Patterson School of Business

The Patterson School of Business develops practitioner-scholars who are able to use transferable managerial and business skills, such as organizational development, system-thinking, entrepreneurship, and effective communication skills, to be effective leaders in a global society. The programs offered in the Patterson School of Business prepare students to understand the management side of leading, while exposing them to a variety of business areas, such as entrepreneurship, marketing, and accounting.

The world of business is undergoing significant disruption enabled by technology. The growing use of automation, powered by analytics and artificial intelligence means that many routine business tasks can be performed by machines more efficiently than human beings. In such a milieu, a business graduate has to be prepared to leverage technology to maximize efficiency and work with analytics tools. In addition, the business graduate has to develop uniquely human traits such as empathy and compassion and enhance skills such as intercultural communication and teamwork.

The Patterson School of Business aims to deliver a mission-based and differentiated business education that meets societal needs. These principles guide the curriculum:

1. Business has social responsibility and a non-negotiable duty to the community
2. Neighborliness is intrinsic to business activities
3. Employees, natural resources, and all stakeholders are not instrumentalities; they are entitled to intrinsic respect and consideration
4. All business activities must be based on honesty, trust, justice, and accountability
5. Business exists to serve societal needs and not solely to earn short-term profits