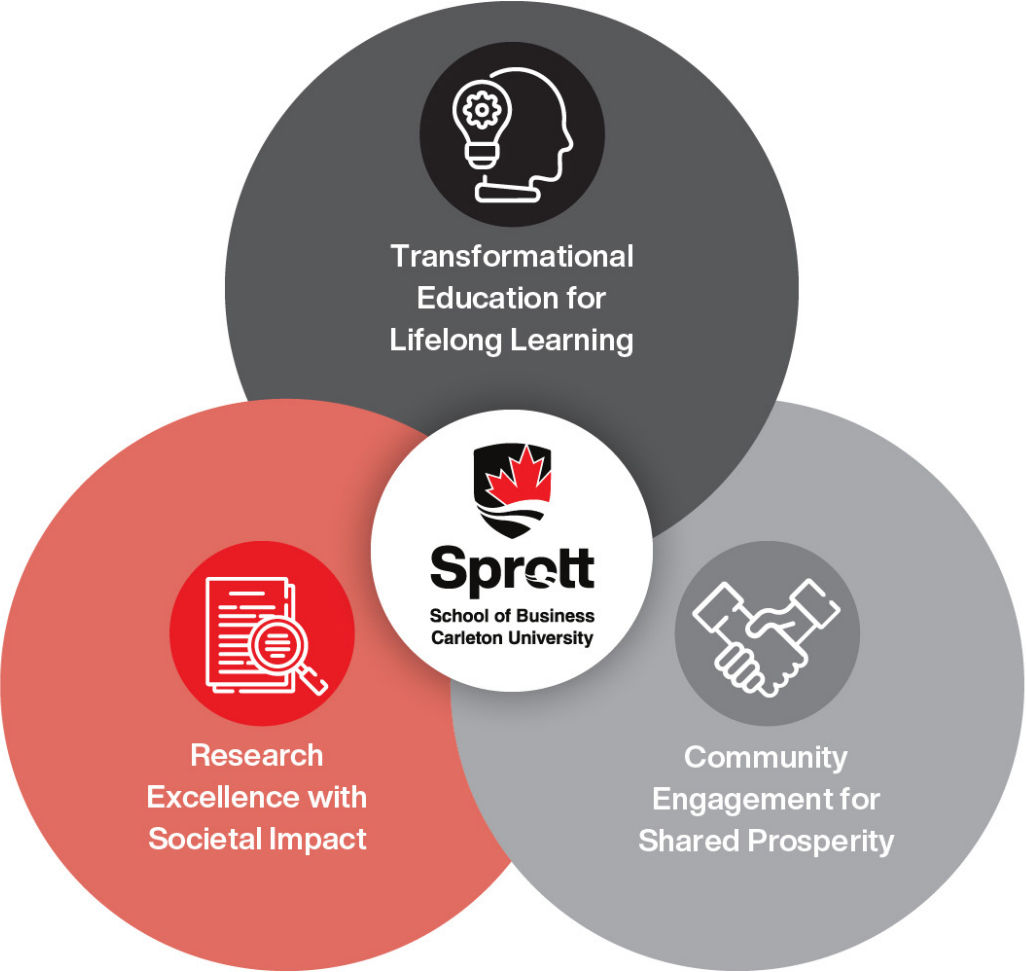
We encourage bold ideas; we think creatively; we look beyond ourselves and the 'way things are' to foster innovation for the future.

We are attuned to the community and the world around us and we are driven to contribute to the greater good.



Sprott Strategic Priorities

Our three interconnected priorities were determined in consultation with internal and external stakeholders, and reflect Sprott’s values to contribute to Carleton University, the Ottawa community, and beyond. These priorities guide Sprott’s strategic direction, as we deliver inspiring learning experiences, advance impactful research, and foster purposeful partnerships. Aligning with our Calling, Aspiration and Values, our priorities will ensure that Sprott continues to be a business school dedicated to developing resilient leaders who positively contribute to their community.



Transformational Education for Lifelong Learning

We deliver innovative, flexible, and accessible educational experiences to encourage entrepreneurial mindsets and prepare students for dynamic careers.

Equipping students with the skills needed in today’s fast-evolving business world is central to our strategic plan. We are committed to adapting our curriculum to ensure that students build strengths in core areas like leadership, agility, collaboration, digital fluency, and critical thinking, all essential for career success in a dynamic environment. Within and outside of our classrooms, we recognize the need for learning experiences that prepare students to succeed amid constant change. Sprott faculty and staff are passionate about creating innovative opportunities for all students to engage with real-world challenges, encouraging students to uncover their own ability to contribute to solving problems.

Contemporary and Agile Curriculum

Continuously adapting our curriculum to equip students with the tools and strategies to navigate the complex and ever-changing business landscape.

Premier Experiential Learning

Increase exposure to quality experiential learning opportunities such as applied placements, business consulting and global exchange, that are necessary to solve real-world business problems.

Flexible Learning Pathways

Develop stackable credentials in a variety of learning modalities to cater to diverse sets of learners.





Sprott Strategic Priorities

Research Excellence with Societal Impact

We advance knowledge creation that addresses pressing societal challenges while enhancing the School's visibility and reputation globally.

At Sprott, our research drives innovation and deepens understanding of the complex issues facing business today. We take pride in creating and disseminating knowledge that addresses real challenges faced by organizations and communities. By focusing on impactful, relevant research, we empower our faculty, students, and industry partners to contribute fresh insights that shape business practices and policies locally and globally. Through collaboration and knowledge exchange, we ensure our research fuels positive change and prepares our future leaders.

Research that Matters

Bridge theory and practice, driving intellectual discovery and societal and industry impact.

Strong Industry Partnerships

Collaborate with businesses, community organizations, and government agencies to co-create impactful research initiatives.

Impactful Knowledge Dissemination

Enhance visibility of intellectual contributions across academic and applied audiences.

Community Engagement for Shared Prosperity

We maintain deep connections with local, national, and international communities to advance shared prosperity.

Building strong connections with our community partners, employers, and alumni is the key to our Aspiration. We are dedicated to nurturing meaningful partnerships that drive community growth and generate value-enhancing opportunities for all stakeholders. Sprott students and alumni are actively making an impact locally and globally, and we are committed to supporting the ongoing development of these collaborative efforts.

**Clear and Visible
Brand and
Reputation**

Showcase Sprott initiatives and community impact through diverse communication channels.

Engaged Alumni

Build a network of active and invested alumni through various opportunities for engagement, supporting mutual growth.

**Strong Employer
Connections**

Nurture relationships with local, national, and global businesses and associations to enhance experiential learning opportunities and career pathways.

**Partner in Ottawa's
Prosperity**

Support the broader Ottawa community in finding solutions to societal challenges, enabling growth and success.





Overview

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