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LETTER OF RENEWED COMMITMENT

The Michael J. Coles College of Business at Kennesaw State University is pleased to renew its commitment to the Principles of Responsible Management Education (PRME). We are proud to be an early signatory to PRME and look forward to continuing to work with fellow members as we collectively strive to develop the next generation of globally responsible leaders.

Our faculty and administrators are aware of the global impact of leaders that do not maintain a sufficient level of responsible engagement. As such, we seek to educate students who will become capable, visionary, and ethical leaders in their chosen careers, and who are engaged citizens with global understanding and a love of learning.

We have made considerable progress since our last report in terms of positioning PRME as part of our institutional structure. This report provides an overview of the most important initiatives during the past two years, some of them having been part of our program for decades.

It is our goal for the PRME principles to become an increasingly important area of focus and to be more infused as a part of our culture of improving lives through business education.

Sheb True Ph.D.
Director of PRME
**PRINCIPLE 1 | PURPOSE**

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

**KSU Mission**

Kennesaw State University provides exceptional undergraduate, graduate, continuing, co-curricular, and community educational opportunities. KSU educates students who become capable, visionary, and ethical leaders in their chosen professions and careers, and who are engaged citizens with global understanding and a love of learning.

The university’s research, scholarship, and creative activities expand knowledge, contribute significantly to economic development, and help improve the quality of life in the local community, Georgia, the nation, and the world. KSU students, faculty, and staff engage with local, state, regional, national, and international communities to improve those communities and the university.

Kennesaw State University promotes open and honest intellectual inquiry, and inspires professional, personal, and social excellence throughout the KSU community.

**Coles College of Business Strategic Plan**

The strategic plan honors our strengths, sets ambitious goals, and positions us toward our vision of being recognized as leaders in business education.

This plan is the result of two years of thoughtful research by the Strategic Planning Committee and key university stakeholders. During this time, we have examined our competitors, gathered input from current students, alumni and faculty, spoken with the business community and analyzed our position in the market. The resulting plan represents the principles and aspirations of Coles College of Business. Through this new Plan, Coles College will embark on an exciting journey to elevate our already world-class research, educate the next generation of leaders, and support economic growth in our region through engagement with the business community.

Strategic Initiative 2 – Business Engagement is central to our mission. The KSU strategic plan embraces the challenge of engaging the institution effectively in economic development. It is natural for Coles College to play the leading role in this area.
PRINCIPLE 2 | VALUES
We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Quality Enhancement Program
As part of KSU’s partnership with Southern Association of Colleges and Schools, SACS, KSU has developed a Quality Enhancement Program (QEP). The QEP aims to identify and implement an area of operation whose quality will be enhanced. The QEP also works as a tool for institutional improvement related to student learning and the learning environment. In 2013-2016 KSU selected "Global Learning for Engaged Citizenship" as the topic and focus of our QEP. Through 2018, we will expand opportunities for students, faculty, and staff to understand and participate in global affairs. This QEP goal is also a strategic imperative and as such is an integral part of KSU’s strategic plan.

Coles College of Business Mission
The mission of the Coles College of Business is to be the highest-value provider of business programs and talent in its markets. Coles College of Business will be highly respected in the academic and business communities by achieving national prominence in selected areas and benefiting business practice.

Coles College of Business will achieve its mission by continuing its responsive offerings of affordable, quality business degrees and customized executive education. Effective, committed teaching and integrated career preparation will result in outstanding graduates and graduation rates, supporting sustained regional economic growth. Coles College of Business will reinforce these efforts with entrepreneurial business engagement and with quality research focusing on relevant business issues and communicating findings in ways that impact management practice.
PRINCIPLE 3 | METHOD

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

Social Entrepreneurship Program
Forty-five students participated in this program in Guatemala over the past five years. The students study a social consignment model, live with local families, and serve as consultants to women who are trying to start their own businesses selling water filters, solar lamps, efficient wood burning stoves, and reading eyeglasses.

Enactus
The award-winning student organization is engaged in projects focused on sustainability and education -- e.g., Bright Ideas Energy Solutions, Campus Farmers Market, C2R, Carbon Kicks, Center for Children and Young Adults, Edge Connection, Merit Badge U, Recycle Repurpose Redeem, Students for Environmental Sustainability, and ArtsNspirEd).

These projects aim to create sustainable social and economic empowerment through entrepreneurship. Enactus partners with local and Colombian schools, as well as universities in Nepal and Thailand to operate their projects, investing in artisans abroad and in the educations of students at home.

The Junior Achievement Project
KSU students engage local high school students to improve their business acumen and ethical practices while they create their own business plans.

Center for Accountable Leaders
The Center for Accountable Leaders (TCAL) records the life experiences of men and women who have lived lives of integrity while contributing to the success of their organizations and communities. TCAL is creating a digital video archive of the life-memos of 500 proven leaders from all walks of life, available online for all to enjoy and learn.

TCAL presents these leaders in their own words and in a simple, straight-forward style. We transcribe the videos and retain their original form in our databases. Through TCAL KSU hopes to provide current and future generations with first-hand examples of experiences that ultimately led to success in business, community, family and self.

Social Entrepreneurship Program
In 2015 the Coles College launched an undergraduate honors program whereby students engage in a social entrepreneurship service-learning program. The Coles College of Business paid to send 20 students to Guatemala that summer which engaged in the Social Entrepreneurship Corps program.
PRINCIPLE 4 | RESEARCH

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

Research

During 2014-2016 three internal grants totaling $60,000 from KSU was awarded to faculty in the Coles College of Business for research/projects on PRME related topics. The first two grants were for research on a trans-national study to improve the learning of empathy and ethics in business. The third grant was for surveying students and faculty in the Coles College of Business to understand the impacts and effectiveness of teaching ethics, corporate social responsibility, and sustainability in undergraduate programs within the university. Furthermore, this research intended to benchmark how to teach best practices in the Coles College of Business.

Research & Development Committee

The Dean’s office in the Coles College of Business provides annual funding to faculty for research projects. Proposals are evaluated and funds are allocated by a faculty research committee. Many of the projects funded have been focused on PRME related topics.

PRME Related Published Research


**PRINCIPLE 5 | PARTNERSHIP**

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

**United Nations PRME Conference**

In 2016 Coles College of Business served as host for the 2nd annual North American PRME Meeting. It was a pleasure working with the PRME directly about how to approach the meeting, and figuring out solutions to the challenges that emerge.

Coles College of Business also enjoyed partnering with corporations such as Coca Cola, who delivered the keynote speaker at the event in the form of Jennifer Ragland, Director of International Government Relations and Public Affairs.

**Returned Peace Corps Volunteers**

This partnership with the Peace Corps provide Returned Peace Corps Volunteers (RPCVs) with tuition waivers and stipends. These students bring important cultural knowledge, language and leadership skills, and experiences that add to the diversity, depth and breadth of our graduate programs, and enrich classroom discussions. We have graduated 25 RPCVs, who promote responsible global citizenship.

**CIFAL-Atlanta**

CIFAL is a non-profit corporation founded by United Nations Institute for Training and Research (UNITAR). CIFAL is dedicated to develop the capacity of government authorities and civil society leaders to implement the UN Millennium Development Goals and achieve sustainable development. KSU has partnered with CIFAL-Atlanta to jointly provide training programs for leaders around the world. Through this partnership, CIFAL-Atlanta relocated its offices to our campus making KSU the first university worldwide to host a CIFAL training center.

KSU and CIFAL Atlanta will continue to host joint programming and development opportunities, and will work together to expand each other’s footprint around the globe.

**Maya Heritage Community Project**

An interdisciplinary “engaged university” program that works in partnership with Maya organizations and people of Maya heritage. The Maya Project has received national recognition as a model of “integrative and interdisciplinary programs that emphasize civic engagement. Projects include Service Learning, Participatory Action and Community-Based Research, Applied Anthropology, and relations with Maya partners based on equality and interconnected leadership.

**Social Entrepreneurship Corps**

This partnership offers international internship programs that support the creation, development, growth and impact of social innovations focused on intelligently and sustainably alleviating poverty in Central America.

**Global Food Security Conference**

In Spring, 2015, the Coles College partnered with Anhalt University (Germany) hosting a panel discussion on global food security. It included faculty from both institutions, and representatives.
PRINCIPLE 6 | DIALOGUE

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

2nd Annual U.N. PRME Conference
KSU hosted the 2nd Regional North American U.N. PRME Meeting, which brought together PRME faculty and PRME signatories. At the conference, the North American PRME Chapter was officially formed, with the structure and bylaws agreed upon.

Pathways to Peace
A lecture series promoting discourse on activities that significantly and meaningfully affect lasting peace across the globe. The audience is typically 200-500 students, faculty and community members. Past speakers include Jessica Jackley (Co-Founder of the microfinance non-profit website kiva.org), Jody Williams (Nobel Peace Prize Laureate), Nickolas Kristof (Pulitzer Prize journalist), John Hunter (creator of the World Peace Game), Winona LaDuke (White Earth Land Recovery Project WELRP Director), and Greg Van Kirk (Social Entrepreneurship Corps).

GAVE
The Georgia Advancing Veterans Education (GAVE) initiative is a structured series of programs designed to provide military veterans in Georgia with the opportunity to increase their business knowledge, develop their skills and assist them in meeting and overcoming their challenges. The programs are at no cost to participants. Three programs are offered: Veterans Entrepreneurship Training, Veterans Sales Training, and Veterans Transition Training.

Breakfast Series Speaker
This Series is held the second Tuesday of every month and is open to the KSU and business communities and features influential speakers on business and innovation perspectives. In addition to the traditional business topics, PRME relevant speakers are often featured.

Tetley Lecture Series
A forum for some of the nation’s great business leaders to interact with students and faculty. A great motivator was to provide a more casual forum for students to interact with some of the great role models from business and industry. In addition to the traditional business topics, PRME relevant speakers are often featured.

Anti-Corruption Working Group
Students work with the UN PRME Anti-Corruption Working Group, to develop comprehensive anti-corruption guidelines for a curriculum change for business schools and management-related academic institutions worldwide. The guidelines have been integrated into a single “toolkit” to provide a way to address the ethical, moral, and practical challenges students will face in the marketplace.

My Green Dream
Students engaged in the Green Dreams Initiative. To provide the opportunity for dialogue to share their vision of a sustainable world through short videos.

Americas Competitiveness Forum VIII
KSU and CIFAL-Atlanta co-hosted the Americas Competitiveness Forum in Colombia, which brings together leaders from most of the 34 countries across the Americas hemisphere to discuss economic, environmental and societal issues.
**Airports Economic Development**

KSU has hosted the “Air Service Development and its vital link to Economic Development” conference on several occasions. The conferences brought together the ten directors from the CIFAL Centers around the world, as well as airport representatives from 29 countries to discuss economic development and best practices for developing countries.

**NAFTA@20 Conference**

In Fall 2014, Coles partnered with CIFAL-Atlanta, the Consul of Mexico and the Consul of Canada to host panel discussions on NAFTA. The focus of the sessions was on the past 20 years of NAFTA, and the next 20 years in regards to sustainable goals that will lead to more development and trade.

**Anti-corruption Conference**

As a part the Africa-Atlanta initiative, Coles College partnered with the Metro-Atlanta Chamber of Commerce and CIFAL-Atlanta in Fall 2014 to host a panel discussion that focused on anti-corruption measures taking place in Africa.

**Cooperativas Management Training**

In Spring 2015, Coles partnered with CIFAL-Atlanta, a university in Costa Rica (FUNDEPOS), ICA-Americas, CCC-CA, Cooperatives Confederation for the Caribbean – Central America and South and Cenecoop-Costa Rica to develop and deliver a 3 day workshop to educate and train managers of cooperatives in Central America. The conference had 95 attendees, representing 40 organizations and 19 countries. The conference provided a forum for high-ranking government officials and high level decision makers in the cooperative movement in Latin America to discuss the undertaking of an ambitious integrative, macro, and systemic approach for cooperatives to become a significant force of economic development in the Latin America region. Academicians from USA, Canada, and Costa Rica shared their visions, on the development of an economic model for cooperatives. The aim was collaboration within several crucial areas for this economic development model: professional managerial training in the face of competition from globalization, access and development to internal and external capital markets, and the transition to a digital economy, as well as the need to rethink the regulatory.

The Costa Rican Anti-Corruption Conference was followed up by a second conference held at Kennesaw State University in 2016. This conference had 113 attendees, representing 54 organizations from 14 countries.

**NEXT STEPS**

**Pathways to Peace**

In 2017, KSU will host an event with the keynote speaker being Sophorn Yang, President of the Cambodian Alliance of Trade Unions. Sophorn Yang will be speaking on issues such as sweatshop, worker and women issues abroad.

**International Internships**

KSU will give internships designed specifically to each student with one of several community organizations called "cooperatives" in Costa Rica. These cooperatives strive to protect community land, values and traditions, while maintaining a commercially viable organization. The KSU students will become integrated with a select cooperative that teaches the students 21st century methods of bringing together business goals and socially responsible goals.
For questions or additional information on Kennesaw State University Coles College of Business 2016 UN PRME SIP Report and/or Progress, please contact the following:

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