



MAHARISHI UNIVERSITY OF MANAGEMENT

Founded by His Holiness Maharishi Mahesh Yogi in 1971

Principles for Responsible Management Education (PRME)
Annual Update Report from Maharishi University of Management

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October 1, 2009



Maharishi University of Management (MUM) signed its commitment to the PRME principles on April 19, 2008 and has reconfirmed its commitment on October 1, 2009. We are pleased to provide below our first report to share with our stakeholders and with other institutions. Our recent achievements are discussed below with hyperlinks for further information. These achievements include:

- [Social Responsibility and Sustainability in the Management Curriculum](#)
- [University Involvement in Community Sustainability Plan](#)
- [New LEED Certified Student Center](#)
- [New Chairman of MUM Board of Trustees](#)
- [American College & University Presidents' Climate Commitment Action Plan](#)

Social Responsibility and Sustainability in the Curriculum

Maharishi University of Management is continuing to expand the themes of Social Responsibility and Sustainability in our curriculum. We offer an [MBA degree in Sustainable Business](#). The themes of our MBA are:

- **Sustainable entrepreneurship:** As more and more people recognize the importance of sustainability, new opportunities abound, but an entrepreneurial approach is necessary to recognize and implement them. We offer a full range of courses to train students to create new businesses with life-sustaining products and services.
- **Green business and natural capitalism:** We embrace the vision that business can be “green both ways” — operating in harmony with nature, and making money. Each of our entrepreneurial business courses teaches principles and examples of green business and natural capitalism.
- **Sustainable business plans:** Students apply the knowledge from their courses to create sustainable business plans. Experienced business managers, as well as a team of faculty, provide mentoring and feedback to students throughout the business plan project.

- Continuous sustainable improvement: Students learn to design and manage new enterprises through the application of sustainable business process improvement, achieving balanced and integrated improvements in the performance of any organization, and delivering value to all the stakeholders including customers, employees, shareholders, community, and environment. These improvements include reliability, efficiency and continuous innovation. Using customer-centered approaches, students apply process improvement techniques as consultants to an actual business.

The MBA curriculum includes courses such as:

- Socially and Environmentally Responsible Management
- Management and the Natural Environment
- Eco-Entrepreneurship
- Sustainable Technologies
- Socially Responsible Investing
- Sustainable Continuous Improvement
- Symposium on Sustainable Business
- Lean Management Principles

The University also offers the first Sustainable Living degree program in America. [The B.S. in Sustainable Living](#) covers seven key areas:

- Self Sustainability—
develops your inner potential through [Consciousness-Based education](#)
- Bio-Geophysiology—
provides the foundations of ecology and geology as the model for sustainability
- Renewable Energy—
includes solar energy, wind energy, and biofuels
- Sustainable Agriculture—
emphasizes organic agriculture and permaculture design practices on our organic farm
- Eco-Architectural Design—
focuses on creating buildings and communities in harmony with the laws of nature
- Green Business and Entrepreneurship—
provides the basics of business, entrepreneurship, and eco-economics that drive sustainable communities
- Social-Ecological Interface—
includes bio-cultural ethics, environmental law, and an overview of mega-sustainability issues

The University's [Ph.D. program in Management](#) features socially and environmentally responsible research projects including: the effects of green buildings on human resources, consumer attitudes toward genetically modified food, moral development and ethical decision-making in accountants, Maharishi Mahesh Yogi's program to eliminate poverty, and the financial impact of environmental management systems.

Significant recent [research](#) achievements include the following publications:

- Herriott, E. Schmidt-Wilk, J. & Heaton, D. (2009). Spiritual dimensions of entrepreneurship in Transcendental Meditation and TM-Sidhi Program practitioners. *Journal of Management, Spirituality and Religion*, 6(3), 195-208.
- Heaton, D. P. (2008). An innovative model of management education for the poor: The South African experience. *Journal of Management Education*, 32 (6), 738-749. Special Issue: Management Education in the Context of Poverty.
- Harung, H.S., Travis, F., Blank, W., & Heaton D. P. (2009). Higher development, brain integration, and excellence in leadership. *Management Decision*, 47 (6), 872-894.

In Herriott et al. (2009) subjects reported that the meditation practice enabled them to cultivate inner experiences, which they described as being anchored to an unshakeable, transcendental inner spiritual core. These entrepreneurs reported that this inner experience led to enhanced intuition and to broad awareness that embraced the wider interests of the community and environment.

Heaton (2008) reports on an innovative model that has made higher education affordable to the poor, through tactics that not only reduce costs, but also localize content, and provide practical experience and connections to employers. This model includes educational tactics that enable students to put business knowledge into use in local contexts including: performing some administrative responsibilities within the school, consulting to neighborhood vendors, adapting business knowledge to teach it to their poor neighbors, and conducting sponsored marketing studies in the students' home communities. At the foundation of this model are programs for personal development to enable students to overcome the impacts of stressful environments and grow in positive outlooks.

Harung et al. (2009) reports research examining the relationships between leader performance and several measures of psycho-physiological integration, including measures of moral reasoning and self-development, brain integration, and frequency of peak experiences—experiences of higher consciousness. Since it is such experiences of consciousness that structure greater integrity in the brain and in the personality, the contribution of our paper is to illustrate and support a model of leadership which is based on the development of consciousness. The experience of transcendental consciousness has been described as a state of silent wakefulness. It is this experience of unfragmented wholeness or unboundedness that enlivens in the mind the capacity to see new relationships and new paradigms, which Blank (1995) identified as an essential capacity in leaders. Since mind and body are intimately connected, there is naturally a correlation between greater frequency of this holistic experience and greater integration in the nervous system, as measured by the Brain Integration Scale. Our research also suggests that brain integration may be the physiological basis of personal integrity. Our top performing leaders not only had more frequent peak experiences and higher brain integration scores, but also higher scores on moral reasoning.

University Involvement in Community Sustainability Plan

Members of the university's faculty, staff, and student body were among representatives of the local community appointed by the mayor of our City of Fairfield, Iowa to a planning commission to develop a community sustainability plan. The [Fairfield Go-Green Strategic Plan 2020](#) was completed in summer, 2009. The document presents Fairfield's vision for sustainability:

We envision that through education, leadership, and private and public partnerships, patterns of sustainability will be demonstrated through community-wide action that:

- Reduces non renewable energy consumption and increases energy generation;
- Conserves water, protects air, and transforms wastes into useful resources;
- Designs buildings and landscapes for efficiency and human well-being;
- Supports a prosperous local farm economy to meet consumer needs and tastes.

We envision our community as a model showing how sustainability increases the quality of life for all by enhancing economic vitality while restoring and preserving a healthy natural environment.

New LEED Certified Student Center

On February 1, 2008, Maharishi University of Management opened the 50,000-square-foot [Argiro Student Center](#), America's first student center constructed according to the ancient principles of Vedic architecture for harmony with natural law. It also incorporates advanced green features that have qualified for LEED silver certification. The green elements of this building include:

- **Energy Efficiency:** Energy savings in the Argiro Student Center come from heat exchangers, which capture 80% of the heat from the air that is being exhausted from the building and use it to help heat the incoming fresh air.
- **Daylighting:** Large, triangular windows cast light deep into the Argiro Student Center on the two upper floors. Daylighting sensors automatically turn off the lights when enough daylight is present. The building's cupola also helps reflect light into the atrium area.
- **Insulation:** The Argiro Student Center is insulated 50% better than average. The heating and cooling systems also have a higher-than-normal efficiency.
- **Nontoxic Materials:** The Argiro Student Center is constructed with nontoxic materials, including over 13,000 square feet of bamboo flooring. Carpeting is green certified, and the flooring in the serving areas is Marmoleum, which is a natural linoleum made with 100% natural ingredients: linseed oil, cork, limestone, tree rosin, and natural minerals.

New Chairman of MUM Board of Trustees

In Summer 2009, Jeffrey Abramson, became Chairman of the Board of Trustee. Mr. Abramson is a partner in [The Tower Companies](#), a family-owned, award winning real estate development company in the Washington, DC area committed to the principles of socially responsible and environmentally sensitive commercial, residential and retail development. He is the builder of the first US Green Building Council/LEEDS certified rental apartments. The awards received by his company include the Green Power Leadership Award from the Environmental Protection Agency and the U.S. Department of Energy, and a TOBY Award for Office Building of the Year in the Green Building Category.

American College & University Presidents' Climate Commitment Action Plan

On September 15, 2009, the University submitted its [Action Plan](#) for American College & University Presidents' Climate Commitment. The University's commitments in this plan include:

- We pledged to make only Energy-Star rated appliance purchases, and build to LEED Silver (or equivalent or better standards)
- Conduct a baseline Carbon Inventory of Scope I and II CO₂ (and equivalent) emissions (this assessment has been completed)
- Write and submit a Climate Action Plan, with specific, verifiable target dates for greenhouse gas remediation. This plan has been completed and can be summarized as follows:
 - We have identified specific projects that combine the essential features of *maximum carbon reduction* with *practical financial benefits* to the University, and we have found means of funding, managing, and accomplishing these projects.
 - We aim to reduce our carbon emissions 59% by 2014 and to become 100% carbon neutral by 2020.
 - By signing the ACUPCC we, as an institution, made a firm commitment to becoming carbon-neutral within a finite but unspecified time-frame. There is uncertainty at this time as to the means of achieving complete neutrality. We are awaiting advances in technology (for example, mass energy storage, transportation, etc.) that will affect our climate action policies.

Key objectives for the next 18-month period

The University will progress on implementation of the Principles through continuation of each of the achievements discussed above. Our next report will provide updates on curriculum developments and research, on community projects, and on the transformation of our campus.

Desired support

We will be happy to participate with other universities in activities to share best teaching practices and learning materials for implementing PRME in instructional programs and community outreach. This could include any shared repository for teaching materials, as well electronic interactions, and conference events.



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PRME Steering Committee
c/o Dr. Manuel Escudero, Head PRME Secretariat at United Nations Global Compact Office
DC2-612
2 United Nations Plaza
New York, NY 10017, USA

Renewal of Commitment to the Principles for Responsible Management Education

To whom it may concern:

Maharishi University of Management is pleased to renew our commitment to the Principles for Responsible Management Education. Our initial letter of commitment was signed on April 19, 2008.

In the attached report we are reporting our organizational practices to share with our stakeholders and with other institutions.

We encourage other academic institutions, and associations to adopt and support these principles.

Craig Pearson, Ph.D.
Executive Vice President

Engaging the Managing Intelligence of Nature