VISI KEILMUAN :

Menjadi pusat pengembangan keilmuan manajemen yang unggul dan inovatif—berlandaskan pada penelitian, kewirausahaan, adaptabilitas, dan daya saing global—guna menghasilkan pengetahuan dan praktik manajemen yang berkarakter kuat serta diakui secara internasional**.**

SCIENTIFIC VISION :

To become a center for the development of management scholarship that is excellent and innovative—grounded in research, entrepreneurship, adaptability, and global competitiveness—in order to generate management knowledge and practices that possess strong character and are internationally recognized.