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 USD | Government-provided funds/grants |
| Increase Scholarly Academic faculty in marketing and management | 650,000 USD | University funds |
| Marketing the new MS in finance degree program | 300,000 USD | University funds |
| Awarding of endowed professorship in marketing | 1,000,000 USD | Private donor |