



ELON UNIVERSITY
MARTHA AND SPENCER LOVE
SCHOOL OF BUSINESS

2014

Sharing Information on Progress

**UN Principles for Responsible
Management Education (PRME)**

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**



September 18, 2014

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

Subject: Sharing Information on Progress (SIP) report for Elon University as a PRME Signatory School

Dear Dr. Escudero:

We hereby reaffirm our support of the Principles for Responsible Management Education by submitting the Elon University SIP report and renewing our commitment as a PRME signatory school.

By renewing our adoption of the Principles, Elon University and Elon's Love School of Business continue to engage in the application of the Principles, to share information on progress annually, and to contribute to the learning experience of the academic institutions participating in the PRME worldwide.

In particular, the Principles serve as our framework of continuous engagement

- to 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 (Principle 1 - Purpose)
- to incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the UN Global Compact (Principle 2 - Values)
- to create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership (Principle 3 - Method)
- to engage in conceptual and empirical research that advances the understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental, and economical value (Principle 4 - Research)
- to interact with managers of business corporations to extend the knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges (Principle 5 - Partnership)
- to facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations, and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability (Principle 6 - Dialogue).

Sincerely,

Leo M. Lambert
President



ELON UNIVERSITY

MARTHA AND SPENCER LOVE SCHOOL OF BUSINESS

The 2014-2019 Strategic Plan of Elon University's Love School of Business states the following Vision, Mission, and Values:

Love School of Business Vision:

We will prepare our graduates to lead extraordinary lives – with the skills and aspiration to make the future better for the organizations and communities in which they serve.

Love School of Business Mission:

We are leaders in the design and delivery of transformational educational experiences through engaged learning, excellence in teaching, mission-driven applied and pedagogical scholarship, and service, with a rigorous program of study that produces graduates able to provide principled leadership in the global community.

Love School of Business Values:

Excellence. *We believe in the value of intellectual curiosity, rigor, critical thinking, and a shared commitment to excellence in teaching, scholarship, and service that makes a difference in the lives of our students and our community.*

Community. *We believe in the value of an inclusive community and respect the importance and contribution of all. We believe in a culture of service and collaboration and value stewardship, honesty and fairness, and we strive to ensure that these values guide our words and actions.*

Transformation. *We believe in the transformative value of the liberal arts combined with a cutting edge business education in providing the skills, values, and the vision that will enable our graduates to become leaders in the global community.*

Since March 2009, we have been recognized as a PRME signatory school. In 2012 Elon University received a STARS Silver Rating (Sustainability Tracking, Assessment & Rating System) from the Association for the Advancement of Sustainability in Higher Education (AASHE).

The Love School of Business supports ongoing Elon University-wide initiatives, as part of the University's master plan for sustainability. The University Sustainability plan covers education and research, operations and planning, administration and engagement. Student-, faculty- and staff-led initiatives include promoting recycling, energy conservation (including geothermal wells and achieving carbon neutrality), alternative transportation, and community engagement.

Elon received a STARS rating of 60.48% in the areas of education and research. The Love School of Business faculty were major contributors to teaching and conducting research that address our commitment to strengthening the culture of ethical, moral, sustainable, and socially responsible decision making.

The following provides our progress information during 2012 – 2014, covering the areas of academic curriculum, co-curricular activities, and research (PRME Principles 1-4); and partnerships and dialogues with other interested stakeholders on issues related to global social responsibility and sustainability (PRME Principles 5 & 6).

Elon University's Love School of Business

2014 PRME SIP Report

- Examples of Love School of Business course-embedded values of sustainability, corporate citizenship, and the values of global social responsibility.
 - Legal and Ethical Environment of Business.
 - Accounting, Finance, and Economics: triple bottom-line reporting, corporate governance, and full cost accounting.
 - Operations Management and Supply Chain Management.
 - Marketing: applying marketing principles to environmental and social issues rather than sole focus on profit maximization, e.g., alternative fuels and packaging, and recycling.
 - Professional selling: ethics of entertaining clients/partners.
 - Management & Organizational Behavior: corporate social responsibility and sustainability.
 - Innovation & Social Entrepreneurship: cases and competitions.
 - MBA Ethics Inventory: assessments and exercises focusing on ethical and societal implications of organizational decision making.

- Sustainability-Focused or Related courses :
 - Business in the Caribbean: The Cayman Islands (Study Abroad)
 - Conducting Business in the Pacific Rim (Study Abroad)
 - Sustainable Enterprise Management

- Gender and Development
 - Environmental Economics
 - Economic Growth and Development
 - Urban Economics and Planning
- University approved interdisciplinary, independent major: Sustainable Business Development, with LSB faculty advisor.
- The Love School of Business Assurance of Learning Process includes course assessments of Corporate Social Responsibility Awareness.
 - Learning Goal: Students will demonstrate the ability to recognize the underlying ethical, legal and sustainability implications inherent in business situations and apply that knowledge to make responsible decisions.
 - Objectives: Students will be able to:
 - Recognize the ethical dilemmas in a business situation and recommend courses of actions to address the issues.
 - Identify legal issues in a business situation and develop strategies for compliance.
 - Recognize the environmental and social impacts of business decisions and recommend appropriate sustainable practices.
- Examples of co-curricular activities that develop the capabilities of students to be future generators of sustainable value for business, society, and the global economy.
 - LSB co-sponsorship of Elon’s 11th Environmental Forum: Roadmap to the Future – Sustainable Agriculture Supports Our Communities, September 2012.
 - LSB co-sponsorship of Elon’s 12th Environmental Forum: Innovations in Sustainable Furnishings, September 2013
 - LSB co-sponsorship of Elon’s April 2013 Earth Day speaker, Hunter Lovins on Sustainable Business Opportunities
 - LSB co-sponsorship of Elon’s April 2014 Earth Day speaker, Dr. Sandra Steingraber on “Living Downstream: An Ecologist’s Personal Investigation of Cancer and the Environment”
 - Student participation in national and international business case competition programs, including the International Dalhousie Ethics Case Competition, the Eller Ethics Case competition, and the Elon-Deloitte Ethics Case Competition.
 - LSB co-sponsorship of Elon’s Corporate Social & Environmental Responsibility Symposia, April 2013.
- Examples of educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
 - The Doherty Center for Entrepreneurial Leadership focuses on experiential education, teaching entrepreneurial thinking and preparing students for success as business and social entrepreneurs. The Doherty Center positions students for

success in the pursuit of exceptional economic and social progress on a global scale.

- The Elon University Medal for Entrepreneurial Leadership is awarded annually to a business leader who epitomizes the values of Elon University. Recent recipients have included Mohammed Yunus and Patrick G. Awuah Jr., president of Ashesi University in Ghana.
 - Creation of an Entrepreneurship Major and Minor which includes a course, “Entrepreneurship for the Greater Good”. The course provides students with an inside view of how entrepreneurial thinking about triple-bottom line endeavors (economically feasible, socially beneficial, and environmentally positive) can be applied in many environments, including sustainability, social ventures, nonprofits, corporate ‘intrapreneurship’, investment firms, and new ventures.
 - The LSB Honor Roll for Social Responsibility was established to recognize undergraduate business students who volunteer in our community and complete at least 20 hours of confirmed community service for a non-profit organization or for an organized community activity during fall or spring semester.
 - Incorporating Business Ethics and Sustainability into a Legal Environment course.
 - Supply Chain Management case studies of Asian approaches to ethical and quality management.
 - Operations improvement projects for companies, including Luxfer, Sandvik, LabCorp, Carolina Biological Supply, Aramark.
 - Management of Sustainable Enterprise. Students worked with local companies, including a landscaping company, a concrete company, and a beef cattle farm and the Institute for Sustainable Development: Green Plus Program to conduct a triple bottom line analysis of the company’s sustainability initiatives.
 - Integrated Marketing Communications and service-learning engagement.
 - Examining Sustainability as a Driver for Innovation in Local and Global Enterprises.
 - Panel discussions with local entrepreneurs, focused on innovation and sustainability.
 - Across the LSB curriculum: cases, videos, speakers, podcasts, and skype talks on ethics, CSR, and sustainability in national and international business, e.g., Interface Carpet, Wal-Mart, Malden Mills, Nike, Tom’s Shoes, Tom’s of Maine; and conducting Triple Bottom Line Analysis and Life Cycle Analysis.
- Research: the LSB faculty 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.

Examples of faculty presentations and publications:

- Benson, C., Cooney, T., Palin, G., & Farrell, K. (2012, June). *Agents of Change: Using Transformative Learning Theory to Enhance Social Entrepreneurship Education*. Presented at the International Council for Small Business 2012 World Conference, Wellington, New Zealand.

- Benson, C. (2012, August). *Academy of Legal Studies in Business National Conference, Kansas City, Missouri “Experiential and Applied Ethics: Implementing Ethics Consulting Projects in a Legal Environment Course.”*
- Das, J., DiRienzo, C., Lanier, D., & Rich, C. (2013). Anti-Human Trafficking Policies and Freedom of the Press: A Cross-Country Study. *International Journal of Management and Marketing Research, 2, (6), 1-10.*
- Hodge, S.K., (2012, November). *How to Facilitate Social Entrepreneurship at University Campuses.* Presented at the Social Entrepreneurship and Education Consortium International Workshop, Bath, England.
- Manring, S.L., (2014). The role of universities in developing interdisciplinary action research collaborations to understand and manage resilient social-ecological systems. *Journal of Cleaner Production, 64, 125-135.*
- Schminke, M. J., Caldwell, J., Ambrose, M. L, & McMahon, S. R. (2014). Better than ever? Employee reactions to ethical failures in organizations, and the ethical recovery paradox. *Organizational Behavior & Human Decision Processes, 123, 206-219.*
- Stevens, E. and Buechler, S. (2013). An analysis of the Lehman Brothers code of ethics and the role it played in the firm. *Journal of Leadership, Accountability, and Ethics (10)1, 43-57.*
- Tiemann, T. & Miller, P. (2013, Spring). Reducing Sprawl, Riding the Bus and Losing Weight in America. *Spaces and Flows: An International Journal of Urban and ExtraUrban Studies, 3.*
- Tiemann, T., & Miller, P. (2012, October). Reducing Sprawl, Riding the Bus, and Losing Weight in America. Presented at Spaces and Flows Conference, Detroit, MI.
- Tolmie, C. “Values and Governance and Policies, Oh My: An Institutional-Stakeholder Perspective on Corporate Social Responsibility,” Presented at the Academy of International Business Southeast USA Chapter Conference, Atlanta, GA, October 2014.
- Examples of partnerships and dialogues with other interested stakeholders on issues related to local and global social responsibility and sustainability.
 - The LSB continues to maintain an active partnership with the Institute for Sustainable Development: Green Plus Program to improve knowledge and application of best practices in sustainability and to positively influence sustainable development policy through the development, implementation and support of dynamic educational programming, effective networking events, distinguished conferences and seminars, and certification for small businesses.

Building on our new 2014-2019 Five Year Strategic Plan, key objectives include:

- Developing Transformative Educational Experiences for our students
 - Create an array of exceptional learning experiences that prepares our graduates for successful lifelong careers, enabling them make positive contributions in a dynamic global business environment.

- Building Community
 - Develop programs that demonstrate the LSB's commitment to diversity and global citizenship, with an emphasis on the responsibilities and contributions that individuals and businesses can make in securing a sustainable future for all.