

POINTS OF PRIDE A POWERHOUSE OF PROGRESS

William Paterson University's Cotsakos College of Business empowers students to launch successful, future-ready careers through a powerful blend of technology, critical thinking, and communication skills. Our programs combine academic rigor with real-world experience, professional development, and close collaboration with industry leaders.

ACADEMIC EXCELLENCE & INNOVATION

- **AACSB ACCREDITED:** A distinction held by fewer than 6 percent of business schools worldwide—for both undergraduate and graduate programs.
- **STEM-DESIGNATED PROGRAMS:** Cutting-edge MBA degrees in Business Analytics and Finance prepare students for high-demand careers.
- **FUTURE-FOCUSED CURRICULUM:** Courses integrate business fundamentals with data analytics, emerging technologies, ethics, and sustainability.
- **FLEXIBLE LEARNING:** Online and hybrid options support both traditional students and working professionals.
- **FACULTY IMPACT:** More than 200 peer-reviewed publications and thought leadership contributions in the past five years.

STUDENT SUCCESS AND CAREER READINESS

- **#1 MBA PRODUCER IN NEW JERSEY (2024).**
- **91 PERCENT CAREER OUTCOMES RATE:** Graduates employed or in graduate school within six months (Class of 2023).
- **RISING SALARIES:** Class of 2023 graduates earned an average starting salary of \$63,139.

- **CAREER-READY EXPERIENCES:** Students engage in workshops, internships, competitions, mentoring, and networking events.
- **SUPPORTIVE ENVIRONMENT:** Proactive outreach and resources for at-risk and adult learners.
- **STRONG EMPLOYER PIPELINE:** Robust internship and job placement through strategic partnerships.

INDUSTRY ENGAGEMENT AND EMPLOYER PARTNERSHIPS

- **ADVISORY AND ADVANCEMENT COUNCIL:** More than 20 business leaders help shape curriculum and student development.
- **RUSS BERRIE INSTITUTE FOR PROFESSIONAL SALES:** Nationally recognized for its labs, role-play tech, and corporate-sponsored competitions, including the National Sales Challenge.
- **SMALL BUSINESS DEVELOPMENT CENTER (SBDC):** Served nearly 3,000 clients, launched 76 startups, and facilitated more than \$186 million in capital over five years.
- **GLOBAL BUSINESS & FINANCE INSTITUTE:** Offers Bloomberg terminal training, finance competitions, and global business workshops.



COMMUNITY IMPACT AND SOCIAL RESPONSIBILITY

- **EXPANDING ACCESS:** Dual enrollment has grown from 39 to 200+ high school students.
- **HIGH SCHOOL ACADEMIES:** Summer programs in sales and financial planning introduce students to business early.
- **CENTER FOR SOCIALLY RESPONSIBLE ENTREPRENEURSHIP AND INNOVATION (CSREI):** Supports sustainable, socially conscious ventures through education and research.
- **SERVING DIVERSE LEARNERS:** High representation of first-generation, Pell grant-eligible, working, adult, and transfer students.
- **INCLUSIVE CURRICULUM:** Designed to support traditionally underserved populations.

LEADERSHIP IN ETHICS AND INCLUSION

- **NATIONAL THOUGHT LEADERSHIP:** Recognized for work in conscious capitalism, business ethics, and inclusive leadership.
- **FACULTY EXCELLENCE:** Research and teaching in economic justice, equity, and inclusive pedagogy.
- **SIGNATURE EVENTS:** Financial Planning Academy and COIN (Career Outlook and Industry Networking) events promote access and representation in business.



Discover how William Paterson University's Cotsakos College of Business prepares tomorrow's leaders and drives economic and social progress—locally and globally.