

OSB

SULIMAN S. OLAYAN
SCHOOL OF BUSINESS

Transforming Business Thinking in the MENA Region

The business environment is becoming increasingly dynamic, driven by the shifting impact of globalization, demographic change, emerging technologies, and the growing importance of embracing sustainable practices, ethics and corporate social responsibility. Our business education and knowledge sharing must be cognizant of this dynamic environment as we prepare our students to lead in today's ever-changing business environment.

OUR VISION

Transform business thinking in the MENA region.

OUR MISSION

Enable world-class business research, learning, and knowledge transfer from our authoritative anchor point within the MENA region.

OUR VALUES

RESILIENCE

We work at continuous improvement and excellence with determination and resolve. We proudly embody at OSB a trait often attributed to our larger region. Giving up is simply not part of our vocabulary.

AGILITY

Success at OSB requires that we move quickly and nimbly at opportunities, all while maintaining a strong rigor and attention to detail. We work to remove all things that deter us from an agility that keeps us competitive.

DARING

We allow ourselves to work differently, experiment where others might caution, and explore as a means to keep ourselves fresh and relevant. Daring is a mindset that allows us to be innovative, entrepreneurial, and creative in our way!

IMPACT

We are at AUB to have impact through our research, teaching and transfer of knowledge. That service is multifaceted and involves a large number of stakeholders relevant to our spheres of influence.

COMMITMENT TO GOOD

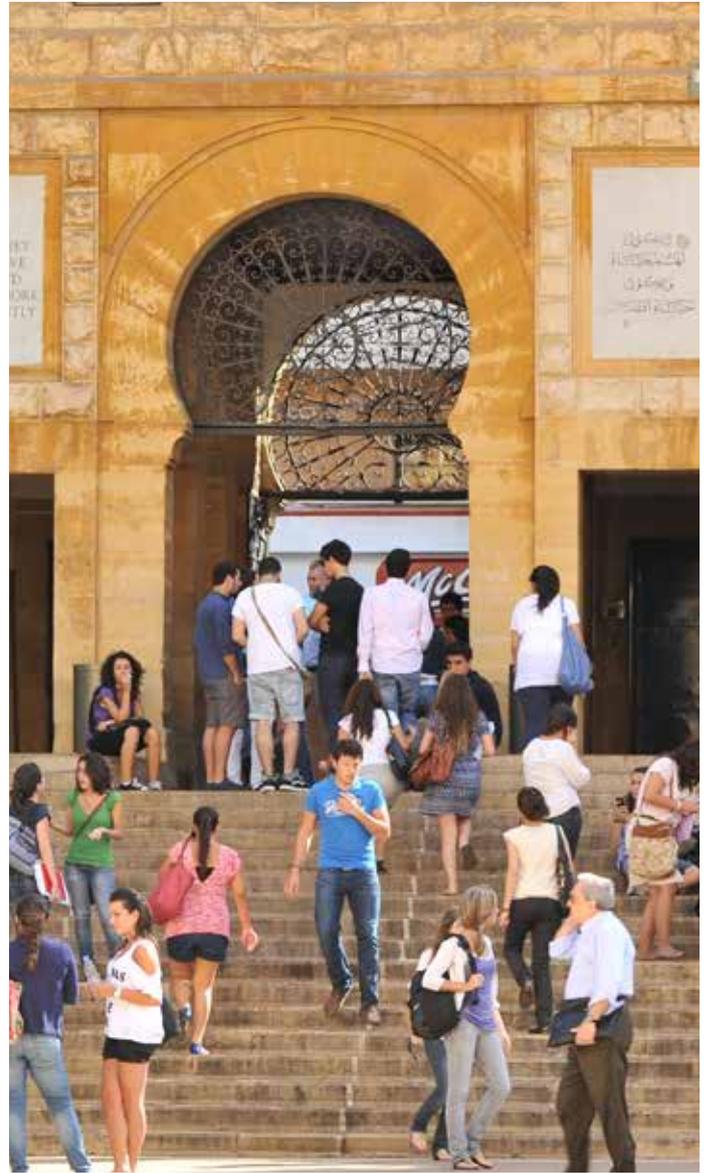
We are professionals committed to fulfilling our roles and responsibilities with integrity. We represent, in our roles, the highest standards, compassion and empathy that others will learn to emulate, and we will remain steadfast at expecting this of each and everyone.

ANCHORED IN OUR COMMUNITY

We are deeply rooted in the Lebanese community and the greater MENA region, and we interpret this fact as a definitive strength that is hard to replicate. It is the community that we are from, that we understand, and that we are committed to building from our developing position of international strength.

LEGACY

Our history is rich and inspirational and thinking of it invigorates us daily when we recognize what people have accomplished through AUB. We draw entrepreneur courage from Suliman S. Olayan's business acumen and success, a great perspective on community service from AUB's many impactful alumni, and resilience from an institution that has withstood a century and a half of tumultuous societal challenges with great distinction.



OUR STRATEGIC FOCUS

The OSB strategic imperatives are grounded in our values and reputation as we continue to advance teaching, research, innovation, and to transform business thinking in the MENA region and beyond through:

- Transforming Business School Education into the Business School Experience
- Growing Executive Education
- Harnessing Technology, Digitization and Online Learning
- Partnerships and Internationalization
- Advance Research and Centers of Excellence
- Program Development



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