



## **PRME Sharing Information in Progress (SIP) Report**

**Dahl School of Business, Viterbo University**

**July 2010**

### **Mission of the Dahl School of Business and the Dahl School of Business MBA Programs**

The Dahl School of Business values every student and prepares each one to make a difference as an ethical and effective leader in organizations and society.

The mission of the Dahl School of Business' MBA program is to develop an influential network of informed, ethical, and effective leaders who are committed to making a positive impact on organizations, the community, and the world.

### **General Overview**

In the past 18 months, Viterbo University's Dahl School of Business has taken significant strides to promote corporate social responsibility and sustainability through program and curriculum changes, student extracurricular activities, and faculty activities. Highlights include a new MBA program focused on sustainability and corporate social responsibility, introduction of a new required freshman undergraduate business course with strong corporate social responsibility and sustainability components, and student club activities focused on sustainability. Faculty members within the school are also working to establish a Center for Sustainable Business.

### **Curriculum**

The Dahl School of Business began a new MBA program focused on sustainability in summer 2009.



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Courses required in the curriculum and specifically focused on ethics, CSR, and sustainability include the following.

*FINA 510 Socially Responsible Finance*

This course focuses on financial statement analysis, moving from bottom-line thinking to a “triple-bottom-line” definition of profitability, to encompass the organization’s profits and social and environmental impact. It includes a review of current research relating to the long-term financial success of an organization, and how a policy of corporate social responsibility (CSR) can contribute to and enhance its sustainability. Other topics include ethics and corporate governance in financial management, international financial management – especially as it relates to other countries with strong CSR policies, and managing the financial performance of non-profit organizations.

*MGMT 550 Corporate Social Responsibility and Sustainability*

This course explores the concepts of corporate social responsibility (CSR) and sustainability, equipping students to make a positive impact in their chosen business focus. The course highlights the interdisciplinary nature of CSR and sustainability by examining environmental, social, and economic perspectives in a variety of contexts. Students will investigate the diverse system influencing sustainability, drawing from areas including business management, natural sciences, public policy, government planning, social sciences, ecology, biology, physics, history, and economics.

*MGMT 530 Business Ethics*

Examines the role of ethics in the business world and ethical dilemmas encountered by managers. Examination of the formation of individual ethos, and the impact that this has on individuals, groups, and organizations. Provides learners a means to develop practical tools to handle moral dilemmas in the workplace and in the world, and develops policies for just relationships with employees and customers.



### *MGMT 759 Metrics of Sustainability*

MGMT 759 considers sustainability in a practical sense - taking good intentions of responsible businesses and offering solutions for implementation. A critical step in a sustainability initiative is the measurement of results. In this course, students are introduced to a variety of sustainability initiatives, the issues in leading and governing these initiatives, and the identification and measurement of the social, environmental, and economic impacts.

In spring 2009, the MBA students enrolled in the Metrics of Sustainability course undertook a major sustainability project. On behalf of Viterbo University, the students collected baseline data related to energy and water use, waste, and facilities management. The usage data compiled by the students serve as a starting point to inform future sustainability efforts on campus. The students' analyses included the type and amount of cleaning products used by building maintenance, the total amount of gas, electricity, and water consumed across campus, as well as and the total waste produced and recycled.

The students produced several sustainability baseline documents reports, which were presented to campus' Environmental Responsibility Committee. The information presented will be utilized to help guide the Committee's sustainability efforts on campus.

In fall 2009, the Dahl School of Business also introduced a new required course for all students entering any business major. The course, entitled Ethics, Corporate Responsibility, and Sustainability, includes several weeks of activities centered around these important topics and introduces students to the idea of using business as a powerful tool to change the world. Several guest speakers from the community are utilized within the course to demonstrate to the students that successful business people in our community are focused on more than the bottom line. Student evaluations for the course were very positive.



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The school continues to co-host (with Viterbo's Institute for Ethics in Leadership) the Leadership at Noon series in which regional business leaders speak on their experiences and issues in ethical leadership to further the common good in organizations and communities.

### **Research**

Several members of the faculty of the Dahl School of Business (14 fulltime faculty members total) are engaged in research in the areas of ethics, corporate social responsibility, and sustainability.

- Rochelle Brooks presented the paper “The development of a Code of Ethics: An Online Classroom Approach to Making Connections between Ethical Foundations and the Challenges presented by Information Technology” at the International Teaching and Learning Conference in Orlando – January 5, 2010. This paper has been accepted for publication in an upcoming edition of the American Journal of Business Education.
- Raintry Salk was lead author on “Perspectives of Sacred Sites on Lake Superior: The Case of Apostle Islands, Raintry Salk, Ingrid E. Schneider, and Leo H. Mcavoy, *Tourism in Marine Environments*, Vol. 6, pp. 89-99, 2010, 1544-273X/10 \$60.00 + .00, DOI: 10.3727/154427310X12682653195005
- Sara Cook, Leanne Hedberg Carlson, and Anita Wood Presented “Business Ethics, CSR, and Sustainability: An Investigation of Relative Interest and Familiarity of Ethics, CSR, and Sustainability among Business Students” at the 2009 MBAA International Conference in Chicago, IL.
- Sara Cook and Anita Wood presented the research “Business Ethics, CSR, and Sustainability: An Investigation of Relative Interest and Familiarity of Ethics, CSR, and Sustainability among Business Students” to approximately 300 undergraduate business students at the Henan University of Engineering and Technology in Luoyang, China in June 2009.



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In addition to the faculty research activities, several students in the MBA program have focused their research efforts on sustainability. Titles of these projects include:

- Corporate Social Responsibility in La Crosse, Wisconsin: A Multiple Case Study Incorporating SWOT Analysis
- Sports Organizations and Sustainability: A Phenomenological Study Focusing on the Perception of the Fans
- Sustainable Business Environments and Competitive Advantage
- Promoting Ethical Behavior in the Workplace: A Case Study Exploring How Organizations Approach the Challenge

#### **Extracurricular Activities**

- Faculty members Raintry Salk and Leanne Hedberg Carlson presented “Sustainability for Small-to-Medium- Sized Businesses” to the La Crosse Area Chamber of Commerce in May 2010.
- Faculty member Sara Cook presented "Business Ethics" to the La Crosse Area Chamber of Commerce's Youth Leadership Program members in October 2009.
- The Students In Free Enterprise team of the Dahl School of Business completed sustainability-related projects including a sustainability audit for a local greenhouse.

#### **Key Objectives**

Key objectives for the Dahl School of Business over the next 18 months focus primarily upon increasing the number of learning objectives about corporate social responsibility and sustainability in undergraduate business courses, broadening the impact of the school’s activities in the community, and increasing collaboration in faculty research.

- Incorporate corporate social responsibility and sustainability assignments into at least three professional core classes and into at least one course in each major (in addition to the required freshman-level business course).



- Refine a vision and mission for a Center for Sustainable Business and foster collaborative efforts around this mission.
- Continue to positively impact the Viterbo University campus sustainability efforts through the work of the students in the MBA program focused on sustainability.
- Produce several peer-reviewed scholarly works in the area of CSR or sustainability by faculty
- Work with MBA students to promote presentation their sustainability research at professional conferences
- Implement an MBA Oath for all students entering the MBA program in fall 2010 and beyond.

### **Sustainability on Campus**

Viterbo University created a sustainability task force in spring 2009 which was replaced by a standing committee, the Environmental Responsibility Committee, in fall 2009. With representation from faculty, staff, students, and administration, this committee has successfully implemented a number of sustainability-related projects on campus over the past year including paper reduction, desktop printer reduction, waste reduction, energy usage reduction, and raising awareness of these concerns on campus. Viterbo University's new School of Nursing facility (due for completion in fall 2011) will have LEED Silver Certification featuring a cutting-edge HVAC system and a unique chilled beam system.