

**“We in business have an obligation to give something back to the communities that support us. That includes serving as an example as the way relations among people should be conducted.” –Roberto C. Goizueta**

The Goizueta BBA Creed is a student-driven and enacted statement depicting who we aspire to be as individuals and as a community. Members of the BBA community hold each other accountable to these principles as we pursue intellectual, professional, and personal excellence.

As members of this community, we believe:

**RESPECT** is believing that all community members are equally valuable. We pledge to honor the rights, dignity, and property of all people and to recognize the significance of each individual’s thoughts and experiences by giving each other our time, patience, and optimism.

**SCHOLARSHIP** is the honest pursuit of knowledge. We honor curious learning and believe intellect and innovation to be valuable tools. Therefore, we are eager to stretch our capacities, embrace challenges, and continuously learn from faculty, professionals, peers, and ourselves.

**INTEGRITY** is taking ownership of our actions, striving to be moral individuals, and having the conviction and character to stand up for our beliefs. We believe honesty, compassion, and honor are the foundations of successful group work and relationships.

**LEADERSHIP** is the passionate, bold process of inciting change. We pledge to seek out opportunities to push boundaries and lead our teams, peers, communities, and workplaces with principle, honor, and kindness in the creation of a lasting legacy.

**DIVERSITY** is the sincere appreciation of differences. We are committed to creating and maintaining an inclusive environment in which unique backgrounds, interests, beliefs, and self-definitions of personhood inspire innovation and collaboration.

**COMMUNITY** is lasting fellowship and service to others. We are dedicated to fully engaging with our peers, honoring the legacy of our alumni, and creating a purposeful community built upon meaningful relationships which will transcend our time at Goizueta.

**CELEBRATION** is the genuine pride and gratitude for Goizueta and its community members. We enthusiastically celebrate each other’s successes and differences, wholeheartedly appreciate the opportunities provided to us, and willingly give back to the Goizueta program.

By committing to the Goizueta Creed, we pledge to uphold these values and to positively impact our community.