INTRODUCTION

The Villanova School of Business (VSB) is a premier educational institution that offers undergraduate and graduate programs, as well as executive education. Villanova is the only university in the world founded by the Roman Catholic Order of Saint Augustine. The Augustinian values of truth, community, caring, and leading through service are infused throughout the curriculum across our portfolio of programs. VSB strives to create a learning environment that transforms lives, positively impacts society, nurtures creativity, assures an analytical approach, provides a global perspective, and develops ethical leaders. The school is known for academic rigor, hands-on and service learning opportunities, and an applied education that prepares students to become outstanding leaders and global citizens within the ever-changing, complex, and fast-paced world of business.
LETTER OF RENEWED COMMITMENT

Global social responsibility is part of the fabric of Villanova University’s heritage. Saint Augustine—for which the Order of Saint Augustine and ultimately the University was founded—was a prolific philosopher and writer deeply connected to the modern concept of corporate social responsibility. He is credited with establishing the societal concept of “servant leadership” during the fourth century CE—a markedly fresh approach to commerce within the context of the autocratic rule of abbots practiced at that time. It is this kind of bold commitment to social responsibility and contributions to the greater good that informs the mission of both the University and the Villanova School of Business (VSB).

In its mission statement, the University states its commitment to welcoming and respecting “members of all faiths who seek to nurture a concern for the common good and who share an enthusiasm for the challenge of responsible and productive citizenship in order to build a just and peaceful world.” Similarly, VSB strives to create a learning environment that “transforms lives, positively impacts society, nurtures creativity, assures an analytical approach, provides a global perspective, and develops ethical leaders.

With these guiding principles, VSB prepares its students to responsibly manage the social and environmental issues inherent in mainstream business. Through a combination of faculty research, innovative curricula, student business societies and service learning opportunities, VSB seeks to make business education a transformative experience for its students—one that prepares them to think differently for the rest of their lives.

As an institution of higher education involved in the development of current and future managers, the Villanova School of Business is committed to implementing the Principles for Responsible Management Education, and furthermore reporting on this through our Sharing Information on Progress (SIP) Report at least once every two years. Our SIP report outlines specific actions and events that our institution supports, as they relate to the Six Principles of PRME.

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THE PRME PRINCIPLES

In interpreting and synthesizing the PRME Principles, we see Principle 1 as encompassing the others. Principles two and three are actualized through our innovative program curricula, campus activities, student organizations, and institutional structure and governance as they relate to global social responsibility and responsible leadership. Through our Centers of Excellence, our faculty members are engaging with industry and corporations on a daily basis, both in their research and through their work in the classroom and beyond, aligning closely with Principle four. Principles five and six are supported through the many ways VSB engages and partners with the corporate community through VSB Board membership, speaker series and events, career development activities, and the media.

Each of our programs has a set of outcome goals that guide our curricular development, and ultimately define the skills and values students gain from each program. Learning goals and objectives directly relevant to the PRME principles are briefly outlined below.

Undergraduate

- Graduates will recognize the ethical issues that arise in the various functions of business and are able to apply an ethical framework and relevant professional codes toward the resolution of ethical business issues.
- Graduates possess a global mindset and understand differences in the preferences and practices related to business internationally.
- Graduates understand that a dynamic and cross-functional business environment demands innovative business solutions that provide value and lead to a competitive advantage.

EMBA

- Graduates possess an understanding of how to define and examine a problem from a cross-functional interdependency perspective and to promote the creation and implementation of innovative strategies for action across the value chain.
- Graduates possess the ability to integrate global implications of proposed actions when addressing managerial and organizational issues.
- Graduates possess an understanding of the soft skills and emotional intelligence highly effective 21st century leaders possess.

MBA

- Graduates actively identify and discuss issues of ethics and social responsibilities which arise in organizations.
- Graduates provide solutions to issues of ethics and social responsibility that balance organizational objectives with the interests of stakeholders and society.
- Graduates give voice to their values in situations where they believe their views are ethically sound.
- Graduates are effective in working in heterogeneous groups to address and resolve organizational issues.
- Graduates design innovative solutions that consider the impact on stakeholders.
- Graduates identify complexities, challenges and risks of managing in a global environment when dealing with core business concepts.
- Graduates address the impact and influences that political, legal, economic, social and cultural differences have on employees and business activities.
- Graduates participate in activities involving people from different cultures.
MAC
- Graduates can identify and respond to ethical challenges facing the accounting profession.
- Graduates are able to identify and analyze global business opportunities.

MSA
- Graduates understand the application of business analytics across all business functions and how they support managerial decision making.
- Graduates can apply business analytics to generate sustainable and creative business solutions that improve organizational performance.

MSF
- Graduates can identify and evaluate the investment potential of firms that meet social responsibility requirements established by students in the program.

MTAX
- Graduates can identify issues, effectively research existing tax law, apply technology and appropriate critical thinking, and develop solutions to complex tax problems.
- Graduates can address ethical issues relevant to a tax practitioner and demonstrate a commitment to ethics and integrity consistent with the highest standards of professional responsibility in tax practice.

MSCM
- Graduates possess an understanding of interpersonal skills and the ability to influence others to attain chosen objectives in a church-related organization.
- Graduates possess individual and group skills to identify, analyze and resolve ethical issues using tools appropriate for faith-based problem solving.

UNDERGRADUATE PROGRAMS

The undergraduate business curriculum has many required and optional opportunities for students to attain skills that will prepare them to be ethical leaders with a global mindset. In particular, VSB offers several signature study abroad opportunities for students throughout their four years. These opportunities help our students to achieve a 52% study abroad rate by graduation (Class of 2016).

Global Citizens’ Program
The Global Citizens Program is an international program open to VSB freshmen, with the intent of creating a global framework for the rest of their educational experience. This program is designed to offer a unique and life-altering academic experience to first year business students, thereby enabling participants to stimulate greater intellectual curiosity early in their college careers, challenge pre-conceived notions of the world, test career assumptions early, start building resumes to allow for more competitive future jobs, and have the opportunity to study overseas again as upperclassmen. This sixteen week overseas study experience combines academic coursework with a practical internship in London or Singapore. Villanova University and the School of Business have been awarded a generous grant by the Freeman Foundation to support internship experiences in Asia in 2016-2017. Students participating in the Singapore Global Citizen internship program are encouraged to apply for these $5000 scholarships. Multiple scholarships will be awarded.

Global Leadership Fellows Program
Launched in Fall 2011 and built upon the existing Global Citizens program, the Global Leadership Fellows program provides a small, select group of VSB students with the opportunity to emphasize global leadership and integrate it throughout their undergraduate experience. Opportunities include participation in the Global Citizens program; enrollment in the specially designed “Global Corporate Responsibility & Regulation” course; an additional semester or summer study abroad experience; completion of the VSB elective “Global Leadership”; and a specially designed section of the required “Global Strategic Thinking” course. Students who engage in the GLF Program develop leadership skills, learn to navigate the complexities of conducting business internationally, and gain an understanding of how specific business disciplines manifest in different cultural settings. In addition to acquiring greater international experience and enhancing resumes, participants will be better positioned to succeed in international business careers.

**Business and Culture in the Italian Context (BCIC)**
BCIC is a semester study abroad program in Urbino, Italy, for VSB sophomores. Students complete VSB requirements while studying abroad, learning about the modern Italian economy and participating in a consultancy project for an Italian company. Students work towards an International Business co-major/co-minor and become a participant in the VSB Global Leadership Fellows Program.

**International Business Co-Major/Minor**
Students must take the International Business (IB) co-major in conjunction with their primary major within VSB. A minor in IB will supplement a business degree by providing cross-cultural skills valued by global companies.

**Villanova Summer Programs**
The Villanova Summer Programs are offered throughout Europe, Asia, Latin America and Africa. Programs run from 6-10 weeks over the summer months. Villanova Summer Programs are directed by Villanova University Faculty Program Coordinators (FPC) from all academic disciplines and departments. Instruction is offered by Villanova Faculty Program Coordinators as well as faculty members associated with the host institution. Some business specific programs include:

- **Shanghai—Business and Communication Internship Program**: Students will study and intern in one of the most economically important and culturally enriched cities in the world: Shanghai, China
- **Rome—Globalization and Business**: Students will experience multi-faceted issues of globalization, responsible corporate-society interface, and innovation entrepreneurship are highlighted
- **London—International Business and Internship Program**: Students participate in a VU-taught, three-credit business course and a 6-week three-credit professional internship. Upon completion, students enroll in a 3-credit course at London School of Economics and Political Science.

**UNDERGRADUATE CURRICULUM**

**ACC 2420: International Accounting**
The International Accounting course contributes to the student’s global mindset development. It provides insights about international accounting with an emphasis on IFRS reporting in the global economy. It explores comparative international accounting standards and related ethical and cultural factors. Further, this course will study foreign currency transaction accounting, translations, and technology issues.
ACC 3350: Fraud Examination
The focus of the course is on the pervasiveness and causes of fraud, methods for investigating fraud within organizations, and what organizations can do to prevent and detect fraud. The successful completion of the course provides a basic understanding of various types of fraud, the fraud triangle, fraud prevention and internal control, fraud detection and investigation techniques, financial statement fraud, fraud against organizations, bankruptcy and divorce fraud, fraud in e-commerce, and the legal elements and resolution of fraud.

BL 2135: Business Entity Law, Government, and Ethics
The law of agency, partnerships and corporations; personal property; the Uniform Commercial Code sections dealing with secured transactions and negotiable instruments; moral and ethical dimensions; comparison with other legal systems.

ECO 3108: Global Political Economy
Socio-economic conditions, political history, and government policy and the global impact on international trade and monetary relations; regional integration; stability of international economic systems; economic development and transition strategies; role of multinational corporations in the global world.

ECO 3118: Women and the Economy
The course covers the role of women in the economy and corresponding implications. Specific topics discussed include economics of the household, marriage, fertility, divorce, unemployment, earnings of women and occupational choice. International comparisons are drawn and current public policy issues are evaluated.

ECO 3135: Case Studies of American Industry
Structure and conduct of selected industries in the U.S. Economy chosen from the manufacturing, finance, energy, public utility, and transportation sectors. Effects of government policies such as regulation, deregulation, antitrust, subsidization, and protection from foreign competition.

ECO 4200: Topics in Economics
Selected topics in economics of interest to faculty and students; specific topics covered between 2014 and 2016 include: “Business Culture in Chile,” “Transitions of China’s Economy,” “International Macroeconomics,” “Sports Economics,” “Economics of Arts & Entertainment,” and “Healthcare Economics.”

ECO 4203: Political Economy of Development Aid
This course examines foreign aid using a variety of economic approaches and tools including growth models, a public choice approach, principal-agent theory, and econometric analysis. Building on the history and institutions of foreign aid, we will delve into current policy and academic debates including aid effectiveness, agency problems, conditionality, and selectivity. A recurring theme is how the economic and political objectives of aid donors and recipients influence the development effectiveness of aid.

FIN 2342: Student-Managed Funds I and II
The philosophy of the class is to utilize a long-term top-down investment discipline that would be appropriate for a long position only endowment or retirement portfolio. VSB was the first in the country to incorporate socially responsible investing. The Student Managed Funds program at VSB recognized for its development of student leaders. Almost 200 undergraduate and graduate students are part of the program that manages five funds, totaling more than $500,000.
The program allows students to gain hands-on investment management experience from freshmen year through to graduate school. Students have the opportunity to gain 4-5 years of investment management experience before entering the real world.

MGT 2208: International Topics
Examination of a specific international management topic, which may vary from semester to semester; topics covered between 2014 and 2016 include: “Women in Global Business,” “Business in Asia,” “Global Social Entrepreneurship,” “Microfinance,” and “Global Talent Management.”

MGT 2352: Business in Emerging Markets
Focuses on management and strategy in "big emerging markets," like Argentina, Brazil, China, India, Malaysia, Mexico, Poland, South Africa, Taiwan, and Turkey. Examines social, political, economic, cultural, and financial conditions challenging businesses exporting to or investing in these countries.

MGT 2360: Global Leadership
As our world becomes increasingly smaller due to advances in technology and communication, it is becoming more and more imperative for business leaders to navigate differences in societal culture. Modern effective leaders must be able to step outside the paradigm of their home country’s culture in order to use leadership behaviors and techniques that resonate across cultures. The major objective of this course is to help you gain insights about the nature of culture, the nature of leadership, and their intersection. Specifically, this course is designed to provide an increased understanding of (1) existing theory and research on different leadership and culture topics; (2) practical knowledge of the 10 country clusters around the world and their associated leadership practices as identified by the GLOBE study; and (3) yourself with respect to your leadership development and cultural intelligence.

MGT 2206: Special Topics: Non-Profit Leadership
The course has two overall objectives. The first is to introduce students to the breadth of the nonprofit sector and the tremendous variety of nonprofit organizations in the global economy. The second is to introduce the theoretical and practical aspects of leading and managing nonprofit organizations.

MKT 2349: Special Topics: Marketing and Society, Philosophy of Exchange
This seminar is an extended meditation on the nature and possibilities of exchange. The expectation is that such a meditation, conducted by a group of students with interests in both business and the arts and sciences, will illuminate the potential for unity with the University and lend greater consciousness to our most persistent practices of exchange. Certainly we seek to understand how various forms of exchange impact our lives for better or for worse; we also want to learn how to place these forms in their most illuminating context. The aim, ultimately, is not only to understand but also to serve: our better selves, our loved ones, those who are still strange to us, our complex world of mixed allegiances.

MKT 2349: Sales for Social Impact
This course focuses on integration of knowledge and skills from marketing and sales courses and beyond applied to a social enterprise that seeks to foster the common good in the region. Student groups work on client-based teams to examine organization missions, visions, values, and goals, as well as solve particular client problems. Orienting readings that serve to ground this work will be required, and the course will culminate in presentations and the transfer of deliverables to the client. Students also learn and practice how to give a world-class presentation both individually and in teams.

SBI 2006: Corporate Responsibility
Core concepts of business law, ethical decision-making, corporate social responsibility & governance.
VSB 2000 & 3000: Backpack-to-Briefcase Sophomore & Junior Seminars
Sophomore year (2000) course provides a professional development program combining class sessions and out-of-class activities focused on career exploration, job search skills, and development of soft skills. Junior year (3000) the professional development program is built around an internal case competition. Topics addressed include written and oral communication, business research, team dynamics, and leadership.

VSB 2007: Corporate Responsibility & Regulation
Examines law, ethics, corporate responsibility, and business regulation. Studies the sources, substantive principles, and evolving nature of law, and its role in ethical business decision making.

VSB 2500: Personal Finance
Critical personal finance skills for financial stability and success. Topics include: planning personal finances, money management and budgeting, tax strategies, investments, credit and debt, purchase decisions, insurance, retirements and estate planning.

GRADUATE PROGRAMS: MBA OFFERINGS
Our graduate business programs are constantly reviewed and refined to ensure our students continue to receive a relevant and rigorous experience. Providing them with a global perspective is paramount to ensuring that they are prepared to compete in and contribute to the global market.

Executive MBA
The heart of the EMBA program is comprised of three components. First and foremost, the curriculum is rooted in Systems Thinking, which equips students with an interdisciplinary, strategic approach to problem solving, encouraging them to think beyond functional silos and appreciate how their actions affect both organizations and relevant stakeholders as a whole. The program also centers on peer learning; the classroom is often referred to as an incubator – a safe space intended to foster what professionals call “structured discovery.” Each individual brings a depth of experience to a highly interactive and diverse student community. Lastly, the EMBA program is dedicated to helping students achieve their goals. This is accomplished by offering unique and individualized ways to inspire and support professional development, such as an executive coaching program, strengths-based learning, and regular “fireside chats” with c-suite speakers.

EMBA Course Offerings
Ethics & Law in Corporate Governance
This course addresses topics regarding the respective roles and responsibilities of shareholders, management, directors, and other stakeholders in corporate governance. The course seeks to shed light on these roles and responsibilities given recent monumental failures of corporate governance such as Enron and Worldcom to the BP Oil Spill and the Global Financial Crisis.

Economic Analysis
The course provides an introduction to microeconomics, macroeconomics and international economics. Microeconomics focuses on the economic behavior of individual consumers, firms, and markets. Macroeconomics focuses on the behavior of economic aggregates, such as GDP, unemployment, and inflation. International economics offers a global perspective on economic activities and policies. The course has a macro/international focus, and discusses fiscal and monetary policies and how they interact with international trade.
Global Leadership in an Uncertain World
Globalization, the rise of non-state entities, mass migrations, access to new technologies, the arrival of the Information Age, the emergence of new powers, and many other world altering factors have caused a confluence of major changes that have reshaped our world and the way people and leaders must operate in it. Successful leaders must combine new skills to create, operate, and thrive in very fluid, flattened, and integrated structures that are remarkably different from traditional organizations. This course examines trends that have reshaped the world and the ways in which visionary leaders and organizations have effectively responded to such change.

Master of Business Administration
The Villanova MBA program is offered in three different delivery models: a flexible on-campus model, a lock-step model, and an online model. All three offer the same rigorous curriculum featuring an embedded consulting project with a nonprofit organization. In recent years, the program has begun to introduce cross-disciplinary opportunities with the University’s Engineering, Nursing and Law schools that help show the interconnected nature of business. Two courses in particular, offered through the College of Engineering, focus on sustainability and are detailed below.

MBA Course Offerings
Non-Profit Consulting Practicum Course
Throughout the 14-week Nonprofit Consulting Practicum, MBA student research and partner with a local nonprofit organization to help detect problem areas such as branding, funding, logistics, or membership retention, and to identify possible solutions. This course epitomizes how our students live the mission of the University and give back to the community.

First offered in the spring of 2010, this course and our students have served over 300 local and international non-profit organizations. We found that our students were going above and beyond what was required of the course for these non-profit organizations. The feedback we received indicated that they felt responsible for the success of these organizations, and many students remained engaged well beyond the scope of the project. Several students over the years have ended up working for the non-profit organizations or joining their boards of trustees. In 2013, this course was expanded from 1.5 to 3 credits to better represent the amount of time it takes for students to provide meaningful and usable solutions.

Global Practicum Course
This course is designed to enrich a student’s awareness of the geographic, economic, political, social, cultural, and competitive factors that shape strategic decision-making in a global marketplace. Students have the option to experience global destinations (such as South Africa, Vietnam/Hong Kong, or Chile/Argentina) through a business lens, or participate in a Domestic version which incorporates all knowledge gained in the MBA program to address and to develop a real life business, service, product or sustainable business in an emerging global market.

Global Immersion Courses
MBA students have the opportunity to take elective courses that require an immersion experience in another country, with the goal of exposing them to business practices as they relate to and are different from US business practices, as well as cultural and ethical considerations unique to the countries they visit. Past trips have included China, Belgium/Poland and Italy. Examples of current courses include:
• **MBA 8523 International Practicum: Australia**
The Australia Immersion Program is an introduction to international trade and finance in Australia. Lectures will be given by faculty from the University of New South Wales and the University of Melbourne. Site visits include manufacturing facilities, financial service firms, and government agencies in the three capital cities of Sydney, Melbourne, and Canberra.

• **MBA 8523 International Practicum: Dubai**
This 2 week program includes an introduction to business, culture, and society in the Cooperation Council for the Arab States of the Gulf (GCC) Region. Through courses (in English) taught by faculty from the American University of the Emirates and local industry leaders and with site visits in Dubai and the surrounding Emirates, students are introduced to economic policies, business practices, Islamic banking, the Dubai Stock Exchange, and marketing strategies of the GCC.

**Electives**

**MBA 8139: Sustainable Real Estate Development I and II**
Sustainable Real Estate Development is a comprehensive course on the principles and processes of development including land acquisition, legal, zoning, planning and approvals. It includes an in-depth study of the sustainable development of offices, mixed use communities, residential and renovation projects. Case projects are a major component of this course. Emphasis is on understanding and evaluating through the case studies the design, architecture, sustainability and financial analysis of real estate development.

**MBA 8330: TOPICS: Public Sector Economics**
Overview of the economics of the public sector. Topics include the theories of public goods and optimal (efficient and equitable) taxation, public expenditures, revenues, and tax incidence.

**MBA 8330: TOPICS: Renewable Energy**
Renewable energy, once an after-thought in the nation’s generation supply portfolio, has emerged as a significant component in strategies to reduce air emissions, to lessen reliance on non-renewable fuels such as coal and natural gas, even to create new jobs and bolster tourism. Yet renewable energy has not gained a substantial foothold in the national supply stack – about 6% of total U.S. net generation in 2013 not including large hydroelectric facilities, about 13% inclusive of large hydro. This course will explore the potential of, and obstacles to, greater reliance on renewable energy to meet electricity demand. The physical and financial markets that support renewable energy growth will be examined, as will the regulatory policies and politics that have contributed to the development (or the decline, as some believe) of renewable energy markets.

**MBA 8439: Corporate Governance**
What are the respective roles and responsibilities of shareholders, management, directors and other stakeholders in corporate governance? The widespread failure of corporate governance in the financial industry was a powerful contributor to the Global Financial Crisis. This course will cover the current state of corporate governance and how it will evolve in the post Global Financial Crisis world.

**MBA 8445: Corporate Restructuring**
Organizational and financial restructuring; ethical issues; goals of the firm; role of corporate governance; mergers and acquisitions; business combinations; merger waves; joint ventures; corporate alliances; valuation of public and private firms; negotiation strategies; leverage buyouts; IPOs; divestitures; takeovers; bankruptcy.
MBA 8522: Talent Management
Role of talent management in corporate strategy and success. Staffing, compensation, work design, performance measurement, individual and career development, safety, health, and separation. Focuses on TM as critical success factor in organizations.

MBA 8529: TOPICS: Business Risk Management
Today’s dynamic business marketplace holds a variety of economic, technological, competitive, process, and information management risks that organizations must recognize and manage to successfully execute business strategy and meet performance expectations. This course examines contemporary risk management frameworks, overviews common regulatory reporting requirements, and provides practical insights on effective business risk management.

MBA 8529: TOPICS: Leading Positive Change
This course is designed to build the skills needed in this changed and changing world by describing and applying the conceptual frameworks and practical tools arising out of recent research from the fields of cognitive neuroscience and positive psychology. The objective is to build leaders who are focused, positive, flexible, adaptive, engaging, and able to formulate and share a meaningful purpose. And who are equipped to lead positive change.

MBA 8529: TOPICS: Strategic Decision Making
Robust and enduring organizational transformation, value creation or optimization initiatives require an understanding and a general view of the organization as a system. Failure to do so leads at best to isolated pockets of success within an organization and to the sub-optimization of functions, which has proven to be insufficient to attain world-class competitiveness. The approach in this course is aimed at enhancing the overall understanding and application of Systems Thinking Strategy to positively influence the performance of an organization as a whole, through idealized design, the use of decision enhancing and strategic exploration tools; and the proactive creation of innovative markets. This course will highlight the importance of utilizing systems thinking strategies and methods within a holistic, collaborative perspective, one that recognizes the interaction between efficiency, and effectiveness; between planning and action; and between short-term and long-term implications.

MBA 8529: TOPICS: Crisis Leadership, EU Focus
Focus is on the unique challenges and opportunities that the European Union presents for business leaders. Will explore a broad range of issues, including the economic crises facing the EU; regulatory issues; the importance of SMEs as an economic growth engine; the goals of the Europe 2020 strategy; and the EU as a hub of global innovation, sustainability, and social responsibility.

MBA 8536: Challenges of Leadership in Global Organizations
Successful global organizations require leaders to be collaborative and empowering, and transform organizations into adaptive and inclusive environments. This course covers specific challenges of leading multicultural organizations to prepare future leaders to understand and negotiate the complexities of such environments.

MBA 8649: Cyber Security
The challenge of protecting sensitive data has become the most pressing issue for many organizations and governments. According to estimates, the annual cost to the global economy from cyber hackers will exceed several hundred billion dollars. The average cost of a data breach to a major corporation monetarily and in terms of consumer confidence and corporate reputation continues to grow. It is imperative that the executive understand the state of the cyber security landscape.
Through a combination of instructor presentation, discussion and guests from the cyber security technology and policy arenas, this survey course will give the student an overview of the scope and nature of the cyber threat, developments in system and network security, business continuity and incident management, national and international approaches to cyber law and policy as well as threat mitigation strategies for organizations.

**MBA 8653: Global Strategy for Market Entry**
This course focuses on political and legal, economic and financial, and social and cultural issues facing business leaders in the successful conduct of business in the global environment. An examination of strategic planning, organizational structure and leadership, and labor relations and human resources will enhance the ability of the participants to cope with these important areas internationally. A view is taken from the point of view of entering a foreign market as well as from the point of view of dealing with domestic competition and the threat of foreign entry.

**MBA 8829: TOPICS: Main Street Renewal**
Towns and communities across America once revolved around cities, small boroughs and their unique downtown business district. Here people shopped, worked, relaxed and worshipped. Things changed with suburban sprawl and citizens and their municipal governments are seeking ways to rejuvenate these main streets. This course analyzes and discusses the future of the dynamics of small town USA changing in a vibrant and prosperous economic resurgence.

**MBA 8829: TOPICS: Sustainability - Greening the Environment**
A seminar based course on sustainability. The course is a comprehensive review of the principles and processes of sustainability in our society and in particular in real estate development. Sustainable practices in water resources, energy, real estate development and design along with a review of trends in sustainability, LEED, USGBC and practices of US Corporations are the topics covered.

**MPA 8700: Fundraising for Non-Profit Organizations**
Development plans, institutional mission & readiness factors, development of office operations, analysis of constituencies & effectiveness, communications & marketing, the role of the board of directors & volunteers, ethical considerations of fundraising, benchmarking, & the role of technology on philanthropy.

**MPA 8900: Public Policy**
Models of the policy making process; also special topics such as privatization, public enterprises, deregulation, and benefit-cost analysis.

**EGR 7112: Social and Economic Aspects of Sustainability**
Sustainability - meeting the needs of the present without compromising the ability of future generations to meet their own needs – has emerged as a central issue in contemporary society. This definition has been transformed by the business community into the concept of the “triple bottom line” in which people, planet and profit (or social, environment, and economic concerns) are of equal importance when measuring corporate performance. These issues, along with technology and political, are intrinsically interconnected and all industries are affected by the growing employee, consumer and stakeholder interest. This course will cover the interconnectivity of STEEP issues, measurement and reporting, and stakeholder engagement as well as a review of relevant best practices. A combination of readings, lectures, guest lectures and student project assignments will be used to accomplish the course objectives.
EGR 8112: Supply Chain Sustainability
This course covers sustainability practices starting with upstream sourcing from supplier to manufacturing, through delivery to customers and disposal. These practices are discussed from the perspective of how these supply chain decisions impact a company’s triple bottom line. Topics include product/process design, green procurement, network management, life cycle assessment, performance measurement, risk management, and more.

EGR 7110: Fundamentals-Sustainable Engineering
The Fundamentals for Sustainable Engineering provides an introduction to the current state of science and public policy directions, and helps students develop a comprehensive framework for evaluating the challenges and opportunities resulting from Global Climate and Sustainability. Students then have the opportunity to apply technical and economic tools for solving high-potential opportunities.

Graduate Business: Specialized Masters
VSB offers a number of specialized graduate level degrees. While the traditional MBA and EMBA curricula provides a comprehensive general management and strategic viewpoint, in some ways it can lack in-depth and technical training in functional areas such as accounting, finance, management for information systems, and tax management. Each of VSB’s specialized programs incorporate the PRME principles in unique ways while providing specialized coursework.

Master of Accountancy
The comprehensive MAC curriculum integrates a wide range of topics to enhance students’ accounting and business backgrounds—and to help meet the real-world, real-time challenges of global business and the accounting industry.

MAC 8315: Globalization Issues in Accounting

Master of Science in Analytics
The MSA program is designed to expose students to the whole analytics continuum from data collection through analysis through implementation and use. It teaches students critical analytics skills and transforms them into business analysts prepared to assist organizations in developing and sustaining a unique competitive advantage.

MSA 8100: Introduction to Business Analytics
This course provides an overview of the business analytics process and important analytic techniques; data visualization, data mining, optimization, and simulation. The course stresses how various analytics techniques can be used to improve business decision making and processes, improvements that can ultimately serve organizations long term through more effective use of resources. Students are exposed to a variety of business problems in analytics (marketing, finance, operations). Throughout the course, students will learn to model and analyze complex business decisions with various tools on spreadsheets to improve decision-making across business functions. Assignments deal with ethical considerations in analytics including privacy concerns and ethical uses of data and/or insight pulled from data.

MSA 8210 Enterprise Data Management
This course covers the infrastructure, tools, and processes needed to prepare data for use in analytics applications across the enterprise. The notion of data pre-processing is broken up into three main modules; data warehousing, ETL, and Big Data. Data warehousing and dimensional modelling will be introduced as techniques for organizing data for analytics in the enterprise. Methods for extracting data from a variety of sources (including government and non-profits) and preparing it for analysis will be
presented in the ETL module. The role of Big Data will be examined as an emerging topic throughout the course and in the final module, with some discussion of the Open Source community in the context of using Hadoop and different Hadoop tools.

**Master of Science in Church Management**
The Master of Science in Church Management is an innovative, two-year graduate business program that provides students with a high-level skill set in church management. Students strengthen their ability to contribute to the church’s mission; each student is exposed to the study of management and its application within the context of church leadership via a holistic and fully integrated curriculum.

**MCSM 8510: Leadership, Ethics, Catholic Social Thought**
Topics/exercises covered include: Villanova’s Leadership Challenge; behavioral dimension of managerial action and decision making; ethical responsibilities of managers; making the connection between one’s faith and one’s job; theology of administration; role of the laity; and Catholic Social Thought.

**Master of Science in Finance**
The Villanova Master of Science in Finance (MSF) program is a rigorous, 12-month, full-time degree program that includes hands-on interaction with the business world in addition to classroom study. Coursework includes financial theory, financial decision making, applied corporate financial analysis, derivatives, and management of real-world investment funds.

**MSF 8603: Valuation**
The focus of this course is on major valuation models and techniques used to determine intrinsic and relative values of business entities and assets. This course emphasizes application of models and techniques to real-world situations.

**MSF 8605: Survey of Financial Theory**
An advanced, graduate-level course in the theoretical foundations of finance and financial economics. The course begins with the fundamentals of decision making under uncertain conditions and progresses through the major theoretical contributions in the discipline.

**MSF 8640 & 8641: Portfolio Theory and Applications I & II**
A hands-on class where students manage real-dollar portfolios using various investment approaches. All students participate in live portfolio management while developing their financial analysis skills through a combination of rigorous fundamental research and quantitative techniques. Students have the chance to learn from market practitioners and industry experts.

**WOMEN IN BUSINESS**

**Villanova Women’s Professional Network (VWPN)**
The VWPN connects Villanova women, encourages their professional and personal development, and inspires them to succeed. Programming is meant to enlighten the VU community about issues and challenges women face today. The network is led by a steering committee of faculty, staff, students, and alumnae from across campus. The aim of the VWPN is for Villanova to be known as an institution where women thrive, on our campus and beyond. Specific goals of the network include:

- Providing opportunities to connect Villanova women from diverse backgrounds across disciplines, both on and off campus.
- Advocating for the advancement of Villanova women.
- Sponsoring and championing Villanova programming that educates the community on how to work together to enhance the quality of life for women

VVPN 2014 – 2016 events:

Annual VVPN Industry Roundtables
- Brings together students and alumnae each year for casual networking and industry-specific knowledge sharing

Annual Marketplace Café
- Networking brunch designed to connect graduate students and alumnae in business and related fields.

Annual VU Women in Tech
- This annual event seeks to bring together students, faculty, staff and alumnae to give women the opportunity to imagine a technology-based career, increase participation in technology, share successes and failures, and network across schools, disciplines, and generations.

Work Smart Salary Negotiation Workshops
- VVPN regularly sponsors workshops offered to VU student women and alumnae to help enhance earnings.

VSB Week VVPN Panel on Leadership featuring:
- Terrie Stickel (Director, SAP Global Software)
- Christine James (Managing Director, Wells Fargo Asset Management)
- Terry Whitaker (Brand Strategist, Terry Whitaker Unlimited, Crossbow Studio)
- Quinetta Roberson, PhD Moderator (Professor of Management & Operations, VSB)

A Grand Gender Convergence: Its Last Chapter by Claudia Goldin

Aspire to Lead: A Candid Conversation with Influential Women on campus
- This PwC hosted multi-university program was meant to provide a forum to encourage young women to build leadership skills as they transition from college to workplace. The event showed of a webcast taped earlier that day where Sheryl Sandberg, Facebook COO and author of the bestselling book Lean In: Women, Work, and the Will to Lead and responded to student questions on the challenges and opportunities for women in their careers. The dialogue continued as a panel consisting of PwC partners and Dr. Amy Way, Assistant Professor of Communications, responded to questions from VU students on such topic as work-life balance, mentor-mentee relationships, and how to build skills and a network while on the job.

Madeline Bell, President and COO of Children’s Hospital of Philadelphia
- “The Evolving Role of Leadership”

Presenting Opportunities for Women (POW!) Conference
- Annual Undergraduate Women in Business Society conference bringing together students, faculty, alumnae, and distinguished business leaders to network and discuss challenges facing women in today’s business environment.
Gender and Women’s Studies: Across the Disciplines and Across Professions

- Panel featuring: Amy Fleischer (College of Engineering), Shauna McDonald (Communications Department, CLAS), Quinetta Roberson (VSB), and Katina Sawyer (Department of Psychology, CLAS)

VU Alumni Association’s Chicago Chapter Speaker Series

- VWPN partnered with the Chicago Chapter of the VU Alumni Association to hold the Chicago Spring Breaker Series event at the University Club of Chicago. Alumni from 1960 to 2013 (CLAS, VSB and COE) were represented and had the opportunity to network in an intimate setting.

Philadelphia Ronald McDonald House Service Event

- VWPN committee members and friends volunteered to cook and serve dinner for families at the Philadelphia Ronald McDonald House (PRMH) on Chestnut Street House; 13 volunteer provided dinner for more than 80 people and learned about the history of the first RMH while on a tour of the historic building which hosts 45 families each night.

Closing the Wage Gap and Beyond

- Elise Gould, PhD senior economist at The Economic Policy Institute spoke about her work on “Closing the Pay Gap” and the recent Womens Economic Agenda: “Creating an Economy That Works For Everyone.” Her presentation as well as a Q&A session was available to all interested in attending.

The Anne Welsh McNulty Institute for Women’s Leadership

Villanova University offers an inclusive environment for leadership development, including a deep commitment to recognizing and promoting the pivotal roles and perspectives women leaders contribute to all industries and fields. The Anne Welsh McNulty Institute for Women’s Leadership fosters women’s advancement through education, advocacy, community-building and the collaborative creation of new knowledge. In addition to supporting new research and leadership development opportunities, the Institute for Women's Leadership will act as a centralized resource where students, alumni, faculty and staff can find academic, extracurricular and professional programs that will stimulate conversations about women in leadership and develop the skills and experiences that can help women excel in their chosen fields and act as agents of change. Villanova is currently developing the infrastructure for the Institute for Women's Leadership, and has embarked on a nationwide search for the Institute Director.

Annual Women in Business Conference

This annual fall conference brings together students, faculty, alumnae and distinguished business leaders to discuss challenges facing women in today’s business environment and provide an opportunity for networking. The Women in Business Society and the O’Donnell Center for Professional Development collaborate to host this program.

INSTITUTIONAL POLICY & PRACTICE

Villanova University Sustainability

Villanova is a dynamic learning community founded in 1842 by the Order of St. Augustine. The Augustinian values of Veritas, Unitas, and Caritas (translated as truth, unity, and love) guide intellectual and social life at Villanova to this day. In keeping with our Augustinian tradition—which emphasizes service to, and care for, one’s community—we integrate sustainability and respect for the earth into our
curricula, scholarly research, academic and community events, and institutional policy and practice. In validation of the University’s commitment, the Princeton Review named the University among the top 322 Green Colleges, and the University is ranked among the Sierra Club’s “Cool Schools” most sustainable universities.

Villanova University earned a STARS Silver Rating in 2015 in recognition of its sustainability achievements from the Association for the Advancement of Sustainability in Higher Education (AASHE), the most widely recognized framework in the world for publicly reporting comprehensive information related to a college or university’s sustainability performance.

Although the University began its sustainability journey long before 2014, Villanova began publishing a University sustainability report in 2014. Reports for each subsequent year are published on Earth Day and are publicly available online. The reports highlight progress made in areas such as waste management, recycling, space certification, campus awareness, reporting processes, and academic engagement.

The President’s Environmental Sustainability Committee (PESC)
Father Peter signed the American College & University Presidents’ Climate Commitment in 2007 to strengthen VU’s sustainability efforts, pledging to achieve carbon neutrality by 2050. Reaching this goal requires participation from every member of the Villanova community. The PESC, comprised of faculty, staff, and students from across campus, help coordinate, support, advance, and track sustainable practices and policies on campus and to implement the President’s Climate Commitment on behalf of the university. A Carbon Action Plan has been commissioned to help guide efforts toward carbon neutrality.

St. Francis Pledge
Father Peter also signed The St. Francis Pledge in 2014. The pledge is a promise and a commitment by Catholic individuals, families, organizations and institutions to live our faith by protecting God’s Creation and advocating on behalf of people in poverty who face the harshest impacts of global climate change.

Energy Star Purchasing Policy & EPEAT
To more effectively protect the environment, Villanova University has adopted an Energy Star Priority Purchasing program for both single and mass purchasing actions whenever financially possible, as well as EPEAT standards when purchasing electronics. ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices. Because a strategic approach to energy management can produce twice the savings — for the bottom line and the environment — as typical approaches, EPA’s ENERGY STAR partnership offers a proven energy management strategy that helps in measuring current energy performance, setting goals, tracking savings, and rewarding improvements. EPEAT is a free and trusted source of environmental product ratings that makes it easy to select high-performance electronics that support organizations’ IT and sustainability goals. The environmental criteria underlying the EPEAT system address the full product lifecycle, from design and production to energy use and recycling.

Dining Services Initiatives
In 2011, Villanova implemented new practices including tray-less cafeterias, a compost program and choosing food items that are raised or grown sustainably. Villanova's environmental stewardship is often accompanied by participating in socially responsible initiatives. These include the provision of Aqua Health Water, with 5% of all sales going to Catholic Relief Services and the Uganda Rural Fund, along with the purchase of Fair Trade products since 2001, including coffee, teas, chocolate, sugar and bananas. Additionally, vegan menu options are available in dining operations on campus at each meal. The residence dining halls feature complete-protein vegan entrees and vegan options which includes at least
one vegan soup daily. At dinner, a vegetarian and vegan entrée are featured. In the three resident halls, a vegan refrigerator is stocked with vegan food products along with dried fruits. Villanova has participated in the Meatless Monday program and are currently working on a marketing campaign to educate students more on the benefits of a plant based diet. Villanova hosted an event in 2014 with over 100 guests from other college dining programs and offered plant-based breakfast, lunch and snacks. In addition, Villanova participates in a CSA program through Lancaster Farms. The program is run out of St. Mary’s hall and is available to anyone in the Villanova community.

**Energy from Waste**
Villanova University partners with Covanta, our local energy-from-waste facility. All trash is sent to Covanta knowing that it will generate power and will never go to a landfill.

**BEE Protective Habitat**
Villanova is certified as a BEE Protective Habitat by the Center for Food Safety and Beyond Pesticides. The University has agreed to not use pesticides inside or outside a building that contain toxic neonicotinoid compounds. Additionally, Villanova continues to choose plantings that are attractive to pollinators. The certification is an acknowledgement of the great work already being done by the Villanova Grounds Department.

#### ACADEMIC AND COMMUNITY PROGRAMS

**Community Outreach of Villanova (COV)**
COV is a weekly service program which partners with community-based organizations in the Philadelphia area working around a variety of issues to create lasting social change. Through COV, participants are able to deepen their commitment to service, learn about the social justice issues which necessitate service in the first place, and reflect on who they feel called to be in light of this experience. Partners include soup kitchens, children’s services, organic farming services, community centers, nursing homes, women’s shelters, and ESL resources.

**Service & Justice Experiences (SJE)**
SJE provides opportunities for students, faculty, staff, and alumni to serve locally, around the United States, and abroad during university breaks. Participants in the program serve with people and partner organizations who work every day to improve the lives of impoverished and marginalized people in their own communities, build communities within their groups and begin to develop relationships with partners, complement class work with first hand experiences of life at the margins of society, explore their spirituality to develop a deeper relationship with God while living out the Gospel, and examine issues of injustice and develop a life-long commitment to working for the common good.
Special Olympics Fall Festival
The Special Olympics Pennsylvania Fall Festival is hosted and organized by Villanova University students and is the largest annual student-run Special Olympics event in the world. Special Olympics Pennsylvania (SOPA) provides year-round sports training and competition for more than 20,000 children and adults with intellectual disabilities. The organization offers over 260 local and sectional events and four major statewide events - Winter Games, Summer Games, State Floor Hockey Tournament, and Fall Festival - in 23 sports with the opportunity for athletes to advance to regional and international competition.

Habitat for Humanity and Mission Service Experiences
Each academic year, students, faculty and staff members have the opportunity to spend one to two weeks during the University’s breaks on a service trip. The goal of these trips is to help participants identify their connection with our global community as they experience another culture, spirituality, and socio-economic situation. Participants apply their education to change the lives of the poor.

Business without Borders (BWB)
The purpose of BWB is to show VSB students that business opportunities exist within non-profit companies. Through presentations, events, and discussions, students are exposed to opportunities for those who want to both use their business skills and serve the community. The organization’s goal is to promote the common good by coordinating microfinance lending, the Volunteer Income Tax Assistance program, nonprofit partnerships, international projects, and various speaking and discussion based events. BWB is a chapter of Net Impact, a national organization for students and professionals to use business skills to promote social and environmental causes.

Innovation, Creativity, and Entrepreneurship Institute (ICE)
The ICE Institute is an innovative driver of scholastic, educational, and professional development opportunities in the related areas of creativity, innovation, and entrepreneurship within the Villanova community. Located within the Villanova School of Business and founded upon one of its four strategic pillars - innovation, the ICE Institute has a multi-disciplinary and cross-college focus and seeks to advance the University's strategy by fostering cross-college learning and embedding entrepreneurial thinking more deeply in the Villanova culture.

Nova Bike Share
The program is designed for students (undergraduate and graduate) with regular biking needs. Students interested in renting a bike can rent for the fall semester, spring semester, or the whole academic year. The program is free and comes with a bike, lock, winter storage, and regular bike maintenance. Proof of a helmet is required to participate in the program. Bikes provided by Devereux, one of the oldest and largest nonprofit providers of behavioral health in the country.
Recyclemania Tournament
Villanova has participated annually in Recyclemania, an 8 week waste minimization and diversion competition among 400+ schools, since 2014.

CSA at Villanova
Villanova Dining Services has teamed up with Lancaster Farm Fresh Cooperative to bring community supported agriculture (CSA) to the Villanova community. Villanova’s CSA is coordinated through the 2nd Storey Market in St. Mary’s hall. Villanova students, faculty and staff have the opportunity to purchase vegetable shares through the Lancaster Farm Fresh Cooperative. Each week fresh produce from that week’s harvest will be delivered to the 2nd Storey Market for members to pick up and enjoy.

Annual Earth Day Celebrations

2014
- **Earth Day Keynote Address**: Dean Carlson, founder and owner of Wyebrook Farm in Honey Brook, PA. Wyebrook Farm provides food to the local community that is produced without artificial fertilizer, pesticides, hormones, or antibiotics.
- **Celebration of Sustainability**: Sustainability fair with eco vendors, student environmental organizations, information tables on campus environmental initiatives, green jobs, and alternative energy companies, raffles, green tours of campus, T-shirt tie-dyeing, and other displays. In addition, students in Introduction to Environmental Science and Conservation Biology courses will display the results of their semester-long research projects.
- **Farmer’s Market**: Dining Services has arranged for local vendors, including area farmers, to offer locally grown and produced products.
- **Earth Day Lecture**: Panel Discussion on Sustainable Agriculture with experts focused on our food systems, the environmental and social consequences of industrial agriculture, and the challenges and opportunities offered by sustainable agriculture.
- **Earth Day of Service**: Students eager to pitch in to improve the Earth, promote sustainability, and put social justice into action through contributing to a morning of environmental/community service.

2015
- **Keynote Panel**: “The Politicization of Climate Change” brought together experts from government and academia to discuss how the scientific community recognizes global climate change as one of the major challenges facing society, and yet the public perception of the urgency for action trails the scientific consensus – thus resulting in relatively little legislative action to address global warming in the United States.
- **Discussion on Conflict Free Minerals**: Carolyn Duran, a director within Intel’s Global Supply Management organization, discussed supply line sustainability, chemical regulations and policy, green material selection, and her company’s “conflict free” minerals program.
- **Sustainability Fair**: Farmers market at the center of campus featured food tasting, eco vendors, raffles, free t-shirt tie dye, student posters, and more. New in 2015: to promote zero waste, Villanovans are invited to help reduce the University’s footprint by recycling and composting their trash.
- **Campus Climate March “Ignite Change, Not the Planet”**: Villanova’s Catholic Relief Services Ambassadors led a Campus Climate March in solidarity with the world’s poor and vulnerable. As the march made its way around campus, representatives from Catholic Relief Services discussed climate issues from scientific, theological, and pragmatic angles. The march
made stops at each of the colleges where a representative faculty member addressed the intersection of climate change and their field.

- **Earth Day of Service**: volunteers helped neighboring communities green and beautify the area with service sites including Walnut Hill Community Garden, Natural Lands Trust, Broomall Watershed and the VU campus.

2016

- **Documentary viewing**: *This Changes Everything*, an Avi Lewis Film which presents seven powerful portraits of communities on the front lines of climate change.

- **Keynote Panel**: “Growing Greener Communities” representatives from the EPA, NRDC, Sierra Club, PennEnvironment, Catholic Relief Services, and Trout Unlimited discuss how non-profits are combating climate change and promoting resilient communities.

- **Tree Tours**

- **Sustainability Fair**: farmers market, food tasting, eco vendors, raffle, free t-shirt tie dye, student posters, and more. New for 2016: sustainable bingo to win a reusable mug.

- **Earth Day of Service**: volunteers could choose between four service sites, namely on campus tree planting and maintaining gardens, working at the Center for Environmental Transformation in their community garden and greenhouse, working at Overbrook School for the Blind at the Philadelphia Orchard building a berry garden trellis, mulching and orchard maintenance, or gardening and planting trees with the Horticultural Society.

**Environmental Leadership Learning Community**

Learning Communities are an opportunity for freshmen to live and learn with other students in order to enhance students’ college experience. They include co-curricular cultural events and coursework related to a selected theme as well as activities and programs within the residence hall. The **Environmental Leadership Learning Community** helps students develop a sense of citizenship and personal responsibility with a focus on deeply understanding why and how we can be stewards of the world around us.

**One Book Villanova**

A campus-wide effort spanning the academic year presents to the university a book worthy of close reading, discussion, course adoption, and the stimulation of dialogue among all members of the campus community. The One Book Villanova program is unique as it is a community reading program, not simply a first-year student initiative. In addition to all full-time undergraduate students receiving free copies of the book, many University offices and academic departments purchase copies for their staff and faculty. Furthermore, local community book clubs have also joined in and have affiliated themselves with the program. The One Book Villanova has garnered a reputation among publishers as one of the premier college and university readings programs in the country. The One Book Villanova program would not be possible without the generous support of Mrs. Patricia Imbesi, a Villanova parent who believes in the power of one book to inspire a community.
One Book Villanova selection for 2014-2015

**The Other Wes Moore**  
*by Wes Moore*

The Other Wes Moore is not just a story of two young men who grew into two very different men but it is a story of the life circumstances they shared and the different choices made that destined one to become a Rhodes Scholar and the other to prison for the rest of his life. In this book, author Wes Moore tells the fascinating story of another Wes Moore—a man who shared his name and much of his personal history. About the same age and raised in the same neighborhood by a single mother, this "other Wes Moore" arrived at a starkly different fate: he now serves a life sentence without parole on murder charges. Compelled by their similar upbringings, Moore penned his book in an effort to discover how small choices make big differences in life.

One Book Villanova selection for 2015-2016

**The Distance Between Us**  
*by Reyna Grande*

Reyna Grande vividly brings to life her tumultuous early years in this compelling, unvarnished, resonant story of a childhood spent torn between two parents and two countries. As her parents make the dangerous trek across the Mexican border to “El Otro Lado” (The Other Side) in pursuit of the American dream, Reyna and her siblings are forced into the already overburdened household of their stern grandmother. When their mother at last returns, Reyna prepares for her own journey to “El Otro Lado” to live with the man who has haunted her imagination for years, her long-absent father.

One Book Villanova selection for 2016-2017

**THE SIXTH EXTINCTION: An Unnatural History**  
*by Elizabeth Kolbert*
Over the last half-billion years, there have been Five mass extinctions, when the diversity of life on earth suddenly and dramatically contracted. Scientists around the world are currently monitoring the sixth extinction, predicted to be the most devastating extinction event since the asteroid impact that wiped out the dinosaurs. This time around, the cataclysm is us. In prose that is at once frank, entertaining, and deeply informed, New Yorker writer Elizabeth Kolbert tells us why and how human beings have altered life on the planet in a way no species has before. Interweaving research in half a dozen disciplines, descriptions of the fascinating species that have already been lost, and the history of extinction as a concept, Kolbert provides a moving and comprehensive account of the disappearances occurring before our very eyes. She shows that the sixth extinction is likely to be mankind's most lasting legacy, compelling us to rethink the fundamental question of what it means to be human.

Read to Lead Program
In addition to the OneBook Villanova program, VSB has launched the Read to Lead program. Sponsored by Ernst & Young, this program is an integral part of the undergraduate curriculum, connecting and inspiring students around a common, highly relevant business theme through the collective reading of one book during the summer before freshman year. The book offers students a real-world context for learning and provides a launching point for integrative discussions, projects, and analyses of topics in the Business Dynamics freshman core business course.

Do the KIND Thing: Think Boundlessly, Work Purposefully, Live Passionately
by Daniel Lubetzky

The Read to Lead Program has included such books as: Googled: The End of the World as We Know It by Ken Auletta, Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time by Howard Schultz, Start Something that Matters, by Blake Mycoskie and Delivering Happiness: A Path to Profits, Passion, and Purpose by Tony Hsieh.

VSB Speakers & Events

VSB Week
VSB Week was initiated by VSB students in 2011 as way to celebrate and showcase VSB, as well as expose students to emerging business trends. The week-long series of events is now an annual, college-wide program bringing together VSB students, faculty, staff, and professionals to consider a wide array of business topics through a variety of formats, including roundtable discussions, panel presentations, keynote speakers, product demonstrations, and hands-on workshops. Each year's VSB Week celebration features more than 20 activities with the intent of encouraging development of new skills, sharing ideas, and progression as business leaders. 2015 corporate sponsors included Bloomberg LP, KPMG, PwC, Deloitte, and Ernst & Young with keynote speaker Candy Chang.
November 10-11, 2016: SPARK Innovation
A 24 hour think-tank style competition giving students and participants the chance to solve real-world problems alongside industry representatives. Hosted by Villanova’s Sustainability Office, Drexel’s Institute for Energy and the Environment and national engineering company OBG.

January 19, 2016: Paris Climate Talk: In Review
COP21: Three perspectives featured guest speakers Poune Saberi, MD (Physicians for Social Responsibility), Meadow Hackett (Deloitte), and Joseph Robertson (Citizens Climate Lobby).

October 23, 2015: TEDxVillanovaU
Villanova’s 3rd TEDx theme was “Let’s Imagine.” The event captured the spirit of TED itself: cross-disciplinary, focused on the power of ideas to change attitudes, lives and ultimately, the world. The event featured live speakers from the Villanova community sharing their creative, innovative and inspirational ideas on the “Let’s Imagine” theme.

September 18, 2015: Analytics Research Briefing
“Predictive Analytics for Parkinson’s Disease to Identify Risk Factors and Drive Patient Care”
Speaker: Katrina Adams, PhD, Predictive Analytics Practice Lead LPA Software Solutions

March 18, 2015: 1Day Stand
In partnership with the Fresh Air Campus Challenge and the Tobacco Free College Campus Initiative Challenge, Villanova adopted a tobacco free policy for one day. More than 1,500 campuses nationwide have gone 100% smoke- and tobacco-free.

October 1-2, 2014: 5th Annual Business Leaders Forum
The forum focused on the theme “Innovating for Global Success.”
Speakers: James O’Donnell (retired CEO, American Eagle Outfitters), Lisa M. Gray (co-founder and managing partner, Phoenix IP Ventures), Michael P. McLaughlin (US Country Head, Macquarie Group), Robert Moran (Retired Chairman and CEO, PetSmart), Robert Toohey (President, Verizon Digital Media Services), all moderated by Jeffrey Goldfarb (US Editor, Reuters Breakingviews)

October 7-8, 2015: 6th Annual Business Leaders Forum
The forum focused on the theme “Cyber Risk: Protecting You and Your Business.”
Speakers: Jessica Nye (Supervisory Special Agent J, FBI), Jason Judge (Chairman and CEO of 5Nine Software), Sukie Mukhopadhyay (Manager, Cyber Security and Privacy, PwC), Craig Shumard (Principal, Shumard and Associates), all moderated by Sue Metzger (Instructor, Management Information Systems, Villanova University). A keynote address was given by General Michael Hayden, former Director of the National Security Agency and CIA.

October 14, 2015: Villanova Supports GlobalPhilly™ 2015
VU served as a main sponsor for the 60-day international exposition that celebrated and showcased Philadelphia and its diverse heritage and strengths. The Center for Global Leadership collaborated with the MBA program to feature an Open House and lecture by Center Faculty Director Jonathan Doh entitled, “Globalization and the Changing Balance of Economic Power.” The event was held in Center City at The Hub and attracted more than 40 business professionals.

October 2-4, 2015: CGL Co-Sponsors Symposium on Cross-cultural Communications and Ethics: US and Chinese Perspectives
The symposium examined cross-cultural communication on ethical issues in the global context. The ethical issues included (but weren’t limited to) cultural relativism, symmetrical communication, ethical
communication, social justice, moral inclusion/exclusion, stakeholder empowerment, and facilitation of intergroup communication.

**Sponsors:** Center for Global Leadership, Communication Department, Waterhouse Family Institute, Institute of Global Interdisciplinary Studies, Villanova School of Business, Cross-Cultural Education and Communication Center, Shanghai Academy of Social Sciences, and Villanova University.

**October 5-30, 2015: Kill the Cup!**
Kill the Cup is a national collegiate competition to reduce the amount of disposable waste on college campuses by promoting the use of reusable mugs. The competition spans the month of October, only active on weekdays. In 2015, 16 universities participated in the competition, including Villanova.

**March 31, 2014: Careers in Sustainable Business: Perspectives from the Corporate World**
Speaker Jim Sullivan, VP of Sustainability Management and Strategy at SAP

**CENTERS OF EXCELLENCE**

VSB’s commitment to research and academic rigor is evident through the school’s six Centers of Excellence, which include the following:
- Daniel M. DiLella Center for Real Estate
- Center for Business Analytics
- Center for Global Leadership
- Innovation, Creativity and Entrepreneurship Institute
- Center for Marketing and Consumer Insights
- Center for Church Management and Business Ethics

These centers focus attention on critical business issues and leverage the expertise of VSB faculty in a cross-disciplinary way. They support faculty research, teaching excellence, curricular development, and the intersection of research and business practice. Below are brief descriptions and initiatives various centers have supported, as they relate to the PRME principles:

**Daniel M DiLella Center for Real Estate**
The center is dedicated to producing tomorrow’s leaders in the commercial real estate industry. The center supports educational opportunities at both the undergraduate and MBA level. Our programs are focused on leveraging the Augustinian tradition that pervades Villanova University and VSB to help students not only learn the technical skills to thrive in the fast changing world of commercial real estate but the ethical framework that will allow them to become the types of leaders organizations and society require today.

The center’s keynote event is the Villanova Real Estate Development Challenge held in the spring of each year. The development challenge brings together teams from some of the top undergraduate real estate programs around the country to provide solutions to a real time development case. Teams are judged by industry leaders and the winning teams are awarded cash prizes. The challenge allows students to use the lessons they learn in the classroom in a “real world” setting and present their ideas to experienced experts from the industry.

The center helped design and supports the following courses related to the PRME principles:

**BL 2150: Real Estate Principles and Practices**
Ownership, possession and management of land and buildings; landlord and tenant, transfer of rights; title insurance; moral and ethical dimensions; comparison with other legal systems.
ECO 3140: Urban Economics
Utilizes economic theory to examine the major contemporary issues confronting urban areas; explores economic solutions to the problems of housing, transportation, education, poverty, crime, growth, employment, taxes and redevelopment.

MBA 8830: Sustainable Real Estate Development I & II
Sustainable Real Estate Development is a comprehensive course on the principles and processes of development including land acquisition, legal, zoning, planning and approvals. It includes an in-depth study of the sustainable development of offices, mixed use communities, residential and renovation projects. Case projects are a major component of this course. Emphasis is on understanding and evaluating through the case studies the design, architecture, sustainability and financial analysis real estate development.

Center for Business Analytics
The Center for Business Analytics (CBA) leads the development of analytical capabilities of Villanova School of Business undergraduate and graduate students. The CBA is organized around the 3 pillars of Curriculum, Research and Practice. All three contribute to developing our students into responsible leaders.

The center’s Thought Leaders speaker series provides our educators and students with the opportunity to connect theory to practice around responsible and informed leadership topics. Some recent topics related to the PRME principles include:

- “Getting from “So What?” to “WOW……What?!??!?!?” to “Now What?” with Analytics and Data Visualization,” Kellianne Catalano, Business Intelligence and Analytics, Procter and Gamble
- “From Analytics to Action,” Paul Melchiorre, ’83 VSB, Chief Revenue Officer, Anaplan
- “Predictive Analytics for Parkinson’s Disease to Identify Risk Factors and Drive Patient Care,” Katrina Adams, PhD, Predictive Analytics Practice Lead, LPA Software Solutions

Innovation, Creativity, and Entrepreneurship Institute
ICE is an innovative driver of scholastic, educational, and professional development opportunities in the related areas of creativity, innovation, and entrepreneurship within the Villanova community. ICE has a multi-disciplinary and cross-college focus and seeks to advance the University's strategy by fostering cross-college learning and embedding entrepreneurial thinking more deeply in the Villanova culture. A few programs and events sponsored by the Institute that align with PRME principles include:

- Villanova on the Hill (VOH): VOH is an annual trek that provides an immersive experience and explores aspects of the policymaking and political ecosystem of Washington DC, and how individuals from a variety of backgrounds, and in a broad range of professions, make it work.
- Villanova Student Entrepreneurship Competition (VSEC): The Villanova Student Entrepreneurship Competition (VSEC) is a student-only competition designed to allow students to create unique ideas around making the world a better place.
- Creativity Challenge: This past year, the theme for the Creativity Challenge was based around building diverse and inclusive communities.

Center for Marketing and Consumer Insights
The Center for Marketing and Consumer Insights leverages the expertise of world class faculty at the Villanova School of Business (VSB) and an advisory board of practitioners from leading corporations to
support initiatives that foster an unmatched student experience and also improve the science and practice of marketing as it relates to the consumer experience. The center provides many ways for students and faculty to connect with research and industry leaders.

The center also supports VSB faculty research which has important implications for marketing practitioners, policymakers, and society. The Center seeks to become a preeminent source for consumer insights research with the purpose of helping practitioners, policymakers, and consumers make better decisions.

In 2014, the Consumer Insights Lab (CIL) was founded, providing data-driven support for student research, for class projects and entrepreneurial ventures. The CIL manages over 50 student research projects per year. Students gain hands-on experience in developing original research studies to address business problems.

**Center for Church Management and Business Ethics**

The Center for Church Management has recently added an ethics component to its charge that is designed to focus the attention of VSB on the larger moral responsibilities of business to serve the common good. While ethics is typically an element of business education throughout the world, VSB is charting a unique path in accordance with its Roman Catholic and Augustinian heritage. VSB offers several courses, enters into case competitions, and provides myriad opportunities to serve, demonstrating our enduring commitment to the larger university mission. The center’s initiatives focus on engaging and enriching various student, staff, and faculty communities both within VSB and across Villanova University.

One specific example of how the center strives to achieve these goals is by offering a co-taught course between the business school and philosophy/theology. The course gives students an opportunity to fully integrate the philosophical and theological roots of their early liberal arts education into their business training and practice. It also encourages students to hear from and work with innovative and socially intelligent business practitioners.

Another example is the Youth Entrepreneurship Project, which provided funding for several youth in West Philadelphia to pursue entrepreneurial endeavors. The participants were required to write a business proposal, aided by our undergraduate students, and present their ideas for funding. Participants learned the value of hard work and creativity, and had access to see an alternative path for their futures beyond the reaches of poverty.

**Center for Global Leadership**

The Center for Global Leadership (CGL) is dedicated to promoting cross-cultural awareness, ethical international business relationships, and responsible global leadership. We pursue these objectives through educational programs, research, and service and outreach activities. Because the work of the center embodies many of the PRME principles, all of its output could be included in this report. Below are just a few recent examples of the center’s work.

In 2015, the CGL was awarded a two-year $350,000 grant from the Freeman Foundation, which will expand student participation in internships in East and Southeast Asia. In the previous year, the center received $100,000 from the Freeman Foundation to fund 24 students to successfully complete internships in Asia. The funding was responsible for an 85% increase in program enrollments for 2015, and more than 160% from 2013.

In July 2014, Shanghai Academy of Social Sciences (SASS) invited various entities within the university including the CGL, to jointly establish the Cross-Cultural Education and Communication Center.
(CCECC). CCECC looks to enhance intercultural communication and understanding between China and the rest of the world through various collaborative events and activities.

During the fall 2015 semester, CGL provided scholarships and additional financial support for a new embedded study-abroad course on Costa Rican business, economics and society. The new course included a special case study of Costa Rica for which student teams were organized to investigate sustainable development initiatives, public-private partnerships, and the role of agriculture in the economy as well as immigration and human rights issues.

Service & Outreach Activities:
- The center sponsors a global business leader speaker series to draw top international business leaders from around the world to share their expertise with students and faculty.
- The International Business Fellows program brings executives from foreign countries—especially emerging markets—into VSB classrooms to share their insights with students and faculty.
- The center has developed a fund to support an annual trip for business students to share their skills and capabilities in a developing country setting.
- The center seeks to establish a fund to support an annual award and event for a global business leader who best represents the principles of the center.

Faculty Research

As a community of scholars and teachers, Villanova faculty members approach the discourse of corporate sustainability, environmentalism and economic value from many different perspectives and disciplines. Our faculty members share a common commitment to the concepts through their research and related activities toward the goal of preparing all Villanova students to contribute to a sound and just society.

In the past two years, VSB has launched the “Inspiring Minds” podcast series, featuring faculty members interviewed by our students about their research. This series provides a platform for faculty to describe their research in a very concrete and applicable way to an audience beyond academia. Some recent Inspiring Minds podcasts related to PRME principles include:

“Shopping while Non-White,” with Aronte Bennett, PhD, Associate Professor, Marketing & Business Law

“Corruption and Foreign Investment,” with Michael Pagano, PhD, Professor, Finance and The Robert J. and Mary Ellen Darreta Endowed Chair in Finance

“Movie Piracy,” with Peggy Chaudhry, PhD, Associate Professor, Management & Operations

“Negative Campaigning,” with Ron Hill, PhD, Richard J. and Barbara Naclerio Endowed Chair in Business

“Minimum Wage and the Job Market,” with Suzanne Clain, PhD, Professor, Economics

“Electioneering through Foreign Aid,” with Erasmus Kersting, PhD, Associate Professor, Economics; Christopher Kilby, PhD, Professor, Economics
Published Faculty Intellectual Contributions:
Articles, Monographs, Presentations, & Books/Chapters
August 1, 2014 to August 1, 2016

Accountancy and Information Systems


Harris, E., Im, M., Gaver, J. (2016). Determinants and Consequences of Debt Ratings in the Nonprofit Sector. *Accounting Horizons*.


**Economics**


**Finance**


**Management and Operations**


**Marketing and Business Law**


**CORPORATE PARTNERSHIPS & ENGAGEMENT**

VSB interacts with hundreds of corporations across the world through a myriad of activities including event sponsorships, funding for special projects and initiatives, involvement in professional development activities, student consulting projects, internship experiences, speaking engagements, and professional development, many of which have been detailed above. Having a broad understanding and connection to the business world helps our faculty and students to better understand the challenges facing corporations in making sustainable socially and environmentally responsible decisions.

Perhaps the most notable example of meaningful interaction and engagement occurs through the VSB Advisory Councils. Currently, we support a total of nine advisory councils—six of which are connected to academic centers of excellence, two to an academic department, and the Dean’s Advisory Council.
Approximately 225 high-level executives from across all industries are involved in these advisory councils across the college:

- Dean’s Advisory Council (DAC)
- Center for Business Analytics (CBA)
- Center for Church Management and Business Ethics (CMBE)
- Center for Global Leadership (CGL)
- Center for Innovation, Creativity, and Entrepreneurship (ICE Center)
- Center for Marketing and Consumer Insights (CMCI)
- The Daniel M. DiLella Center for Real Estate
- Accounting Advisory Council
- Finance Advisory Council

These councils provide guidance on strategy, significant advice, recommendations, and feedback on the important strategic issues under consideration in each of these groups such as curricula, student initiatives, faculty research, stakeholder engagement, reputation, and external outreach. Advisory council members are also quite helpful in assisting the school with strengthening corporate ties for increased student internships and jobs. They also assist VSB by making themselves available to speak in the classroom, to student business societies, and in other VSB-sponsored programs and activities. VSB advisory councils do not act as decision-making bodies.

Along with other C-suite executive partners and friends of Villanova University, these VSB advisory council members are brought together once a year for the annual Villanova Business Leaders Forum. This event provides an opportunity for networking and dialogue on important industry topics.

**MEDIA HIGHLIGHTS**

Interacting with the media allows VSB to share, interact and engage with corporations, the government and the general public on business trends and issues facing our country and the world. Much of the work our faculty and students do is related to effective business practices, often from an ethical and socially responsible perspective.

**2014**

*USA Today*
Villanova School of Business
*Top 10 colleges for a major in finance*

*Strategy & Business*
Jonathan Doh (Management)
*A Different Kind of C(E)O*

*The Christian Science Monitor*
Peter Zaleski (Economics)
*Why 3 million school children will no longer receive antibiotic-laced chicken*

*Inside Philanthropy*
Robert Nydick (Management)
*University Professor as Donor: A Case Study at Villanova*
Montgomery News
Robert Nydick (Management)
Citizen of the Week: Robert Nydick

Informed Infrastructure
Michael Pagano (Finance)
Wireless Infrastructure Investment Will Generate $1.2 Trillion in Economic Activity and Create 1.2 Million Jobs

Tulsa World
Ron Hill (Marketing)
John Stancavage: Boomer bosses must manage across generations

The Christian Science Monitor
Peter Zaleski (Economics)
Uber protests take new twist: Its own drivers are mad now

The Christian Science Monitor
Peter Zaleski (Economics)
Uber protests take new twist: Its own drivers are mad now

The Bond Buyer
David Fiorenza (Economics)
Pennsylvania to End 'Roach Motel' Stays for Distressed Cities

The Christian Science Monitor
Peter Zaleski (Economics)
Sharing economy: San Francisco becomes first major US city to legalize Airbnb

Retail Dive
Ronald Hill (Marketing)
Why does offensive apparel continue to make the cut?

U.S. News & World Report
Patrick G. Maggitti, PhD
Op-Ed: Is There a Real ROI on Undergraduate Business Education?

Philly.com
Ron Hill (Marketing)
Hands-on business lessons for city youths

Les Echos
Tina Yang (Finance)
Faut-il cumuler présidence et direction générale?

NJ Biz
David Fiorenza (Economics)
Is Jersey scaring Philly? Not yet
TheStreet
Stephen Andriole (Accountancy)
Are You Obligated To Give To Your Friend's Crowdfunding Campaign?

CBS Philly
William Wagner (Accountancy)
Villanova Univ. Project Turns Google Glass Into ‘Backup Brain’

Foundation Center
Villanova School of Business
National Philanthropic Trust Comments on 2014 Giving USA Report on Philanthropy

Snack and Bakery
Ron Hill (Marketing)
The stats on snacks

Deseret News
Cheryl Carlton (Economics)
Living in a poor place might make it harder to get out of poverty

KJZZ 91.5
Jeremy Kees (Marketing)
Gwynn's Death Renews Attention To Smokeless Tobacco Dangers

Keystone Edge
ICE Center
In higher ed, it's all about fresh thinking for a shifting economy

Roll Call
Jeremy Kees (Marketing)
FDA Nutrition Label Shift Expected to Face Pushback

Associated Press
Quinetta Roberson (Management)
Jesse Jackson Targets Tech's Lack of Diversity

Bloomberg Businessweek
Dean Patrick G. Maggitti
Half of U.S. Business Schools Might Be Gone by 2020

6 ABC Action News
Jeremy Kees (Marketing)
FDA unveils changes to nutrition facts labels

WHYY
Jeremy Kees (Marketing)
Changing food labels

AidData
Erasmus Kersting (Economics)
Christopher Kilby (Economics)
Perceptions Matter: THE Effect of Foreign Aid on Democracy Depends on Incentives

USA Today
Jeremy Kees (Marketing)
Proposed food labels stress calories, sugar, portions

CNN
Charles Zech (Economics)
Serving the needy while building a retirement palace

Business Insider
Cheryl Carleton (Economics)
Why We Pay Teachers, Secretaries, And Home Health Aides So Little

Digital Journal
Kevin Clark (Management)
The Directors' Institute(tm) Announces Initial Study Findings on U.S. Public Company Boardrooms and Plans for Largest Study Ever of American boardroom

2015

Newsworks
David Fiorenza (Economics)
Gentrification can benefit poorer residents as well as wealthier neighbors

American Marketing Association
Michael Capella (Marketing & Business Law)
Ron Hill (Marketing & Business Law)
Participatory Action Research in a Maximum Security Prison

Reading Eagle
Villanova School of Business
Turquoise grows from pencil box to national canvas

Economic Voice
Villanova School of Business
How E-Filing Changed The Way We Do Taxes

WSBT-TV
David Fiorenza (Economics)
How gentrification may benefit the poor

Coyote Blog
Sutirtha Bagchi (Economics)
Great Wealth is Bad Only When It Comes from Cronyism Instead of Creating Consumer Value
**Media Post**  
Yoon-Na Cho (Marketing)  
*How Marketers Can Overcome Greenwashing For Consumers*

**Forbes**  
Sutirtha Bagchi (Economics)  
*US Income Inequality Has Risen Because US Productivity Inequality Has Risen*

**Reason.com**  
Sutirtha Bagchi (Economics)  
*What Makes a Billionaire Bad? Just Add Government*

**Minnesota Public Radio News**  
Ron Hill  
*Pell Grants for prisoners: An old argument revisited*

**Philly.com**  
Villanova School of Business  
*Villanova group tackles Madagascar's water issues*

**CBS MoneyWatch**  
Ron Hill (Marketing)  
*Where entrepreneurship is thriving: prison*

**Radnor Patch**  
Villanova School of Business  
*2015 Villanova Graduate To Represent USA At International Summit*

**Inside Philanthropy**  
Villanova School of Business  
*Philanthropy on King Street: These Two Hedge Funders Might Be Just Getting Started - Inside Philanthropy: Fundraising Intelligence*

**Christian Science Monitor**  
Aronté Bennett (Marketing)  
*‘Shopping while black’ lawsuit – a first by employees – targets CVS*

**KYW-AM (Newsradio 1060)**  
VSB  
*Villanova Student Honors Returning Veterans By Sending Them To Sports Events*

**Business Insider**  
Cheryl Carleton (Economics)  
*7 reasons the US should adopt European-style quotas for female board members*

**CSRwire.com**  
Villanova School of Business  
*MBA Students Embrace Business With Purpose, Recognized by The Aspen Institute*
The Business Journals
Denise Hanes-Downey (Accountancy)
The Deloitte Foundation and American Accounting Association Celebrate 50th Anniversary of Trueblood Seminars for Professors

Top Consultant
Jonathan Doh (Management)
New position in the C-suite needed to tackle rising social issues

Fortune
David Fiorenza (Economics)
Does it cost more to keep unauthorized immigrants in the U.S. -- or deport them?

Quartz
Ron Hill (Marketing)
That “shopping while black” feeling, charted

2016

The Philadelphia Inquirer
David Fiorenza (Economics)
Could soda tax make your grocery bill rise?

INSIGHT Into Diversity
Dean Joyce E.A. Russell
New Directions (page 14)

Cheddar
Erica Harris
Villanova School of Business' Erica Harris on Giving Tuesday

Fidelity.com
David Fiorenza (Economics)
Philadelphia Port Authority Planning Large Development

The Philadelphia Inquirer
Erica Harris (Accountancy & Information Systems)
Commentary: Vote reflected Pa.’s gender bias

Cape May County Herald Online
Villanova School of Business
First Lady Mary Pat Christie Participates in National Initiative to Spotlight America's Veterans

Palm Beach Daily News Online
Villanova School of Business – Alumni Announcement
Millions in generosity: Gifts to hospitals, universities soar
Marketwired
Villanova School of Business – Alumni Announcement
American Century Sustainable Equity Fund Awarded a 'High' Morningstar Sustainability Rating

AidData
Erasmus Kersting and Christopher Kilby (Economics)
The Changing Tactics of Aid When Partisanship Runs High

C-SPAN
Villanova School of Business – Alumni Announcement
Villanovans Speak on Cybersecurity Panel

Irish Examiner
Michael Curran (Economics)
€5.2bn pledge to boost Northern Irish farmers

PR Newswire
Villanova School of Business
KPMG, Villanova, Ohio State Launch First-of-its-Kind Data And Analytics Master's Degree To Prep Data-Age Auditors

WalletHub
Jonathan Doh (Management & Operations)
Ron Hill (Marketing & Business Law)
Ask the Experts: Corporate Responsibility, Financial Literacy & Branding

American Marketing Association
Ron Hill (Marketing & Business Law)
Poverty and Deprivation: What's a Marketer to Do?

The Philadelphia Inquirer
Villanova School of Business
Villanova hires first female business school dean

Business Wire
Villanova School of Business
Villanova University Appoints Joyce E.A. Russell, PhD, as The Helen and William O'Toole Dean of the Villanova School of Business
*Picked up by more than 270 outlets including MarketWatch, Yahoo! Finance, Newsday, Miami Herald, Toronto Telegraph, and Digital Journal

Reuters Online
Jeremy Kees (Marketing & Business Law)
New US food label rules to require added sugars to be detailed

Forbes Online
Jeremy Kees (Marketing & Business Law)
FDA Updates 'Nutrition Facts' To Reflect New Scientific Knowledge, But Will It Change Eating Habits?
PolitiFact
Charles R. Taylor (Marketing & Business Law)
Dairy exporters say WHO casts milk as 'an obstacle' to toddler health

University of Delaware - Udaily
Quinetta Roberson (Management & Operations)
Women in Business

Philly.com
Villanova School of Business - Alumni Announcement
Love, friendship, and 'Nova: 'It's one of those schools'

Poets & Quants
Michele Gianforcaro
Mentorship Programs Gaining Ground Across Top Business Schools

Business Wire
Patrick G. Maggitti, PhD
Villanova University Receives New Carnegie Classification Change, Signaling the University's Forward Momentum & Academic Strength
*Article also appeared in 14 other media outlets

WN.com
Center for Global Leadership
The Freeman Foundation Awards $350,000 Grant to Expand Villanova University Student Internship Opportunities in Asia

Pittsburgh Sun Times
Villanova School of Business
No sophomore slump for this college-age entrepreneur
*Article also appeared on Breakingnewsi.com, Nigeria Teller, WALKILEAKS, and Pittsburgh Post-Gazette

Faculty Community Service

Arvanites, Debra A. (Assistant Professor)
- Member, Avon Walk for Breast Cancer (October 2014)
- Notary Public, Villanova (September 2007 – Present)

Asher, Cheryl A. (Assistant Professor)
- Coordinator, Upper Main Line YMCA Girls Winter Swim Team (January 2005 – Present)
- Committee Member, Upper Main Line YMCA Summer Swim Team (January 2000 – Present)
- Volunteer, Beaumont Elementary School (January 2004 – Present)

Bang, Hae-Kyong. (Associate Professor)
- Volunteer, Sunday School Teacher (September 2009 – Present)
- Volunteer, Musicians for Nursing Home Residents
Bennett, Aronte. (Associate Professor)
- Member, Big Brothers Big Sisters of South East Pennsylvania (October 2013 – Present)
- Board Member, Richard Allen Charter Prep School (October 2012 – Present)
- Healthy Living Initiative Committee Chair, Junior League of Philadelphia (May 2014 – May 2015)

Bierstaker, James L. (Associate Professor)
- Volunteer, Habitat for Humanity (January 2006 – Present)
- Volunteer, St Francis Inn (January 2006 – Present)
- Volunteer, REACT Food Drive (January 2004 – Present)
- Meeting Attendee, Special Olympics (January 2004 – Present)

Borden, James P. (Associate Professor)
- Member of Advisory Board for Health and Fitness Program, Montgomery County Community College (May 2009 – Present)
- Volunteer/Participant, Williams Syndrome Association (May 2014)
- Fundraiser/Participant, March of Dimes (April 2014)

Brooks, Lynn Marie. (Part-Time Faculty)
- Volunteer, Manna on Main Street Food Bank/Soup Kitchen (May 2013 – Present)

Burke, Sarah. (Part-Time Faculty)
- Trustee, Hicks Education Trust (March 2016 – Present)
- Committee Member (Member at Large), Bryn Mawr Presbyterian Church (June 2013 – May 2014)
- Volunteer, Bryn Mawr Presbyterian Church (September 2015 – May 2016)
- Volunteer, Radnor Memorial Library (December 2015)

Carleton, Cheryl J. (Assistant Professor)
- Volunteer, Raising the Bar (September 2014 – Present)
- Committee Member, T/E Cares CAP Mentor Program (September 2013 – September 2015)

Catanach, Anthony H. (Associate Professor)
- Chancel Choir Member, First Presbyterian Church of West Chester Chancel Choir (January 2006 – Present)

Cerino, Angela M. (Assistant Professor)
- Parish Finance Committee Member, St. Matthew Roman Catholic Church (September 2009 – Present)
- Parish Council Member, St. Matthew Roman Catholic Church (June 2009 – Present)
- Board of Directors Association Officer and Vice President, Lafayette Greene Condominium Association (July 2006 – Present)
- Monthly Lector, St. Matthew Roman Catholic Church (January 1997 – Present)

Chaplin, Lan Nguyen. (Associate Professor)
- Volunteer, UMLY Swim Team (March 2012 – Present)
- Volunteer, International Montessori School Paoli (September 2011 – Present)

Cho, Yoon-Na. (Assistant Professor)
- Program Organizer, Society of Young Korean Americans (July 2014 – Present)

Clain, Suzanne H. (Associate Professor)
- Volunteer, Reformation Lutheran Church (January 2014 – December 2015)

Dorris-Crenny, Patricia. (Instructor)
- Board Member, St. Rose of Lima School (January 2009 – Present)
- Board Member, St. Francis Country Home Auxiliary Board (September 2006 – Present)
- Officer and Vice President, Pennsylvanians for Human Life (January 1990 – Present)

Drago, Rosario. (Part-Time Faculty)
- Volunteer, St. Basil’s Roman Catholic Church (May 1992 – Present)

Emig, James M. (Associate Professor)
- Treasurer Officer, Spinnler Point Colony Association (July 2013 – Present)
- Treasurer Officer, Glenmoore Eagle Youth Association (October 2001 – Present)

Fiorenza, David. (Part-Time Faculty)
- Program Coordinator, Musicians on Call (January 2009 – Present)
- Board Member and CFO, Fiorenza Food For Friends (January 2010 – Present)
- Board Member, Art Partners Studio (January 2014 – December 2015)
- Volunteer, Our Lady of the Rosary Parish (January 2012 – December 2014)
- Pro Bono Economic and Financial Consultant, Kennett Flash (2014)

Fitzpatrick, William M. (Assistant Professor)
- Usher, St. Peter and Paul Catholic Church (January 2008 – Present)
- Voluntary IT Consultant, Western Association of Ladies for the Relief and Employment of the Poor (November 2006 – Present)

Glasgow, James M. (Visiting Instructor)
- Volunteer, Our Lady of the Assumption Outreach Committee (January 2009 – Present)
- Volunteer, Chester County Republican Committee (January 2015 – Present)
- Committee Member, Chester County Republican Committee (March 2015 – Present)
• Property Committee Member, Our Lady of the Assumption Parish (May 2007 – January 2015)
• Pro Bono Staffing and Operations Consulting, St. Rita’s Augustinian Province (October 2016)

Grover, Gunita. (Part-Time Faculty)
• Board Member, John James Audubon Center (October 2015 – Present)
• Attendee, Alzheimer’s Walk (November 2014 & November 2015)

Heck, Nancy J. (Part-Time Faculty)
• Volunteer, Main Line Animal Rescue (January 2014 – Present)

Hill, Ronald P. (Professor)
• Board Member, Reconstruction, Inc. (July 2015 – Present)
• Teacher and Mentor, SCI Graterford (January 2012 – Present)
• Human Rights Speaker, United Nations Speakers Bureau (January 1998 – Present)
• Program Organizer, West Philadelphia Youth Entrepreneurship Program (June 2013 – September 2016)

Iacocca, Kathleen. (Assistant Professor)
• Member, Mercy School for Special Learning (September 2011 – Present)
• Chairperson, St. Thomas More Mom’s Group (May 2016 – Present)
• Board Member, St. Thomas More School (November 2016 – Present)
• Volunteer, St. Thomas Day of Service (September 2016)
• Volunteer, Ronald McDonald House (August 2016)

Kelley, Jeannette. (Visiting Professor)
• Committee Member, Yardley Business Enhancement Team (May 2016 – Present)
• Program Coordinator, Lower Makefield Township Farmers Market (November 2013 – May 2016)

Kelly, Mary T. (Part-Time Faculty)
• Finance Committee Chair, St. Thomas of Villanova Parish (July 2008 – July 2014)

Klinger, James W. (Assistant Professor)
• Board Member, Borough of Lansdowne (January 2010 – Present)

Kozup, John C. (Assistant Professor)
• Committee Member, Italian American Business Council of Philadelphia (January 2014 – Present)

Li, Victor E. (Professor)
• Contributor, VSB Media Relations (May 2007 – Present)

Liberatore, Matthew J. (Professor)
• Participant, Bucks County Singers (January 2003 – Present)
Licata, Michael P. (Associate Professor)
- Participant, Holt International Adoption Program (September 1995 – December 2014)

Liedtka, Stephen. (Assistant Professor)
- Officer and Vice President, Gray Matters Brain Cancer Foundation (March 2011 – Present)
- Board Member, Conwell-Egan Catholic High School (November 2012 – Present)
- Board Member, GI Tickets Foundation (January 2015 – Present)

Maggitti, Patrick G. (Associate Professor)
- Board Member, Aras, Inc. (September 1994 – Present)
- Committee Chair, Anne Michele Higgins Memorial Gathering (September 2008 – Present)
- Board Member, Radnor Township Public Library (March 2009 – Present)

McWilliams, Victoria B. (Professor)
- Board Member, Newcomers/Neighbors of the Newtown Square Area (August 2004 – Present)

Moussawi, Rabih. (Assistant Professor)
- Volunteer, Narberth Cystic Fibrosis Run (April 2014)

Nawrocki, David N. (Professor)
- Board Member, Cosmopolitan Club (January 1992 – Present)
- Board Member, Lower Providence Township Community Library Board of Trustees (January 2014 – December 2016)
- Board Member, Financial Education Association (August 2016 – December 2016)

Newbert, Scott L. (Professor)
- Committee Member, Common Core Implementation Team (January 2013 – December 2016)
- Member, District Evaluation Advisory Committee (January 2013 – December 2016)

Nydick, Robert L. (Professor)
- Officer and President, Montgomery County Habitat for Humanity Chapter (June 2009 – Present)
- Board Member, Philadelphia University (June 2009 – Present)

Olson, Gerard T. (Professor)
- Board Member, Linda Creed Breast Cancer Foundation (January 2004 – Present)

Padulo, Louis. (Part-Time Faculty)
- Board Member, The Art Institute of Philadelphia (January 2006 – Present)

Pagano, Michael S. (Professor)
- Coach, Various Youth Sport Leagues such as baseball, basketball, football, softball, and tennis (September 2004 – Present)

Quigley, Narda R. (Associate Professor)
• Founding Member, Commissioner and President, Philadelphia Women’s Baseball League (Present)
• Committee Chair, University of Maryland’s Robert H. Smith School of Business Alumni Board (Present)

Rhoades, Shelly C. (Associate Professor)
• Member, First Presbyterian Church of West Chester Board of Trustees (January 2007 – Present)

Rissell, Theresa A. (Part-Time Faculty)
• Task Force Member, Good Leaders/Good Shepherds (November 2013 – Present)
• Committee Member, Music at Monica (September 2012 – Present)
• Committee Member, St. Monica Parish Music Ministry (September 2009 – Present)

Rizzo, Patricia. (Part-Time Faculty)
• Board Member, Ethics Committee of Crozer Chester Hospital (September 2009 – Present)

Strandberg, Alicia G. (Assistant Professor)
• Volunteer, St. James Regional Catholic School (September 2015 – Present)
• Volunteer, Monsignor Bonner and Archbishop Prendergast High School (January 2012 – Present)

Stumpf, Stephen A.
• Member, Center City Residents Association (June 2007 – Present)
• Member, Philadelphia Bicycle Coalition (March 2007 – Present)
• Chairperson, Learning Bridge (January 1999 – Present)
• Chairperson, MSP Institute, Inc. (January 1986 – Present)

Suprenuk, Joseph A. (Professor)
• Pro Bono, Set up financial reporting system, Girls Friendly Society (August 2014)

Taylor, Charles R. (Professor)
• Committee Member, International Competition Network (January 2005 – Present)

Taylor, Kenneth B. (Assistant Professor)
• Member, American Friends Service Committee (January 2003 – Present)
• Member, Gwynedd Friends Meeting Financial Stewardship Committee (September 1995 – Present)

Tymon, Walter G. (Assistant Professor)
• Adult Leader, St. Elizabeth’s Youth Group (January 2007 – Present)

Utter, Ward. (Part-Time Faculty)
• Program Organizer, United Way Club of Conestoga High School (January 2012 – Present)

Ward, Burke T. (Professor)
• Board Member, Unity Center (September 2015 – Present)
• External Reviewer, American University of Beirut (January 2016)

Wolnicki, Miron J. (Associate Professor)
• Board Member, The Kosciuszko Foundation (January 2010 – Present)
• Board Member, Polish Peoples’ University (January 2008 – Present)

Yang, Tianxia. (Associate Professor)
• Chairperson, Financial Management Association (October 2014 – Present)

Zech, Charles E. (Professor)
• Board Member, Georgetown University Center for Applied Research in the Apostolate (June 2011 – Present)
FUTURE INITIATIVES

Managing a high level of excellence in business education is an ongoing and evolving process. VSB has made many strides in the past two years toward continuing our students’ education and understanding of global, corporate and social responsibility, as well as engaging with the business community in meaningful ways to affect change. There are several specific initiatives that the School endeavors to accomplish over the next two years:

- Provide diversity awareness through professional development events available to all undergraduate students, and create programming specifically geared toward diversity students to aid in their specific academic and professional needs.
- Explore a requirement for all undergraduate students to study abroad through the School’s Global Programs Committee.
- Explore opening graduate global immersion courses to Master of Accounting students
- Continue to build partnerships with other Villanova schools for cross-disciplinary learning at the graduate level, including a partnership in the works with the School of Engineering to offer a Sustainability specialization in the Villanova MBA program.
- Continue to recruit and retain women and minorities into faculty and staff positions so we can “model the way” for our students as they enter a diverse and increasingly global marketplace.
- Bring awareness among our entire community of students, faculty, staff and alumni about issues related to diversity and inclusion, based upon recommendations from the newly-created Diversity and Inclusion Task Force. Areas under exploration include the creation of a VSB office of diversity and inclusion, partnership opportunities with other organizations, attraction and retention of diverse students, faculty and staff, and education around explicit bias and discrimination as well as unconscious bias and micro aggressions.
- Create a more inclusive and positive working environment for VSB employees through events and trainings led by our own faculty, the University’s human resources department, and outside facilitators.

CONTACT:

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