Responsible Management Education Transforms Students into Our Next Generation of Global Leaders

Corporate responsibility and citizenship are integrated throughout our educational platform – in both our graduate and undergraduate programs – at The Paul Merage School of Business. We focus on providing an education that prepares our graduates for all economic realities on a local and worldwide level. Our approach has positioned the Merage School as a globally-recognized source for information on strategic innovation to power sustained business growth, no matter the sector and no matter the economic conditions.

Our acclaimed faculty researches and publishes timely studies for both academic and business use on producing successful business growth through emphases on analytical thinking, information technology and strategic innovation. Our curriculum is rigorous, relevant and timely. Our MBA student consulting projects are providing solutions to complex business challenges at some of the region’s largest and most influential corporations. All our students learn how commitment to excellence in business also demands commitment to diversity, economic and environmental stewardship as well as social responsibility.

The Merage School is committed to bringing effective and innovative business strategies to bear on today’s most pressing and compelling social issues. Through our Social Responsibility Initiative, our MBA students are reaching out to the nonprofit community, addressing issues such as health care availability, domestic violence, disease prevention and cure, environmental sustainability, low income housing and homelessness. We are also providing management skills and analysis to important community resources such as the Pacific Symphony Orchestra, the Long Beach Museum of Art, the Saddleback Valley School District and other key organizations in our community. These rewarding and vital projects bring our students and faculty in touch with imperatives that are crucial to a broad-based and socially responsible business education.

We are honored to be part of the Principles for Responsible Management Education organization and to champion responsible management education for all business students.

Sincerely,

Rajeev Tyagi
Interim Dean
Senior Associate Dean for Academic Affairs
Walter B. Gerken Chair in Enterprise and Society
Professor of Marketing
An Overview of Our Institution

Consistently Ranked among the Nation’s Best Universities
UC Irvine is part of the 10-campus University of California system, one of the largest and most acclaimed institutions of higher learning in the world. Since its founding in 1965, UC Irvine has combined the strengths of a major research university with the bounty of an incomparable Southern California location.

With more than 1,200 faculty members, 7,900 staff members and 23,000 students, UC Irvine is the fourth-largest campus in the University of California system and Orange County’s second-largest employer. UC Irvine is consistently ranked among the nation’s best public universities. In 2013, Times Higher Education recognized UC Irvine as the #1 university in the U.S. and 4th in the world among the 100 best universities less than 50 years old. UC Irvine also is the youngest university to gain membership in the prestigious Association of American Universities.

UC Irvine is distinguished by a spirit of innovation and is renowned for strengths in research and education. UC Irvine became the first public university with faculty receiving Nobel Prizes in two different fields — chemistry and physics — in the same year. Alumni include Pulitzer Prize winners, state legislators, prominent scientists, Olympic athletes and some of the nation’s most successful entrepreneurs and business leaders.

Thematic Business Education: Sustainable Growth through Strategic Innovation
UC Irvine’s Paul Merage School of Business combines the academic strengths and best traditions of California with the cutting-edge entrepreneurial spirit of Orange County in the heart of America’s Tech Coast. Four dynamic MBA programs, a Master of Professional Accountancy – plus PhD and undergraduate business degrees – deliver the School’s thematic approach to business education: sustainable growth through strategic innovation.

The Merage School consistently ranks among the top 5 percent of accredited business schools in the U.S., and boasts a world-class faculty, strong alumni network and close individual and corporate relationships. In the 2013 Financial Times Global MBA rankings report, the Merage School was ranked 26th in the U.S. In addition, the Merage School ranks 5th in the U.S. for students employed within 90 days of graduation (at 94%) and is the #1 school in the U.S. for percentage of women faculty and percentage of women students. Also, U.S. News & World Report has just announced in its 2013 rankings report that the Executive MBA program ranked 25th in the U.S.

At the Merage School, we devote our resources and research to solving societal issues, and together with our alumni and business community, we are proud to launch the next generation of professionals who will have a positive impact in business as well as in society as a whole.

We continue to champion several principles that distinguish us from other business schools around the nation:
• We are committed in our teaching and research to the principles of strategic innovation, analytic decision-making, information technology and collaborative execution as the drivers of sustainable growth.
• We are dedicated to the discovery and dissemination of knowledge about management, innovation and strategic growth in a global economy through research, teaching and service to the community.
• We will provide an innovative learning environment that challenges students to think creatively, anticipate change and lead sustainable growth in a competitive, technology-intensive global economy.
• We are committed to playing a significant role in the growth of the community by providing entrepreneurs, businesses and other organizations with student and faculty expertise, and by creating value-added executive and other life-long learning programs.
• We value diversity and are committed to maintaining an environment of integrity, mutual respect and civility and to attracting a diverse group of students, faculty and staff.
• We are dedicated to the principle that all graduates from our programs will have the potential to make a significant contribution both to their profession and to society.

These values help us create a rich learning environment with an extremely dedicated faculty and staff.

Our Recent PRME Initiatives

For the past two years, UC Irvine and the Merage School have been working to incorporate and broaden programs, classes, education and initiatives that will strengthen our PRME objectives. Here are some highlights:

• **Participation in new UC Irvine interdisciplinary group for sustainability initiatives.** New Vice Chancellor Al Bennet was hired to lead sustainability practices at UC Irvine. He recently organized an interdisciplinary group to recommend and implement new sustainability initiatives. The Merage School is a participant in this new group and is providing input and recommendations regarding sustainability initiatives for the entire UCI campus and beyond.

• **Hosted our first conference, “Profit Plus Planet” dedicated to sustainability and social responsibility.** In 2011, the Merage School hosted a day-long event with comprehensive educational sessions targeting employee engagement, supply chain management and strategic partnerships for sustainability and social responsibility. Attendees and speakers discussed techniques for integrating green strategies into their business models.

• **The Merage School’s Center for Global Leadership continues its research with a very clear focus on sustainability.** Several executive board members focus in this area.

• **Our Center for Global Leadership also launched a flagship program called the Social Responsibility Initiative (SRI).** The program pairs MBA student teams with local non-profit and governmental organizations for no-fee consulting projects. SRI has been a valuable resource for non-profit organizations especially in times of economic challenges. In turn, SRI is a meaningful way for MBA students to gain real-world consulting experience, obtain insight into non-profit organizations and positively impact the community.
How the Merage School Builds PRME Principles into Our Students’ Education

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.

We have recently added an elective course, “Sustainability and Competitive Advantage” into our MBA program coursework. Below is the course description:

*Sustainability is a “megatrend” that is garnering ever-greater public attention and will have a major impact on how companies conduct business. While most companies comply with regulatory requirements, few managers fully understand the challenge of addressing sustainability from a strategic perspective. Companies often approach sustainability through a variety of “green initiatives,” without fully addressing it as a transformative event in the business environment within which they compete. This course will focus on how to integrate environmental efforts as a key part of a firm’s business strategy. Utilizing case studies and current thinking on the subject, this course will help develop the skills necessary to assess how a company can build a competitive advantage incorporating sustainability as a key corporate capability.*

This course is taught by Dr. Jason Jay, who is a lecturer at the MIT Sloan School of Management and received his PhD from MIT. He brings vast expertise to our students and teaches three of the core courses for the MIT Sloan Sustainability Certificate, and he coordinates the Sloan Sustainability Initiative and its Research Group.

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.

As part of our MBA program, all students have an opportunity to participate in an international residential to experience how business is conducted in other parts of the world. This experience provides an in-depth understanding of the factors that influence global business. Observing business practices and customs, while gaining an understanding of cultural, financial, and political ramifications has prepared our students for business decision-making on a global level.

In March 2013, 29 Merage School students traveled to Cuba for an international business residential with a focus on studying societal issues. This international weeklong residential in Cuba was the first of its kind by any California business school. Students interacted with Cuban students, businesses and educators to get an in-depth view of Cuban business, its economy and its workers and the culture. This educational opportunity was the result of three years of work by UCI faculty who negotiated and worked with the University of Havana to arrange the educational exchange. Students learned about business in Cuba as well as expanded their view of the world. Read more about this unique residential experience [here](#).
**Principle 3**

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

The Merage School is highly focused on creating global leaders who will be responsible decision-makers. Our undergraduate and graduate students are prepared to change the world for the better through sustainable growth and strategic innovation. In the last 12 months, we’ve added events, classes and other educational opportunities that focus on ethical behaviors to enhance our focus on sustainability teaching as well as work in partnership with UCI sustainability initiatives.

Here is a sample of our accomplishments:

- Our Center for Investment and Wealth Management hosted a luncheon, titled, “Our Financial Industry & Fraud: What to Look For and How to Prevent It.” The luncheon and speaking event focused on the lessons learned by capital markets due-diligence professionals, accountants, and regulators as a result of the mortgage-backed securities fraud and the Bernie Madoff scandal. It also addressed the Whistleblower Protection Program.

- Our Distinguished Speaker Series for the 2013/2014 academic year brings top leaders to our campus to discuss their leadership perspectives including ethical frameworks, decision-making processes and insights. The event brings together not only our students, faculty and staff but also welcomes our community business leaders as well. Learn more about the Distinguished Speaker Series [here](#).

- We held a groundbreaking for our new 80,000 ft² Merage School building that is designed to more closely draw together our students, business community, faculty and staff to give them an environment to further encourage collaboration, leadership and teamwork. The building will support environmental sustainability and is being built to comply with Leadership in Energy & Environmental Design (LEED) standards.

- We continue to expand our MBA student exchange programs with foreign universities to offer students a chance to gain first-hand knowledge of cultures and management practices in other industrialized countries. Several exchange programs are now offered in Austria, Chile, China, France, Hong Kong, Hungary, Italy, Korea, Malaysia and The Netherlands.

- The Merage School supports and participates in the UCI Sustainability Initiative, which is creating a robust framework so sustainability research, education and engagement can launch and thrive.

**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.*

In the area of Organization and Management, assistant professor Chris Bauman’s primary line of research focuses on how individuals think about and respond to issues of morality, ethics, and fairness. This work aims to better understand when and how people apply these social rules to specific situations. Most recently, Bauman’s published a paper, titled, “Corporate Social Responsibility as a Source of Employee Satisfaction,” with L. J. Skitka in *Research in Organizational Behavior* in 2012.
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.

The Merage School’s Centers for Excellence serve as a bridge between our campus and our community. Together, we collaborate, network and work on key business issues such as social responsibility. For example, the mission of the Merage School’s Center for Global Leadership is to be the best place to learn, study, and develop ideas to improve socially responsible global leadership. We do this by enabling collaboration between leading scholars, students, and the global community to generate innovative ideas and best practices to address the current and future challenges of an increasingly integrated world.

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.

Today, and going forward, we will continue working as hard as ever to maintain an atmosphere of excellence that supports and facilitates dialog and debate among our students, faculty, staff and stakeholders on the critical issues related to global social responsibility, sustainability and other key issues.
CURRICULUM

THE PAUL MERAGE School of Business at the University of California, Irvine promotes awareness of issues concerning sustainability through its core curriculum as well as its elective offerings. All core and elective courses contain real world assignments that create opportunities for MBA students to work with nonprofit organizations and socially responsible companies.

The Merage School has developed a curriculum that provides business leaders with the skills to implement, evaluate, and raise awareness for a successful sustainability program.

Many of the opportunities to work with nonprofits or social responsibility initiatives are presented through the Center for Global Leadership’s Social Responsibility Initiative (SRI) program. The Social Responsibility Initiative (SRI) program emphasizes the importance of corporate and personal responsibility in the community. The SRI program connects MBA student teams with local nonprofit organizations needing project-based consulting. The program is also a valuable resource for nonprofit organizations especially in times of economic challenges. In turn, the SRI program is a meaningful way for MBA students to gain real-world consulting experience, to get insight into community challenges, and to help shape the future of an organization.

Dual-degree programs include an MD/MBA and JD/MBA program. Overall, the dual-degree students are active in campus organizations, including Net Impact.

SAMPLE COURSES
Sustainability and Competitive Advantage
Managing Nonprofits
Business and Government

STUDENT ACTIVITIES

SINCE THE BEGINNING of the Merage School Net Impact Chapter in 2005, the club has continued to gain support from both full-time and part-time MBA students, as well as faculty and community members. Students from The Merage School continue to collaborate with local nonprofits to provide consulting on different areas like finance and marketing.

The Merage Net Impact chapter actively collaborates with other business school chapters in the Southern California area, as well as within the undergraduate community. The Merage Net Impact chapter often participates in joint activities with other organizations on campus that contribute to the community by fundraising and bringing together students with shared interests. Recent events include a panel on careers in education reform, an ethical leadership seminar, and a presentation on the advantages and disadvantages of operating an organic brewery.

NET IMPACT CHAPTER

Business as Unusual, Published by Net Impact 2012

30 active student members

collaborative
cross-functional

government

40 active student members

collaborative
cross-functional

government

THREE WORDS TO DESCRIBE THE CHAPTER:
CAREER SERVICES

THE MERAGE SCHOOL CAREER CENTER is very supportive of students seeking work in CSR-related internships and careers. The job search website offers many opportunities for both internships and careers in nonprofit and corporate social responsibility work. The Merage Net Impact chapter works closely with the MBA Career Center and is heavily involved in developing professional relationships with like-minded companies and bringing them to campus for informational and recruiting events.

The Dean of The Merage School is also very involved in the local community and fosters relationships with many nonprofits in the surrounding Orange County area. Additionally, many networking opportunities are also available through company information sessions, mixers, mentorship program, and the Distinguished Speaker Series where top business leaders speak on-campus.

REASONS TO ATTEND

THE MERAGE SCHOOL program is an intimate one; the faculty and students help to create a collaborative learning environment. Being a close-knit environment, there is easy access to the MBA Program Office and student-driven initiatives are encouraged and supported. The faculty and staff believe in the motto, “Be the change you want to see in the world.”

The Merage School program is also on the cutting edge of innovation in business, particularly where environmental, social, and corporate accountability issues are concerned. The Business Plan Competition at The Merage School creates many socially and environmentally-progressive products that are unprompted by Net Impact, which leaves a large potential for on-campus presence outside of the business school. The Merage School Net Impact Chapter is poised for growth in the immediate future.

PRIME REPORT 2013