



HERBERT  
SCHOOL  
OF  
BUSINESS

# MOONSHOT PROJECT

MIAMI HERBERT'S STRATEGIC PLAN 2025-2029



UNIVERSITY OF MIAMI  
**MIAMI HERBERT**  
BUSINESS SCHOOL





# A MESSAGE FROM THE DEAN

At Miami Herbert Business School, we are entering our second century in 2029, one defined by bold ambition. Our 2025–29 Strategic Plan, aptly titled the “Moonshot Project,” is a roadmap to becoming a top 20 business school. It is a statement of who we are, what we value, and who we intend to be as we turn 100 years old.

Our strategic plan reflects our goal to become one of the world’s elite business schools, known not only for its pioneering research but also for the personalized, transformative experience we offer all students to ensure their lifelong career success by harnessing and fueling the growth of Miami and beyond.

The Moonshot Project calls upon all stakeholders to work together on the path forward. With your active contributions—whether as a student, parent, alumni, faculty, staff—we seek to build on our legacy of 100 years to create a lasting impact for our 2nd century.

I invite you to embark on this exhilarating journey to the moon with us. Together, we will not just reach the moon but shatter limits, defy gravity, and rise to new heights among the world’s elite, top 20 business schools.



Paul A. Pavlou

Dean, Miami Herbert Business School





# MOONSHOT PROJECT

## MIAMI HERBERT'S STRATEGIC PLAN 2025-2029

Our Moonshot Project charts the course for Miami Herbert to ascend into the ranks of the world's elite, top 20 business schools with a bold mission and vision:

### OUR MISSION

**Prepare impactful principled leaders guided by renowned faculty and shaped by the vibrancy of Miami and beyond.**

### OUR VISION

**Be a top 20 business school that ensures a personalized, transformative experience aimed at lifelong career success.**

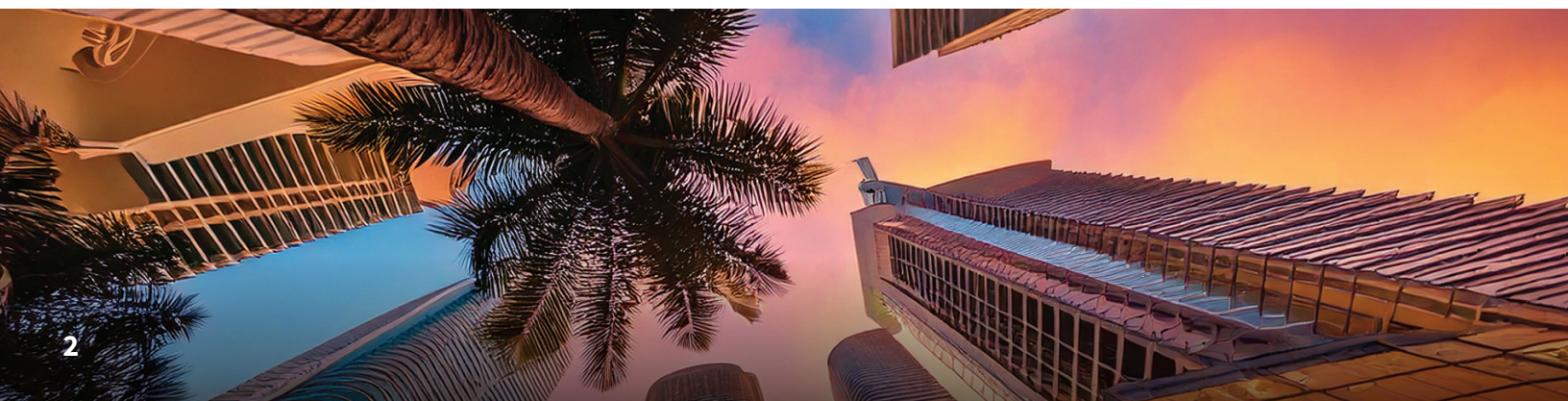
### FROM MIAMI MOMENTUM TO GLOBAL IMPACT

**The 2025-29 Strategic Plan was guided by three questions that shaped our priorities:**

**Why Miami Herbert?** We are positioned in a multicultural global hub with many booming industries, such as finance, healthcare, technology, and real estate. We are laser-focused on career success with immersive experiential learning, enabled by strong industry partnerships in the vibrancy of Miami and beyond.

**Why now?** We are experiencing the "Miami Momentum" with unprecedented growth as a global business hub. We seek to align with Miami's booming industries to fuel the city's momentum.

**Who do we aspire to be in 2029?** By 2029, Miami Herbert aims to be among the world's elite, top 20 business schools, distinguished by ground-breaking programs, world-renowned faculty, and industry-shaping research. We strive to be the top destination for transformative personalized education and lifelong career success, preparing principled leaders who are job-ready on Day 1.



# **THE DESTINATION FOR PERSONALIZED TRANSFORMATIVE EDUCATION**

Miami Herbert aims to be the top global destination for students by offering a personalized, transformative education grounded in experiential learning, strong ties to key industries—such as AI, finance, healthcare, real estate, hospitality, and entertainment—and a vibrant Miami setting that cultivates entrepreneurship.

Following the University of Miami ‘Great Schools’ framework, the vision to be a top 20 business school has six key areas.

## **STRATEGIC PRIORITIES AND GOALS**

### **Transformative Research Led by World-Renowned Faculty**

Miami Herbert is committed to becoming a hub for pioneering research by expanding faculty strength and establishing preeminent centers aligned with Miami’s key industries.

- Achieve a top 20 research productivity ranking in top journals
- Enhance Ph.D. programs and placements in leading academic institutions

### **Innovative Offerings, Curricula, and Programs**

Miami Herbert integrates innovative and interdisciplinary curricula emphasizing AI-driven, human-centric skills, global readiness, and principled leadership.

- Target 96% first-year retention and 91% graduation rates by 2029
- Foster interdisciplinary and dual-degree programs with customizable pathways

### **Experiential Learning, Industry Engagement, and Career Success**

Providing robust industry connections, personalized coaching, and immersive experiences, ensuring that Miami Herbert graduates are career-ready from day one.

- Achieve top 20 employer satisfaction rankings
- Secure internships for all full-time M.B.A. students by growing our employer network





### **Executive Education and Lifelong Learning**

Setting new standards in executive education, Miami Herbert is committed to cutting-edge lifelong learning.

- Expand to hundreds of custom and open enrollment programs for partner companies
- Achieve top global rankings in executive education

### **Educational Innovation**

Miami Herbert will lead in personalized, flexible, technology-enhanced educational experiences, addressing diverse learning styles and emerging industry needs.

- Implement a comprehensive digital learning infrastructure
- Offer personalized educational pathways enhanced by AI-driven instructional design

### **Global Impact**

Cultivating globally minded graduates through strategic international partnerships, we prepare students for leadership in a globally interconnected world.

- Leverage Triple Crown accreditation for strategic global partnerships
- Provide international learning opportunities for 100% of students





# JOIN THE JOURNEY TO THE MOON!

Our Moonshot Project invites our entire community to unite behind this bold vision.

Together, we will elevate Miami Herbert to an elite, top 20 business school!

**Because at Miami Herbert, we are not just aiming high—we are reaching for the moon!**

[www.herbert.miami.edu/moonshot](http://www.herbert.miami.edu/moonshot)





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