Table 2-1

Strategic Initiatives and Expected Source of Funds

for the Next Accreditation Cycle

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| **Strategic Initiatives** | **Total Estimated**  **Investment** | **Expected Source  of Funds** |
| Improving student-facing technical infrastructure | $ 800,000 | Government- provided funds/grants |
| Increase Scholarly Academic faculty in marketing and management | 650,000 | University funds |
| Marketing the new MS in finance degree program | 300,000 | University funds |
| Awarding of endowed professorship in marketing | $1,000,000 | Private donor |