

2010

# Sharing of Information on Progress (SIP) Report

Brennan School of Business  
**Dominican University**  
River Forest, Illinois, USA

1 October 2010



## President and Dean's Statement

1 October 2010

Members of the PRME Community:

On behalf of Dominican University and its Brennan School of Business, we are pleased to reaffirm our support of and commitment to the Principles for Responsible Management Education.

The Brennan School of Business is educating the next generation of ethical business leaders to have impact with integrity. We believe that our participation in the PRME initiative is a key means by which we can not only realize this mission but also share key lessons learned with thought-leaders across the globe.

We hope that you find this Sharing of Information on Progress (SIP) Report useful and look forward to your questions.

Sincerely,



*Donna M. Carroll, EdD  
President, Dominican University*

A handwritten signature in black ink that reads "Donna Carroll".

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Donna M. Carroll, EdD  
President, Dominican University



*Arvid C. Johnson, PhD  
Dean, Brennan School of Business*

A handwritten signature in black ink that reads "Arvid C. Johnson".

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Arvid C. Johnson, PhD  
Dean, Brennan School of Business

## Dominican University



**Vision Statement:** Dominican University aspires to be a premier, Catholic, comprehensive, teaching university with an enrollment of 4,000 students.

**Mission Statement:** As a Sinsinawa Dominican-sponsored institution, Dominican University prepares students to pursue truth, to give compassionate service and to participate in the creation of a more just and humane world.

Dominican University is a distinctively relationship-centered educational community rooted in the liberal arts and sciences. It is known for its rigorous and engaging academic programs, the care and respect with which it mentors students, its enduring commitment to social justice, and the enriching diversity of its students, faculty, and staff. Integral to Dominican's success and distinction is the ongoing exploration, clear expression, and shared experience of its Catholic Dominican identity.

## Brennan School of Business



**Vision Statement:** The Brennan School of Business aspires to be a leading small school provider of management education in the Chicago market.

**Mission Statement:** The Brennan School of Business provides ethics-centered management education for students who are either entering business professions or continuing their professional development. Our curriculum provides our students with an enduring foundation in business and leadership skills and an understanding of the best in current business practices resonant with the University's core values of *Caritas et Veritas*.

Translating Dominican's twin values of *veritas* and *caritas* into practice within the Brennan School of Business requires that each person who studies, teaches, works, or lives within the university community, as well as all those with whom we interact, be respected and cared for as a unique individual – within an environment that affirms our shared humanity and pursues the common good. Within our business programs we continually engage the multiplicity of human perspectives and differences with authentic empathy. These differences include, but are not limited to: race, ethnicity, nationality, language, religion, gender, sexual orientation, age, socio-economic status, physical and intellectual abilities, and ways of knowing as they relate to the 21<sup>st</sup> century challenges of leadership in private and public sector organizations.

Since its inception, the Brennan School of Business has offered a curriculum that addresses issues of business ethics. The establishment of the Christopher Chair in Business Ethics in 2003 and the founding of the School's Center for Global Peace through Commerce in 2008 reflect its continuing commitment to preparing business leaders to make a difference in their communities and around the world.

The Brennan School of Business' core values are ethical business behavior, compassionate leadership, global perspective, and entrepreneurial mindset.

## Principle 1: Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



*Attendees at a Center for Global Peace through Commerce program.*

**Center for Global Peace through Commerce.** In 2008, the Brennan School created a Center for Global Peace through Commerce to further support our mission of creating 21<sup>st</sup> century business leaders who have impact with integrity. As an institution committed to the broader issue of social justice, the Center for Global Peace through Commerce has become a conduit for programs and activities that further the development of a more inclusive and sustainable world economy. Throughout the academic year, the Center actively engages students and business professionals in three areas:

- **Education:** Increasing understanding of the economic, social and political challenges to doing business around the world.
- **Social Entrepreneurship:** Exploring ways social entrepreneurs can create change for global good.
- **Global Networks:** Establishing international partnerships for the university community to address global challenges.

This past year, the theme of global poverty and the development of social entrepreneurs who have imaginative solutions to that issue were a major focus of campus and corporate discussion.

**Student Clubs.** Students make important linkages between class and world through their extracurricular participation in student clubs. Kiva and a chapter of NetImpact give students opportunities to engage two global issues: poverty alleviation through microloans and long term environmental sustainability.



*Team Kiva display at a Brennan School function.*

Kiva. Dedicated to using the power of microlending to fight global poverty, Dominican University's Kiva Lending Team was founded in June 2009 as part of our School's belief in and commitment to sustainable business and the human spirit. Our Kiva Team surpassed its first-year goal of making \$5,000 in loans and has, in fact, provided over \$17,000 in loans to date. This places our school within the Top 25 "Colleges/Universities" supporting Kiva.

**(Purpose – cont'd)**



*A Net Impact event centered on the humanitarian crisis in Haiti.*

NetImpact. Founded in 2010, the mission of Net Impact Dominican University is to inspire, educate, and equip individuals to use the power of business to create a more socially and environmentally sustainable world. To fulfill its mission, Net Impact Dominican University remains committed to providing members with opportunities that

- 1) empower graduate students to use skills to make a positive impact on environment and society,
- 2) help individuals to embrace responsibility and execute action through sustained efforts, and
- 3) foster professional networking with other like-minded individuals who demonstrate commitment to corporate social responsibility.

## Principle 2: Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Values are at the core of the Brennan School of Business. Our commitment to social justice and having impact with integrity might be considered our School's "DNA." In every course in our curriculum (undergraduate, MBA and Master of Science in Accounting), we engage students with contemporary, challenging ethical business issues. Across our curriculum, it is common, for example, to find classes engaged in discussing Arla Foods and the Prophet Mohammed cartoon crisis; Shell Oil's involvement with the indigenous Ogoni tribe in Nigeria; or the ethics of a sportswear manufacturing company selling major league baseball caps with gang colors on them. We believe our strong commitment to helping students refine their ethical decision making skills supports the UN Global Compact framework with its commitment to human rights.

### Achievements:

During this reporting period, we developed a series of on-campus programs designed to engage students with a broad range of global business issues. These programs included:

- *"Biodiesel in Haiti: Business Solutions to Poverty"*
  - Speakers:
    - Kathleen Robbins, Green Microfinance
    - Lionel Jean-Baptiste, Haitian Congress to Fortify Haiti
- *"Business Solutions to Poverty: Could Peanut Butter Eradicate Malnutrition in Africa?"*
  - Speaker: Dr. Mark Manary, Project Peanut Butter
- *"Changing Healthcare in Africa through Effective Transportation"*
  - Moderator: Cheryl Johnson-Odim, Provost
  - Speaker: Lisa Johnson Bakker, Riders for Health
- *"Haiti: Update on a Humanitarian Crisis"*
  - Speakers:
    - Gerry Keenan, Zanmi Sasye
    - Mary Ellen Johnston, Concern Worldwide U.S.



*Project Peanut Butter Founder, Dr. Mark Manary, speaks at Dominican University.*

**(Values – cont'd)**



Speaker at "Peace in Pakistan" event.

- *"Education and Entrepreneurship in Africa: The Role of Women"*
  - Speakers:
    - Julie Stagliano, Heartland International
    - Amy Maglio, Women's Global Education Project
- *"Caritas in Veritate: Understanding Pope Benedict's Vision for the Global Economy"*
  - Speakers
    - Father J. Bryan Hehir, Harvard University
    - Nancy Jones, Chicago Fair Trade
    - Jennifer Moran, Solidarity Clothing
- *"Peace in Pakistan: Can Trade End Terrorism?"*
  - Speakers:
    - Asad Hayauddin, Pakistani Consulate of Chicago
    - Syed Jafer Hasnain, Pakistani Human Development Foundation

### Principle 3: Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



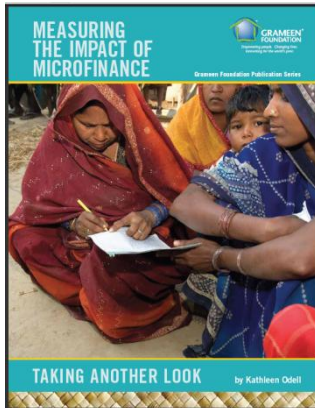
*Brennan graduate alumnus works with local grade school children in the Center for Economic Education's "teach children to save day."*

Many courses within the BSB curriculum represent our commitment to developing responsible, socially aware business leaders. Just a few examples...

- Our undergraduate entrepreneurship course infused global social issues and topics into its coverage – including a social entrepreneurship competition that awarded \$2000 in grants to two entrepreneurial non-profit organizations.
- Our undergraduate international marketing course required students to write a global marketing case that specifically targets low income consumers living at the base of the world's economic pyramid.
- Our undergraduate business ethics course engaged students in service learning projects throughout the local communities.
- Our undergraduate and graduate accounting courses engaged students in the preparation of tax returns for local community members through a "taxpayer assistance program."
- Our graduate corporate social responsibility course asked students to develop social business projects as part of the "Goodheart Project."
- Our graduate international business course required students to make a class presentation on a global company of interest that has signed the UN Global Compact. The presentations described the selected firm's Global Compact commitments and critiqued those efforts.
- Our Center for Economic Education engaged faculty and undergraduate and graduate students and alumni in service to the community through participation in a "teach children to save day" in local grade schools.

## Principle 4: Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



*Professor Kathleen Odell's report on measuring the impact of microfinance for the Grameen Foundation.*

Research conducted by Brennan School faculty in the past year includes the following:

**Microfinance.** Kathleen Odell, PhD, assistant professor of economics, published a white paper entitled, "Measuring the Impact of Microfinance: Taking Another Look." The paper provided a comprehensive analysis of studies conducted between 2005 and 2010 that attempted to measure the impact of microfinance on impoverished areas throughout the world. The paper was commissioned and released by the Grameen Foundation.

Accessible at:

<http://www.grameenfoundation.org/sites/default/files/Measuring%20the%20Impact%20of%20Microfinance%20-%20Taking%20Another%20Look.pdf>

**Poverty and Management Education.** Al Rosenbloom, PhD, an associate professor of marketing and international business, was the lead investigator on the first global survey to measure business faculty attitudes on poverty as a challenge to management education. His research was sponsored by the Central and Eastern European Management Association (CEEMAN) and was presented at the UN PRME conference in June, 2010.

Accessible at:

<http://www.ceeman.org/publications.php/42/preliminary-survey-results-poverty-as-a-challenge-for-management-education>

Additional examples of faculty research and presentations included:

- "Social Justice and Ethics in Business: Oxymoron or Creativity?"
- "Carbon Taxes Versus Cap-and-Trade: What Will Really Work"
- "For You Too Were Once Aliens: Religious and Ethical Perspectives on Global Migration."
- "Developing Global Business Citizens through a Focus on Global Poverty Reduction: A Case Example."
- "Engaging Students with the Base of the Pyramid through Case Writing."

## Principle 5: Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



*Alex Counts, President of the Grameen Foundation, speaks at the "Power of Commerce for Social Good Symposium."*



*Panel at the Brennan Forum on Corporate Governance addressing "The Tension Between Corporate Governance and Corporate Social Responsibility."*

**The Power of Commerce for Social Good.** We presented the first annual Center for Global Peace through Commerce symposium: *"The Power of Commerce for Social Good."* This half-day symposium brought together business leaders from the Chicagoland area, students and our keynote speakers for a series of dialog sessions on the topic.

- Breakfast keynote: Michael Strong, Author of *Be the Solution: How Entrepreneurs and Conscious Capitalists Can Solve All the World's Problems*
- Luncheon Keynote: Alex Counts, President and CEO of the Grameen Foundation, Author of *Small Loans, Big Dreams*

**Ethics and Leadership Lecture.** We presented the 2009 Ethics and Leadership Lecture on "Black Economic Empowerment: Its Impact on Wealth Creation and Social Values in South Africa." Keynote speaker for this event was Ambassador Nomvume Pearl Magaqa, Consul General of South Africa in Chicago.

**Corporate Governance Forum.** We also continued with our Annual Brennan Forum on Corporate Governance with the topic: "The Tension between Corporate Social Responsibility and Corporate Governance." Panel member affiliations included Global Compliance Services (an international corporate governance and compliance advisory firm), ConAgra, Ryder Systems, Kraft, and the General Board of Pension and Health Benefits of the United Methodist Church. The annual forum speaks to the Brennan School's continued commitment to educating the next generation of ethical business leaders to have impact with integrity.

## Principle 6: Dialogue

We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

**3<sup>rd</sup> Subsistence Marketplaces Conference.** The Brennan School's Center for Global Peace through Commerce co-sponsored this conference. Subsistence marketplaces consist of consumers and entrepreneurs who live at or near subsistence levels, and are concentrated in developing countries and regions such as Brazil, India, and Sub-Saharan Africa. This bi-annual research conference brings together individuals from businesses, governments, nonprofit organizations and academic institutions for animated, open-minded discussions about subsistence marketplaces.

## Looking Forward Statement

During the next 18 months, we expect to:

- **Continue the extensive programming of our Center for Economic Education and our Center for Global Peace through Commerce.**
- **Sponsor our second annual conference on the “Power of Commerce for Social Good.”** Next year’s theme will be on responsible business practice and how innovation in sustainable development fosters environmentally sound business strategy from entrepreneurs and private sector firms.
- **Develop an international residency in South Africa.** This will be a seven day immersion experience focused on creating partnerships between students and small businesses/social entrepreneurs in Alexandria, South Africa — one of the townships outside of Johannesburg. Student teams will work intensively with each business to strengthen each business’s resilience and capacity – solving real world problems, in real world settings, in real time.