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

UConn School of Business

Principles of Responsible Management Education (PRME)

Sharing Information on Progress (SIP)
2017 Report
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PICTURED ON FRONT COVER (FROM TOP, LEFT TO RIGHT): View of the School of Business on the main campus in Storrs, Connecticut; Professor Timothy Folta, Thomas John & Bette Wolff Chair in Strategic Entrepreneurship and students engaged in discussion; the business community gathered at an event in the SS&C Technologies Financial Accelerator in downtown Hartford, Connecticut.
Letter from John Elliott,
Dean of School of Business:

As Dean of the School of Business at the University of Connecticut, I am pleased to affirm our commitment to the Principles of Responsible Management Education (PRME). To promote these principles and support the ideas of the UN Global Compact, the School of Business interacts with departments across our own campus and with other schools and colleges both nationally and internationally.

Some of the new initiatives of which we are most proud are:

- the Graduate Student chapter of *Net Impact*, which provides MBA students opportunities to make positive social and environmental changes through their careers
- the new *Business & Human Rights Initiative*, which engages with policymakers, businesses and stakeholders to advance respect for human rights
- the new undergraduate study abroad and internship program in Madrid, Spain.

Ongoing programs which continue to grow and reach into the community and beyond include:

- our *Entrepreneurial Bootcamp for Veterans with Disabilities* which provides our nations veterans with the skills they need to start their own business,
- our *Innovation Quest* - bringing together students, faculty and business professionals/alums to foster innovation and entrepreneurship, and
- our *Faculty Development in Sustainable Business – Australia* (U21 partner – University of Queensland) which welcomes faculty from across the nation to learn about cutting edge sustainable business practices

As mentioned, we continue to grow our partnerships with other institutions of higher learning both domestically and abroad. Our partnership with UQ is one of many that range across 5 continents. In our annual International Business Case Challenge, business students from across the globe journey to Connecticut to compete in finding a sustainable solution to an international business problem. While doing so they learn real-world business practices by collaborating with colleagues from other nations and cultures. I can think of no better example of the spirit of the principles of UN PRME.

We offer this Sharing Information on Progress (SIP) report as a testament to our established successes and ongoing commitment to these worthy principles.

John A. Elliott, Ph.D
Dean and the Auran J. Fox Chair in Business
UConn School of Business Mission

The mission of the University of the Connecticut School of Business (BUSN) identifies our educational and strategic priorities:

Real World, Real Learning, Real Impact. Be a globally recognized provider of exceptional managerial and business leadership through innovative experiential learning in a dynamic global business context: integrating real world education, outstanding research and strategic outreach.

Our mission statement confirms our commitment to academic excellence, experiential learning, and globalization. We are committed to providing the highest possible quality in teaching, research and outreach in order to attain these goals. We believe that academic excellence in a modern business education requires an international perspective that strives to identify and address business challenges experienced by workers, managers, entrepreneurs, investors, policy makers, and the greater community. Also, as part of New England’s premier public university, we are committed to enhancing the competitive advantage of Connecticut’s workforce in an expanding global business environment.

The School of Business is identified with excellent research-oriented faculty, talented students, successful alumni, and close partnerships with major corporations locally and globally. Bolstered by support from the state of Connecticut, UConn administration, and private donation, the School is a nationally and internationally recognized institution in key strategic areas of research, provides innovative training of business leaders for a competitive workforce, while engaged and committed to the local and professional communities.

Historically, the growth of industries begins with creativity and innovation, followed by entrepreneurship, where old structures are broken and advantage accrues to those who envision and remake the world in new ways. Over time economic infrastructures and markets mature, and the nature of risk changes. Returns to explorers give way to those who are best able to deliver sustainable improvements in organizations, and in the lives and environments of the people touched by them.

The School of Business has special expertise to help provide solutions to some of the most pressing problems today: health care and big data—areas undergoing innovation and transformation; creativity, innovation, and entrepreneurship to accelerate innovation and shape future revolutionary advances; and sustainability and risk management to provide stability, security, and control as we work toward a sustainable global economy. As we seek solutions to these problems, we are pleased to align our research, academic programs, and engagement with the United Nations’ Principles of Responsible Management (PRME) and to reaffirm our membership in this most recent “Sharing Information on Progress” report.
Introduction

The UConn School of Business joined PRME in the spring of 2009. The School recognized that the Six Principles for Responsible Management Education complement our commitment to prepare our students for the complex issues of globalization, technological change, environmental responsibility, and social equity.

The School of Business strives to generate top-quality academic research on global business problems and have a real-world impact on business practice and education. We do this through our distinctive competencies, which include:

- an integrative curriculum that blends theory with contemporary practice.
- classroom pedagogy that provides a real-world context to business fundamentals.
- cutting-edge research that informs managerial practice, public policy, and teaching.
- strategic use of technology as an enabler in the solution of complex business issues.
- intensive experiential learning opportunities that provide a meaningful business context to the classroom.

This innovative approach allows our students to merge their experience and classroom knowledge in solving problems identified by the partner companies through our many learning accelerators. These accelerators include the Student Managed Investment Fund and the Innovation Accelerator (IA) of the Connecticut Center for Entrepreneurship and Innovation (CCEI).
Fulfillment of the UN Six Principles of Responsible Management Education

PRINCIPLE 1: PURPOSE
PRINCIPLE 2: VALUES
PRINCIPLE 3: METHOD
PRINCIPLE 4: RESEARCH
PRINCIPLE 5: PARTNERSHIP
PRINCIPLE 6: DIALOGUE
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.

PICTURED: Undergraduate business students work together in the School’s lounge in Storrs, Connecticut.
A primary objective of the School of Business (BUSN) is to recruit, admit, retain, and graduate the highest quality undergraduates and to provide them with a superior educational experience. The School of Business offers undergraduate degrees in twelve majors: Business Administration, Business Data Analytics, Digital Marketing & Analytics, Financial Management, Accounting, Finance, Healthcare Management, Management, Management and Engineering for Manufacturing (MEM), Management Information Systems (MIS), Marketing, and Real Estate & Urban Economic Studies. In addition, the School offers a number of business minors such as General Business, Entrepreneurship, Professional Sales, and the proposed MEM.

The present success of our undergraduate programs is reflected in our admissions and in our national rankings. In 2017, we accepted approximately 61% of UConn students requesting admission to the School of Business. These admitted students had an average cumulative GPA of 3.54. In 2017, U.S. News & World Report ranked our undergraduate business program 30.

Sustainability emphasizes the potential for long-term environmental, social, economic and cultural well-being and requires economic innovation, collaboration and technology in all of these areas. Sustainability embraces the potential for growth and productivity through the inclusion of environmental, social, ethical, and human rights issues into the long-term planning of organizations. Sustainable practices integrate the triple bottom line of profit, people, and planet, into core business decisions and utilize economic innovation, collaboration, and technology to reinforce its goals.

Experiential Learning

A hallmark of the University of Connecticut’s School of Business is its emphasis on experiential learning to create impactful linkages among students, faculty, and industry. Experiential learning plays a critical role in contextualizing what is taught in the classroom to emphasize when, where, why, and how it should be applied. The UConn Business School offers diverse experiential learning opportunities, including internships, field experiences, integration of external industry leaders into classroom sessions, and case study explorations to name a few.

Outside of the classroom, a particularly unique way that UConn School of Business creates learning synergies is through our “learning accelerators.” (See more in Principle 3.)

Innumerable opportunities occur every year for UConn students to engage their world and increase awareness of how they themselves can impact society at large through smarter, more efficient, and more responsibly sustainable business practices. Following are a few of the many and varied cross-discipline events UConn students engaged in over the past year.

Perhaps one of the best ways for students to experience impactful education is when they interact with students of other disciplines with similar passions. This past year, law students and business students teamed up for the annual UConn Law School-UConn Business School Joint Negotiation Competition. Approximately 40 UConn business and law students participated in the two-day event, working on the first day of the competition to settle a business dispute and on the second day to reach an agreement to build a dam. Six teams, each comprising a mix of law and MBA students, tackled the hypothetical cases at the law school on February 19 and 20.

The competition was organized by Professor Nora Madjar of the business school and Professor Jessica Rubin of the law school. “It’s great to see the law and business students work together, contributing their respective skills,” Rubin said. “They experienced negotiation the way it really happens, which makes the skills that they developed in this competition extremely valuable.”

The competition brought in business professionals, transactional lawyers and graduates and faculty from both schools to judge the entrants and provide feedback.

UConn’s CIBER program (Center for Business Education and Research – See Principles 2, 3 and Appendix B) also offers its annual CIBER Case Challenge for undergraduate students each fall semester. The case competition is one of many programs that the University offers as a result of its designation by the U.S. Department of Education as a Center for International Business Education and Research (CIBER). The goal of CIBER programs is to enhance the competitiveness of U.S. businesses in the global marketplace. A unique aspect of this competition is that teams are composed of students from different universities, who must quickly bond as colleagues as they devise their strategies. Moreover, each team always has at least one international student as a member. The strategic reason is so that students have the opportunity to network with their future peers and colleagues in the business world.

Coming from different cultures, offering different business styles and offering a wide range of knowledge they become a
Leadership Development

“Leadership and learning are indispensable to each other”
- John F. Kennedy

Leadership and career development are vital and important components of the student experience in the School of Business. Through participating in programming that supports those areas, students will learn leadership characteristics which are essential to preparing them for future roles as global leaders.

GLOBAL BUSINESS LEADERSHIP SEMINAR SERIES

To support the focus on leadership development UConn’s CIBER provides the Global Business Leadership Seminar Lecture Series (GBLSS) each spring semester. Through the series, UConn students and their CIBER partner school students may earn a Professional Development Certificate by attending lectures led by international business leaders. The certificate is achieved by attending three out of the four GBLSS lectures offered during the semester and provides a great place to network while enhancing the understanding of the global economy.

STUDENTS ENGAGED IN ACADEMIC LEADERSHIP

The SEAL program (Students Engaged in Academic Leadership), now in its third year, seeks to bridge the graduation and retention gap of First Generation college students by providing academic support, cultivating leadership, and providing professional development and engagement programs. Entering the program as sophomores, SEAL fellows remain through their senior year at UConn, provided they maintain a 2.5 GPA requirement and are actively engaged in the program’s activities.

SEAL fellows are granted professional networking and mentoring opportunities, monthly dinners as a group and receive an annual stipend. This program was instituted at UConn when administrators realized there were many programs to support students, such as The Honors Program, Leadership Legacy, Upward Bound, Upward Bound-STEM, and McNair Scholars, that are federally-sponsored initiatives for individuals from disadvantaged backgrounds. However, SEAL is the only program to support students who are the first in their families to attend college. This group has a disproportionately high dropout rate, particularly between their sophomore and junior years. But the SEAL opportunity has made a big difference for these first gen students. Only one student has left and that because of transferring to another school. The collective GPA of students in the program is over 3.3 and on the rise.

EXECUTIVE BREAKFAST SERIES

Every year, the School of Business hosts a breakfast seminar on thought leadership. This year, the topic of this event was “Becoming Yourself as a Leader” held on Sept 14th, 2016, at the Graduate Business Learning Center in Hartford. In this seminar, Lucy Gilson, Professor of Management, and Jim Penders, UConn Head Baseball Coach, discussed how finding yourself as a leader is an emergent process that evolves throughout one’s career and is something that leaders need to be tuned into at all stages of their leadership journey.

UCONN GRANTED UN DPI OBSERVER STATUS

In 2017 the University of Connecticut was given UN Department of Public Information observer status, which will allow UConn to send students and faculty to UN conferences and briefings, and will provide opportunities for youth representatives to serve on committees, in addition to other activities. In the coming year, students and faculty will be involved in programs related to the implementation of the Sustainable Development Goals, which is a priority area for UN DPI.

Learning Communities

Integration of PRME purposes throughout the UConn School of Business does not stop at the academic boundary. As with all learning it spills over into everyday life. An excellent example of that is the Business Connections Learning Community or BCLC.

An experimental Learning Community, the BCLC opened in 2010 exclusively to incoming UConn business students. Designed to foster their success, the BCLC’s goal is to make students feel like a part of the School of Business from their earliest days on campus. Whether visiting Wall Street or local companies, traveling abroad, or enjoying a lunch-time lecture on how to make the most of LinkedIn, the BCLC program
caters to the needs of aspiring business students. The programs offered supplement the traditional curriculum and are a special benefit of living in the community.

In February 2017, Elizabeth Perry and Josh Schramm, two BCLC freshmen students, organized a Target Case Study Competition. The competition teams each had a week to prepare innovative ways to help make Target stores more in line with the company’s online retail stores. The two students were advised by Nathan Ives, Director of the BCLC and were successfully able to not only recruit freshmen and sopho participants, but also Target full-time employees to serve as judges. Every Business Connections student is given the opportunity to benefit from the specialized experience of the Business Connections House. The primary components of this experience involve three interdependent, experience-based models: the living model, the learning model and the connections model. Combined, these models are designed to offer an accelerated learning environment that enables each student to fully realize his/her potential within the School of Business as early as possible.

BCLC students also have the opportunity to hone their skills abroad. The BCLC International Business Immersion Program was created to introduce students to the complexities of international business through an intensive, hands-on experience that combines business and cultural exploration around the world. Each year BCLC students travel to a country where English is not the first language to explore international business from a local perspective. The 2016 immersion trip to Milan and Rome took place last May, and in 2017 BCLC students had the opportunity to visit Vienna, Austria, and Budapest.

**Student-Led Initiatives**

Net Impact is the leading nonprofit that inspires a new generation to use their careers to tackle the world’s toughest social and environmental problems. They empower student and professional leaders to act locally through a vibrant chapter network and connect globally online and through the flagship conference. With 300 chapters and more than 100,000 members worldwide, they seek to drive positive change in the workplace and the world.

The **UConn Net Impact Graduate Chapter**, one of only two graduate chapters in Connecticut, was formed in the fall of 2016. It provides students with the opportunity to network with other students and professionals interested in creating positive social and environmental change through their careers. Through events focused on professional development, community service, and networking, students can engage with the surrounding community in numerous ways. UConn’s Net Impact Grad Chapter is open to any graduate student looking to better the world through their future, or current, profession. They provide the network and resources to inspire emerging leaders to build successful “impact careers” — either by working in jobs dedicated to change or by bringing a social and environmental lens to traditional business roles.

Another student group actively engaged in sustainability leadership at UConn is the law school’s **Energy and Environmental Law Society**. EELS provides students with information on current topics in the fields of energy and environmental law to encourage increased awareness, as well as information on career opportunities in both fields. In coordination with the Center for Energy and Environmental Law, EELS also sponsors social events for the law school community, organizes speakers and panel discussions on issues concerning energy and the environment, coordinates awareness programs on campus, and participates in regional and national conferences.

UConn has a longstanding commitment to the protection and advancement of socially responsible practices that reflect respect for fundamental human rights and the dignity of all people. The **Student Managed Fund** (SMF) was established in 2000 to provide University of Connecticut students in business with an opportunity to gain valuable hands-on experience in fiduciary management of investment assets. The SMF is managed by two 10- to 12-member student teams of fund managers (one undergraduate and one MBA) under the guidance of a fund director, a faculty advisor and an external board of advisors with strong investment expertise. The fund strives to invest in companies that are compliant with federal and state labor laws, respect international human rights, and practice sustainable business. Promoting these values in concrete practice is central to the fund’s commitment to ethical investment and corporate social responsibility.

UConn’s students are also very concerned about environmental and humanitarian causes. **ECOalition** is a student group, founded in Spring 2015, that serves to unite leaders of environmental groups, organizations, and committees on the UConn campus. Its mission is to increase communication among campus environmental groups and leaders, to promote sustainability, and to raise awareness of environmental issues. One of these organizations is **EcoHusky**, a UConn student organization formed in the fall of 2004. The group organizes
projects and events, such as Earth Day Spring Fling and Eco-Madness, in coordination with the Office of Environmental Policy and other environmentally-oriented groups on campus and in the local community.

Global Brigades is a student organization that acts to provide quality, sustainable healthcare, public health, water, environmental, and micro-finance initiatives to developing communities in Ghana, Honduras, Nicaragua and Panama.

The UConn UNICEF Campus Initiative is a student-led humanitarian aid organization that provides children around the world with health care, nutrition, education, emergency aid, clean water and vaccinations among other things. And as part of UConn’s commitment to developing active global citizens, UConn Community Outreach’s mission is to engage students in meaningful service activities that enrich their learning and enhance the quality of life for others in their local, national, and international communities.

Graduate Programs

Advanced study fosters new ideas, the discovery of new knowledge, and the development of solutions to the greatest challenges facing business and society. UConn offers a comprehensive portfolio of graduate-level business programs designed to prepare tomorrow’s business leaders for success in a rapidly changing, global economy.

Programs include Connecticut’s oldest and largest MBA program, as well as specialized master’s degrees in accounting, business analytics and project management, financial risk management, and human resource management.

Additionally, UConn offers many advanced graduate business certificates, including its newest one in Corporate and Regulatory Compliance, offered in partnership with the School of Law, for business professionals who are interested in careers in compliance, ethics, internal monitoring, regulatory affairs, and related areas.

The business school’s Ph.D. program is designed to develop premier scholars for careers in research and teaching at leading academic institutions throughout the world.
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.

PICTURED: Professor and Associate Dean Sulin Ba teaches at the UConn Graduate Business Learning Center in Hartford, Connecticut.
According to UN Secretary General Ban Ki-moon, “The Global Compact asks companies to embrace universal principles and to partner with the United Nations. It has grown to become a critical platform for the UN to engage effectively with enlightened global business.” The UConn School of Business supports and invests in such international endeavors; not only global initiatives but also initiatives that focus on diversity and helping local and smaller businesses achieve sustainability.

The UConn School of Business curriculum, faculty and students are engaged in promoting the values of both the UN Compact and the principals of responsible management to change the world they interface with in a positive way. We work in cooperation with the Global Affairs office here at UConn and partner with GE to develop globally oriented business education programs. Moreover, we house within the Business School the UConn CIBER (Center for International Business Education and Research) Program which operates on a Department of Education 4-year grant. In addition, our Office of Diversity Initiatives provides students a myriad of programs for both national and international engagement. Our membership in Universitas 21 facilitates student mobility and increased opportunities for both student and faculty exchange programs. Finally, our elective courses and studies reinforce the idea of the exploded ivory tower. Learning is meant to change the student, the teacher, and the world around them.

Teaching and Learning

We at the School of Business pursue a two-pronged effort to strengthen teaching excellence. First, we endeavor to enrich student learning and knowledge acquisition by enhanced faculty engagement and fulfillment in instruction. To these ends, we have created a Research and Teaching Excellence Committee and Undergraduate Curriculum Revision Task Force to propose initiatives designed to develop greater student-centered, participative and experiential learning and to provide instructional development opportunities for faculty.

Second, we are auditing our use of instructional resources with the goal of enhancing productivity, but in a manner that balances two objectives by (1) enhancing student learning and faculty engagement and (2) enabling greater research productivity by improving faculty instructional efficiency and synergies between their research and teaching.

Academic Enrichment

While the Task Force is underway, the School of Business continues to introduce new classes, inject innovation into curriculum and seek out the best faculty to develop and guide capable graduates with a desire to challenge the status quo and a capacity for leadership. Following are just a sampling of the classes that show both innovation in teaching and endorse the six principles of responsible management education.

Social entrepreneurship combines the passion of a social mission with the discipline of business, including innovation, creativity, and rugged determination. The social entrepreneur applies practical solutions to social problems, and the result may be a new product, new service, or new approach to a social problem. In Social Entrepreneurship & Marketing, taught by associate professor of marketing Narasimhan Sri-nivasan, students learn how entrepreneurial skill and energy can be brought to bear on social problems and unmet needs, transforming them into authentic opportunities to create social value.

Social entrepreneurs need to understand the similarities of what they do with the orientation and activities of for-profit entrepreneurs. However, they also face unique issues of measuring social benefits, acquiring donated resources, and knowing what “success” means in a nonprofit environment. This course provides students with the latest thinking in social entrepreneurship and gives them hands-on experience in developing a business plan for a social enterprise.

Corporate Sustainability and Human Rights, taught by Caroline Kaeb, Assistant Professor of Business Law and Human Rights, returned for the second year in a row. The course addresses social impact and human rights implications related to global operations of multinational corporations across different industry sectors. Students study corporate sustainability practices as a function of corporate citizenship, risk management and competitive advantage. The course uses case studies to provide a portfolio of tools to ensure corporate compliance with human rights standards, including judicial remedies, reporting mechanisms, self-regulation, multi-stakeholder collaborations, impact assessments, as well as ‘inclusive’ business strategies.

Business Solutions for Societal Challenges, another business course taught by Prof. Kaeb, examines market-based solutions to social and human rights challenges, and analyzed how companies create value both for society and business, including the role of for-profit businesses as agents for positive
social impact in changing legal, regulatory, policy, and market environments. Also addressed are regulatory and business strategies for long-term economic viability, sustainability, and human rights, and how social innovation, statutory benefit corporations, corporate social certifications, social investment, shared value, strategic philanthropy, and other business opportunities serve emerging markets.

A class on environmental management, taught by Prof. Fared Shah, tackles the economics of energy issues with special reference to local and regional environmental quality, global climate change, and energy markets. *Economics of Energy, Climate, and the Environment* examines the environmental and economic implications of developing alternative sources of energy, as well as regulatory policies in relation to transportation, industry, commercial and residential energy use.

Increasingly business leaders worldwide are also recognizing the importance of organizations and broader business systems that enable stewardship of long-term value creation for all their stakeholders. *Sustainability in the Global Business Environment* offered UConn’s MBA students the opportunity to examine approaches to meeting complementary and competing needs of shareholders, customers, employees and communities through the design and maintenance of global value chains. Students assessed alternative business models and management practices designed to enhance sustainability for an increasingly global array of stakeholders. Specific topics included social enterprise management, environmental strategy, corporate social responsibility, serving “Base of the Pyramid” markets, socially responsible investing alongside issues relating to social, environmental, and economic ecosystems.

In a collaboration between UConn’s business and law schools, Robert Bird, Professor of Business Law and Eversource Energy Chair in Business Ethics, taught a graduate-level course entitled *Business, Law, and Ethics in Modern Society*. This course examined the formulation, interpretation, and application of law to business, incorporating the study of ethical issues that arise in contemporary business settings, including professional conduct and corporate social responsibility. It focused on several areas of legal regulation to which businesses are subject, including tort liability, contract law, partnership and corporate law, employment and labor law, intellectual property law, environmental regulation and sustainability, and financial regulation. Emphasis was placed on active, experiential application of legal reasoning and analysis and on the global and comparative dimensions of legal and ethical issues. In keeping with the boom in entrepreneurial spirit and due to unprecedented demand, UConn’s School of Business is offering a 10-credit summer business program for undergraduate, non-business majors who want to gain valuable business acumen and expand their marketability. The UConn Business Fundamentals Certificate Program is a seven-week program and is one of only a few AACSB-accredited schools to offer this summer program.

**Faculty Initiatives**

The School of Business’ Connecticut Center for Entrepreneurship and Innovation (CCEI) offers aspiring business students a real life, hands-on learning opportunity through its Verge Consulting program. Verge Consultants (VCs) are graduate and professional school students who work with CCEI, the UConn School of Law, and Connecticut’s Small Business Development Center (SBDC) to help UConn startups overcome the hurdles of entrepreneurship. Through a partnership with the SBDC, Verge Consultants receive mentorship from the SBDC and get the opportunity to work directly with UConn and Connecticut-based startups. Consultants receive a stipend of $5,000 for 9 weeks of consulting between June and August.

The Business Law Group in the School of Business has a strong teaching and research profile in sustainability and sustainability-related practices, including sustainability as it intersects with human rights. The joint hire of Dr. Caroline Kaeb between the School of Business and UConn’s Human Rights Institute further reinforced the School of Business’s sustainability research profile. *BusinessWeek* in their 2013-14 rankings placed the UConn Business Law group #10 out of 123 undergraduate business school programs, based on student surveys. Sustainability and sustainability-related instruction is fully integrated into the business law curriculum with business law instructors teaching the ethical and social environment of business in all introductory business law courses. There are plans to expand sustainability-focused instruction in the future with a further focus on environmental awareness, corporate social responsibility, and the opportunities for sustainability and regulation to be a source of value for global firms.

**CIBER (Center for International Business Education and Research)**

In January 2017, UConn’s CIBER program continued their fifth annual Faculty Development in Sustainable Business (FDIB) program in Australia. “FDSB Green Business:
Australia” is held in partnership with another Universitas 21 member, the University of Queensland. The program design is specifically for faculty from business, engineering, economics, and international studies. The program provided the participants with an in-depth understanding of how Australian universities, government, and businesses are flourishing and leading the way in innovation and technology relative to green business and sustainability.

Participants also had the opportunity to explore Australia’s unique cultural heritage and witness the sustainable use of the limited resources of the Australian landscape. The program comprised lectures, discussion sessions, company visits and cultural excursions. Participants had the unique opportunity this year to go on an exclusive tour of the Sydney Opera House, where they had an in-depth, behind the scenes look into the sustainability initiatives at one of the world’s most famous sites. Participants networked with academics and business leaders of green and sustainable business. This program is an eye-opening experience to understand how Australia is incorporating sustainable development strategies for environmental and economic well-being.
Principle 3: Method

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

PICTURED: Faculty and students working in the School’s Connecticut Center for Entrepreneurship and Innovation in East Hartford, Connecticut.
The UConn School of Business successfully integrates classroom learning with practical applications through innovative experiential learning accelerators.

**Learning Accelerators**

UConn’s experiential learning accelerators—appropriately named for their capacity to significantly hasten the learning curve—bring together talented students, top business faculty, and front-line industry executives to investigate and develop solutions to real-world, real-time, complex business challenges.

These unique, practice-based initiatives integrate traditional teaching and classroom experience with high-profile corporate partnering to significantly close the gap between theory and practice. This intensive experience is what ultimately gives UConn students the competitive edge—the highly desirable real-world experience that today’s global employers demand.

Our unique experiential learning accelerators enable blended teams of undergraduates and graduate students to work on real-world projects in intensive research environments under the dual guidance of faculty and corporate project managers.

**CONNECTICUT CENTER FOR ENTREPRENEURSHIP AND INNOVATION (CCEI)**

Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)—In 2010 the University of Connecticut’s School of Business became a member of the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) consortium of business schools and universities. EBV enhances the power of entrepreneurship in communities and for veterans more broadly, by fostering an essential route for job creation and economic vitality.

**EDUCATION ABROAD**

Social Entrepreneurship in Guatemala—UConn undergraduates spend two months during the summer in rural Guatemala alongside local entrepreneurs initiating and growing businesses that have a positive social impact. Past projects include working with entrepreneurs providing eyeglasses, water purification systems, and eco-friendly stoves to the indigenous populations.

**UCONN DEPARTMENT OF KINESIOLOGY**

Special Olympics—students and faculty striving to improve coaching processes, resource allocation mechanisms, non-sports-related support structures, and other aspects that advances the lives of people with disabilities.

**INNOVATION ACCELERATOR (IA)**

An accelerator program is housed under the Connecticut Center for Entrepreneurship and Innovation (CCEI). The Innovation Accelerator (IA) is a CCEI effort designed to assist existing UConn-affiliated ventures in addressing complex challenges associated with the identification and capture of business opportunities. The IA utilizes interdisciplinary student consulting teams composed of graduate and undergraduate students. Student consultants register in a 3-credit course (BADM 5320) offered each semester, which enhances UConn’s offerings in the entrepreneurship field and builds an academic/industry partnership to further foster the entrepreneurial culture in the state. All projects operate under the guidance of UConn faculty, external mentors, and the involvement of the senior management of the participating venture.

**INNOVATION QUEST PROGRAM (IQ)**

The School of Business has the leadership role in the UConn Innovation Quest Program (Idea to Prototype to Business) — an interdisciplinary competition funded by alumni to foster innovation and entrepreneurship among students at all degree program levels. In 2017, a record eighty-one from UConn participated in the IQ competition, and the top three teams were awarded a total of $30,000 in prize monies. High performance teams are incubated during the summer following the competition. UConn alumni and successful prior year IQ Program participants serve as mentors and advisors both during the program and after an IQ company is launched.

**THE WOLFF FAMILY PROGRAM IN ENTREPRENEURSHIP**

This program exists to bring successful entrepreneurs into contact with the University’s students. The program sponsors an endowed chair position, the Thomas John & Bette Wolff Family Chair in Strategic Entrepreneurship. Since 1998, the program has sponsored the annual Wolff Business Plan Competition. In 2016, the competition was renamed as the Wolff New Venture Competition. Held in September, it resulted in a first-place tie that crowned two UConn-led medical innovation teams as the champions.
HONORS PROGRAM

We continue to make our undergraduate program more attractive to the brightest and most motivated students by creating a formal, community-based Honors Program that includes: an honors section of the core introductory business courses for each Department and an honors section of the universally required Management capstone course. One activity that creates a cohort experience and engages Honors students in enriching activities that support their commitment to business is the Business Honors program in London.

While global business can be a positive force, enriching quality of life and improving the productivity of national economies, it can also bring with it corruption, civil disorder, and a denigration of human rights. Legal rules and ethical standards can play an important role in shaping global commerce, developing standards and practices that can alleviate harmful impacts of commercial trade as well as improving conduct of multinational firms. The focal course for the summer 2016 program, “The Law and Ethics of Global Commerce,” examined the powerful impact of global commerce on a variety of social, political, financial, and economic forces. Activities included tours to risk management enterprises such as Lloyd’s of London; a visit to the EU headquarters in Brussels; guest speakers; and networking opportunities with local business people. While in London, most students also take one of the courses offered by the UConn in London program.

Regional and Global Impact

GE GLOBAL LEARNING CENTER

Established with an endowment from GE, the GE Global Learning Center develops business education programs that produce graduates who understand and excel in today’s global business environment. The GE Global Learning Center leads this endeavor. The Center’s mission is to build and enhance the role of UConn and its School of Business as a comprehensive, multi-disciplinary resource for promoting global business education and practice. The Center serves as a focal point for student/faculty exchange, research projects, business outreach programs, and learning resources development. At the University of Connecticut, our School of Business approaches the challenge of offering one of the best international programs in the nation with the same energy, intensity and innovation that have helped us emerge as a top business school in the U.S. What’s more, we have the talent to fulfill that commitment. We have a vibrant cadre of international MBA students and our faculty has a truly global view of business, one that informs their work as educators and researchers. We have also strong internal partnerships with International Affairs and with other UConn academic programs such as Languages, Political Science, and Area Studies centers. These internal strengths help us successfully fulfill the mission of the GE Global Learning Center.

In addition, each year the Center awards GE Global Fellowships to UConn School of Business MBA students to conduct in-depth research on a project with a global component and write a paper. In 2016, a new GE GoGlobal Award launched that awards business students studying abroad with a GoPro camera in order to record footage while the student participates in a short-term study abroad program. Management student Alexander Harden was the first to receive this scholarship, and he blogged and recorded his time spent this past fall 2016 at the University of Amsterdam.

UCONN SCHOOL OF BUSINESS OFFICE OF DIVERSITY INITIATIVES

The Office of Diversity Initiatives (ODI) focuses on the development of strategic partnerships within the School of Business to create and sustain a diverse and inspiring environment for excellence in teaching and learning. Below is a small percentage of the programs offered through ODI.

Travelers EDGE is an innovative educational opportunity developed by Travelers Companies, Inc. Travelers recognizes that students are the leaders of tomorrow who are in the classrooms of UConn today. This unique program gives underrepresented and first generational students resources and support to enhance their degree and make them more competitive in the business world.

The School of Business through its partnership with the National Center for Women & Information Technology (NCWIT) works to correct the imbalance of gender diversity in technology and computing because gender diversity positively correlates with a larger workforce, better innovation, and increased business performance. Increasing the number of women in technology and computing also has the potential to improve the design of products and services to better serve a more diverse population, and increase economic and social well-being by providing more women with stable and lucrative careers.

ALPFA National Annual Regional Student Symposium is designed specifically to foster professional development, train-
ing, and career growth through educational Workshops, Networking Luncheon, and Career Fairs. ALPFA provides many programs and benefits to aspiring Latino students interested in accounting, finance or related career professions.

**NABA Eastern Region Student Conference:** The National Association of Black Accountants, Inc. NABA holds an Annual Eastern Region Student Conference. The conference includes two and one-half days of workshops, seminars and interview sessions, all designed to better prepare minority students for careers in accounting and financial management disciplines.

**Blackstone’s Future Women Leaders Program** is a unique 1.5-day experience among financial firms, giving participants early exposure to finance and business through interactive information seminars, networking, and skill-building sessions.

**PhD Project:** Since 1994, The PhD Project has more than tripled the number of minority business school professors… from 294 to over 1,000. These professors are inspiring a new generation of business professionals. Undergraduate students are invited to hear insights on the doctoral journey and how The PhD Project’s expansive network of support has helped to prepare minority students for success in academia.

**Goldman Sachs Undergraduate Camp:** Is an interactive four-day program for undergraduate freshmen who are interested in exploring the numerous career paths in the financial services industry and building a strong foundation to obtain summer career opportunities. The program includes challenging case studies, group projects, insights into crafting your story and building meaningful relationships to help you achieve your goals, and networking with Goldman Sachs business and recruiting professionals. This opportunity is open to current college freshmen who is Black, Latino/Hispanic, Native American or female. It is also open to any major.

**Harvard’s Summer Business in Management:** The Harvard Business School (HBS) Summer Venture in Management Program (SVMP) is a one-week management training program for rising college seniors designed to increase diversity and opportunity in business education. This unique educational experience helps participants develop a broader understanding of the challenges business leaders face, the many dimensions of the business world, and the impact they can have on their community and the world through business leadership.

**Institute for Responsible Citizenship:** The Institute is a summer leadership program for talented African American male college sophomores. Students who participate in this program receive high-level internships based on their career interests, take rigorous courses on constitutional principles and economics, and attend round-table discussions with influential leaders in the public and private sectors.

**HIGH SCHOOL OUTREACH PROGRAMS**

The **Summer Business Academy (SBA)** is a 3 week, all-day program for 15 – 25 high achieving college-bound students who are interested in pursuing careers in business. The Academy takes place on the UConn Storrs campus.

The **Teenage Business Program** was initiated over 20 years ago to recognize that greater minority participation in the business sector can only be achieved through the foundation of a quality education and opportunities for students to engage in skill development activities before college.
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.

PICTURED: A School of Business student uses the terminals at the SS&C Technologies Financial Accelerator.
The University of Connecticut is one of the nation’s leading public research universities, and is ranked among the country’s top 20 public universities by U.S. News & World Report. In addition to its main campus in Storrs, UConn has four regional campuses (Avery Point, Hartford, Stamford, and Waterbury); its School of Law and Graduate Business Learning Center in Hartford; and its School of Social Work in West Hartford.

The main UConn Health campus, including the schools of Medicine and Dental Medicine and John Dempsey Hospital, is located in Farmington. Total student enrollment for Fall 2016 was 32,027 students, including 8,397 graduate and professional students. Sponsored research expenditures totaled $217.8 million during fiscal year 2016.

The UConn School of Business focuses on research which contributes to solutions that improve the quality of life globally; that addresses issues of sustainability; that contributes to the management and execution of efficient global health care; that improves the use of Big Data in solving societal and business problems; that supports and improves entrepreneurial ventures and economic development infrastructures; and that helps manage and reduce risk and uncertainty. Our research must have an impact on practice and theory and be valuable to the business community and the broader society.

High quality research remains the coin of the realm in academia, driving reputation with colleagues, potential students, corporate partners, and other stakeholders. We are committed to enhancing our research productivity and research impact by conducting and publishing research in premier journals in our fields. Further, we encourage interdisciplinary research both across departments between School of Business faculty and with faculty in other schools and colleges.

Academic Research

When Hurricane Sandy blasted through Connecticut in 2012, giving a taste of a future of flooding and extreme storms, the state took action. A coalition of regulators, municipalities, and UConn researchers designed a climate resiliency project in Bridgeport that works with the ecology and shoreline geography to protect critical energy infrastructure and residents in one of the state’s poorest, most vulnerable neighborhoods. In February 2016, the proposal won $54.3 million in January from the National Disaster Resilience Competition, held by the federal Department of Housing and Urban Development to distribute the last of the Hurricane Sandy recovery money.

UConn’s Connecticut Institute for Resilience and Climate Adaptation (CIRCA) played a key role in the design of the winning project. Rebecca French, CIRCA’s director of community engagement, led a team that provided a comprehensive climate vulnerability assessment for the coast of New Haven and Fairfield counties, in partnership with state agency staff from State Agencies Fostering Resilience and the Yale Urban Ecology and Design Lab. Professor of marine sciences and executive director of CIRCA Jim O’Donnell advised on the flood risks that Connecticut will face from sea level rise and storm surge under current and future climate conditions, as the state developed Bridgeport pilot project.

“This is an important example of what can be accomplished when you combine the world-class, multidisciplinary researchers who are part of UConn’s centers of excellence, like CIRCA, and the extensive practical regulatory experience that exists in government agencies like the Department of Energy and Environmental Protection (DEEP),” noted Jeff Seemann, UConn’s vice president for research. “This project will have a profound impact on the health and safety of Connecticut’s citizens and natural environment.”

In March 2016, Dr. Annabelle Rodriguez-Oquendo, M.D., and Linda and David Roth Chair for Cardiovascular Research at the Center for Vascular Biology and Department of Cell Biology, was named a 2016 Top Woman of Innovation by the Connecticut Technology Council. The Women of Innovation® awards recognize women accomplished in science, technology, engineering, math, and those who are involved in their community. Dr. Rodriguez-Oquendo received the honor in the “Research Innovation and Leadership” category for her groundbreaking work on a genetic link between healthy HDL cholesterol, heart disease, and infertility in women. She is also the founder of a startup drug development company, Lipid Genomics, which is housed in UConn’s Technology Incubation Program in Farmington.

In the fall of 2016, UConn became one of the pioneering American universities to spearhead a national research initiative focused on issues of women and girls of color in the United States. As part of a national consortium of more than 50 universities and institutions, called The Collaborative to Advance Equity Through Research on Women and Girls of Color, the university has committed more than $200,000 toward research on issues related to women and girls of color in STEM fields and in public health. The Collaborative at UConn is placing its focus on intersectionality research: studies that examine different interacting and overlapping social identities.
The initiative has funded 15 UConn faculty, graduate student, and undergraduate research projects; supported two postdoctoral scholars; developed two new undergraduate courses on current issues of race and gender; will support research workshops for all participants to shore up the research community; will present lectures and programs for the University community; and will feature a culminating research symposium in Spring 2017. “We want to address [the] knowledge gap on issues of women and girls of color,” said Shayla Nunnally, Associate Professor of Political Science and leader of The Collaborative at UConn.

On the technology side, the U.S. Commerce Department announced in November 2016 a grant of nearly $117,000 to help the University of Connecticut advance its plans for a center for manufacturers to use computers to test and modify product designs and manufacturing processes. UConn, the federal Economic Development Administration, and Connecticut Innovations, the state’s venture capital fund, are spending $2.1 million over five years to establish the Connecticut Manufacturing Simulation Center. It will give small and medium-sized Connecticut manufacturers access to computer-based design, modeling and simulation to test and modify product designs and manufacturing processes before making a prototype.

The simulation center is being established in the Innovation Partnership Building that is being built at UConn and expected to open next year. Two companies will be selected in early 2017 for a pilot program. The federal grant to UConn is part of $2.5 million in grants to 24 colleges and universities in 16 states and Puerto Rico for five-year programs to strengthen regional economies and promote U.S. businesses that emphasize innovation.

Two finance professors from UConn’s School of Business, Jose Martinez and Namho Kang, both received prestigious recognitions for their separate research endeavors in December 2016. Prof. Martinez won the BlackRock Prize, awarded for the best paper on capital markets/funds management/mutual funds for a paper he co-authored on “Measuring the Added Value of Stock Recommendations.” Using data from the Stockholm Stock Exchange, Martinez and his colleagues studied the value added by analysts’ recommendations. Prof. Kang was awarded the PanAgora Asset Management’s 2016 Crowell Second Prize for his paper titled “Real-time Corporate Sales and its Effects on Earnings Management, Surprises and Drift,” which discovered that retail CEOs often downplay their company’s success when speaking to shareholders. The prize, in honor of the Boston-based firm’s founder, is one of the most well-known awards granted by asset management firms and is given for new and cutting-edge research that connects theory and practice.

Interdisciplinary Research

UConn is also a Carnegie Foundation Research University, consistently ranked the number one public university in New England and among the top 25 public universities in the nation. We are lauded for the breadth and the range of our research programs. In fact, research opportunities abound even for undergraduate students. The university has more than 100 research centers and institutes that serve UConn’s teaching, research, diversity, and outreach missions. The university’s international ties are growing, and many of its programs, including human rights, biology, business, psychology, business, social work, and engineering, have a global focus.

THE HUMAN RIGHTS INSTITUTE

The Human Rights Institute (HRI) at the University of Connecticut is a leading innovator in research and teaching that critically engages contemporary dynamics and discourses on the theory and practice of human rights throughout the world. Their research publication, the Journal of Human Rights, seeks to broaden the study of human rights by fostering the critical re-examination of existing approaches to human rights, as well as developing new perspectives on the theory and practice of human rights. The journal aims to meet a globally growing interest in the study and practice of human rights by serving as an arena for the public discussion and scholarly analysis of human rights, broadly conceived. The HRI offers students internships with premier domestic and international human rights organizations. After a rigorous application process, students selected to participate in each of these opportunities are granted substantial financial support from the Human Rights Institute.

THOMAS J. DODD RESEARCH CENTER

Devoted to the theme of human rights, the Thomas J. Dodd Research Center hosts the Raymond & Beverly Sackler Distinguished Lecture Series, designed to bring internationally renowned speakers to the University of Connecticut campus to discuss human rights issues. The Center also seeks to advance human rights education in Connecticut public schools through its K-12 initiative, support the scholarly use of the Thomas J. Dodd Papers, through its International Justice Research Fellowship, and recognize leaders in the advancement
of human rights worldwide through the Thomas J. Dodd Prize in International Justice and Human Rights.

**CONNECTICUT INFORMATION TECHNOLOGY INSTITUTE (CITI)**

Connecticut Information Technology Institute, a unit of the School of Business, provides the influential knowledge community needed to support IT focused academic degree programs and corporate IT development objectives. From enhancing office productivity to advanced development, from short course certification to academic degrees, the CITI knowledge community offers a variety of IT solutions, training, and education. CITI’s special events, seminars and courses offer a range of dynamic education and training opportunities. Situated on UConn’s campus in downtown Stamford, the location provides unique opportunities to learn and work in close proximity to some of the leading Fortune 500 corporate headquarters.

**THE FAMILY BUSINESS PROGRAM**

The Family Business Program was created as a result of a business community and University of Connecticut School of Business partnership to provide a resource for family businesses. The Program also is a focal point for research in the area of family business. There are a number of corporate sponsors for this program. Members from all businesses can participate in workshops and round table discussion on issues of interest to family businesses.

The University of Connecticut offers companies of all sizes and types a distinctive set of world-class resources and programs to achieve their R&D and technology innovation goals. As one of the nation’s premier research institutions, these industry collaborations support our mission, promote workforce development, and contribute to the economic vitality of the State of Connecticut and the region.

**CENTER FOR CLEAN ENERGY ENGINEERING AND CENTER FOR ENERGY INNOVATION**

As home to both the Center for Clean Energy Engineering (C2E2) and the Fraunhofer Center for Energy Innovation (CEI), UConn’s faculty expertise and resources in the field of energy are extensive. C2E2 serves as a nexus for activities involving fundamental and applied research in clean and efficient energy systems and strives for the transformation of science to systems by taking theoretical and laboratory expertise and applying it to industrial challenges. The Center houses equipment for prototype manufacturing, fuel cell assembly, materials characterization, and fuel cell testing and diagnostics.

The mission of the Fraunhofer Center for Energy Innovation at UConn is to develop advanced technologies related to energy storage, fuel cells, in-stream hydro, and power management and distribution through contract research. CEI researchers include faculty from the University, Fraunhofer, allied research organizations, and industry partners. Collectively, they focus on research, development, and commercialization efforts in four core areas: batteries and energy storage, fuel cells and electrolysers, microgrid engineering, and environmental technology.

UConn’s Center for Clean Energy Engineering and Fraunhofer Center for Energy Innovation, led by Professor Prabhakar Singh, together with Technion’s Grand Technion Energy Program, led by Professor Gideon Grader, provide a platform to advance sustainable energy research in such areas as fuel cell systems, molten salt technology, materials corrosion, concentrated solar power life enhancement, and large-scale stationary batteries.

The Satell UConn-Technion Leadership Program for Global Energy Sustainability supports an international exchange of faculty and graduate students. Teams from the two institutions visited each other’s campuses in the U.S. and Israel in 2016 to present ongoing research and discuss joint investigations.

**CENTER FOR INTERNATIONAL BUSINESS EDUCATION AND RESEARCH**

The UConn CIBER program provides academic research support in a number of areas including a repository of information/library collection for general reference in international business; monograph/working paper series showcasing our research in the international business field; and the UConn CIBER newsletter outlining CIBER activities and research efforts. CIBER also provides financial support in the form of grants to School of Business faculty for research on international business topics related to doing business with Innovation; grants to non-UConn faculty for research on international business topics; International travel grants to faculty for research and establishment of contacts with international firms and institutions; and finally grants to Ph.D. students for dissertations on global topics.
Future Research

The University of Connecticut’s Office of the Provost oversees the operations of the University and guides the pursuit of UConn’s academic vision. This vision strives to improve the lives of its students and enhance the economic and social well-being of the state of Connecticut and its citizens. Industry collaboration is a key component of the University’s commitment to world-class research and faculty scholarship. The Office of the Provost is directing several nationally recognized initiatives. These include the UConn Tech Park, which is scheduled to open in 2017, and Next Generation Connecticut, which will greatly expand educational opportunities, research, and innovation in the science, technology, engineering, and math (STEM) disciplines at UConn over the next decade. The UConn Tech Park and NextGen CT will leverage the strength and resources of this University to support industry, build Connecticut’s workforce, create jobs, and invigorate the State’s economy.
**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.

PICTURED: The main concourse at UConn’s campus in Stamford, Connecticut.
In 2010, UConn became one of only three U.S. members of the prestigious Universitas 21 network, the leading global network of research universities for the 21st century. Universitas 21 is the leading global network of research-intensive universities, working together to foster global citizenship and institutional innovation through research-inspired teaching and learning, student mobility, connecting students and staff, and wider advocacy for internationalization. With expertise in strategically important areas such as food security, water and sustainability - UConn was an obvious choice to join the organization. All Universitas 21 member institutions are research-led, comprehensive universities providing a strong quality assurance framework to the network’s activities.

In 2016, UConn organized the fourth U21 Social Entrepreneur Corps (SEC) in Ecuador summer program. Social entrepreneurship has been considered an effective strategy for lifting people out of poverty. It is an approach that the Social Entrepreneur Corps (SE Corps) utilizes in Latin America. On this four-week-long, 6-credit study program sponsored by the School of Business and the Honors Program—in consultation with Latin American Studies—up to 20 UConn students interested in international development work directly with SE Corps field professionals and social entrepreneurs in Ecuador to help develop and sustain micro-consignment supported businesses. Benefits included exposure to economic theories of social entrepreneurship and active engagement with case study analyses, Spanish language, and local culture.

UConn students and faculty also had the opportunity to participate at a global level at COP 22, the United Nations Climate Change Conference, which was held this year in Marrakech, Morocco from November 7 - 18, 2016. The objective of COP 22 is to make the voices of countries vulnerable to climate change heard. UConn provided funding for a 12 undergraduate students and 6 faculty members to attend the conference this year.

At the regional level, the importance of partnering with local businesses cannot be understated. Each year the Voya Financial Fund supports UConn’s marketing department by inviting marketing experts from around the globe to speak regarding advancements in the world of marketing. This year’s Voya Financial Colloquium was centered on Corporate Social Responsibility Research in Marketing. On April 8, 2016, four distinguished scholars from three different countries gathered at UConn to speak to the marketing and business law faculty and doctoral students about their most recent findings and exciting futures of corporate responsibility marketing. Topics included: “Doing Good from the Start? Corporate Social Responsibility May Hurt New Brands”; “Awakening the Green Self: Stakeholder Reactions to Sustainability”; “Consumer Re-actions to CSR Contribution Type”; and “Designing Effective Appeals to Encourage Prosocial Consumer Behavior.”

Entrepreneurial Bootcamp for Veterans with Disabilities (EBV)

The School of Business’ Entrepreneurial Bootcamp for Veterans with Disabilities (EBV) is a 10-day program that gives veterans the knowledge, skills and helping hand they need to create their own businesses. The most recent class finished in October, with 22 new graduates. This year’s EBV class included one retired U.S. Navy captain, two lieutenant colonels, one veteran with a doctorate and 12 with masters’ degrees, and eight who were decorated for valor in combat. Most of the students came from the East Coast, including seven from Connecticut, and the split between officers and enlisted was almost even. The course is offered free-of-charge for veterans.

The program, now in its seventh year, involved some new and successful changes. This year the EBV cohort spent its first day at an EMPOWER Leadership & Adventure Center in Middletown, a company created by a U.S. Army Iraqi veteran. The veterans practiced their communication skills, while participating in zip-lining and team-building activities. This year also brings a new partnership with LinkedIn. The company offered a special session on how to maximize the app for entrepreneurs, and gave each EBV student a free one-year premium membership. Synchrony Financial of Stamford offered a “soup-to-nuts” e-commerce package, teaching the veterans how to conduct business online, and program sponsor Pratt & Whitney offered the viewpoints of keynote speaker Maria L. Carl, senior director of communications and an entrepreneur who owns two businesses.

UConn’s business school status at 48 among 180 Best for Vets: Master of Business Administration programs surveyed by the Military Times placed it within the top third of the nation’s schools in this area. Overall, schools were evaluated in five categories: university culture, student support, academic outcomes and quality, academic policies, and cost and financial aid.

UConn also recently launched the Office of Veterans Affairs and Military Programs, agreed to waive all application fees for veterans, and expanded fall and spring tuition waiver for veterans to include courses during the summer and winter.
intersessions. The publication, Military Advanced Education, designated UConn a top 2014 Military Friendly University.

**CCEI**

The mission of the Connecticut Center for Entrepreneurship and Innovation mission is to help UConn students and faculty start and grow scalable business ventures. We do so by mentoring, providing support, and connections to help them navigate the processes of developing and refining a business idea, the ideation, creating and testing a proof-of-concept, and successfully entering the market and generating revenue.

The Center focuses its resources on ventures that have the greatest potential to create meaningful impact and enhance UConn’s entrepreneurial awareness and capability to tackle fundamental problems. CCEI strives to inspire and support a robust entrepreneurial culture across the entire University. We believe that students and faculty who gain practical experience in entrepreneurship and innovation will be more successful in their careers, either as innovative employees or self-employed entrepreneurs.

**WORKFORCE CAPACITY DEVELOPMENT PROJECT (WCD)**

In today’s fast-paced work environment, skills that were once current become obsolete faster than ever. As Connecticut’s flagship university, UConn collaborates with the WCD to work with unemployed and underemployed Connecticut workers to enhance technical business skills such as lean processing, digital marketing, big data and more. Our interactive seminars help participants become more marketable and enhance career success. Scholarships are often available to increase seminar impact on Connecticut residents and organizations.

**HEALTH CARE MANAGEMENT AND INSURANCE STUDIES MAJOR**

In 2016 spending on health care represented nearly 18% of the gross domestic product in the United States. Businesses of all sizes operate in the health care industry, including pharmaceutical companies, medical device firms, academic medical centers, insurance firms, hospitals, physician and dental practices, pharmacies, nursing homes, and biotechnology. Companies as diverse as Nike and Qualcomm are working to innovate in the health care space. The system is also undergoing significant change with the Affordable Care Act. Further, the health care system is under severe strains as baby boomers age creating substantial demands on our health care system.

Given this scenario, both professionally-trained managers and researchers will be needed to manage the financial and economic resources required to provide operational effectiveness and efficiency to key organizational entities in the healthcare industry. Many legislative provisions will have uncertain impacts on the financing, delivery, and reimbursement of health care. University programs and research can help establish a framework for addressing and assessing pertinent issues through educational offerings, interdisciplinary research efforts, and service-based initiatives during this period of both unpredictable and dynamic market changes.

The School of Business has been involved with health care and insurance studies since 1976, and is one of only two state universities in New England to offer a health care management program. The School offers an undergraduate major in health care management, a minor in health care management & insurance studies to non-business majors, and a concentration in health care management to Allied Health students. At the graduate level, the PHMIS offers a concentration in health care management and also certificate programs in health care finance and insurance, health care analytics, long-term care, and health information technology. In the 1980’s and 90’s, the Health Care Program was at the forefront of both educational offerings and research as managed care reshaped the United States health care system and we seek to regain that prominence.

Our close proximity to many of the largest health insurance companies in the US provides significant advantages for research collaboration, student projects, shared innovation, and programmatic opportunities.
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.

PICTURED: A student in the MS in Business in Analytics and Project Management program leads a discussion.
Dialogue is an essential aspect, if not the essential aspect, of academic institution life. If there is little or no exchange of ideas, opinions, information, experiences or assumptions on a particular issue there is no growth, no improvement, no learning. This type of exchange is assumed in the classroom, and personal growth is attained. But it is the interchange outside the classroom, on campus and off, that accomplishes the most public good. At UConn and the School of Business myriad lectures, conferences, consortiums, round-tables, symposiums and just plain argument occur on an hourly basis. Sharing ideas and concerns, plans and pitfalls, goals and grievances is what motivates us to do better, work harder, solve problems and achieve great things. Following are some of the types of dialogue that we at the School of Business have engaged in the last two years.

The University of Connecticut is grateful to have wonderful resources available on campus to help support PRME Principles, including the Human Rights Institute (HRI).

**UCONN BUSINESS AND HUMAN RIGHTS INITIATIVE**

The Business and Human Rights Initiative seeks to develop and support multidisciplinary and engaged research, education, and public outreach at the intersection of business and human rights.

The Initiative is a partnership of the Thomas J. Dodd Center, the UConn School of Business, and the Human Rights Institute; to carry out its mission the Initiative:

- Supports and disseminates research by UConn faculty
- Convenes events that bring together scholars and practitioners
- Engages with policymakers, businesses, and stakeholders to advance respect for human rights
- Supports student learning and professional opportunities in business and human rights

**VARIOUS LECTURES AND SERIES**

In January 2016, UConn hosted a talk entitled Resettling Syrian Refugees in the United States. This dialogue with Integrated Refugee and Immigrant Services Director, Chris George, was co-sponsored by the University of Connecticut’s Office of Global Affairs, the Middle East Studies Program, the Human Rights Institute and the Thomas J. Dodd Research Center.

The Diversity in Business Lectures are offered during the fall and spring semesters and consist of a series of presentations by School of Business Alumni or industry professionals. The purpose of the lecture series is to provide students with an opportunity to learn about diversity, leadership, creativity, product innovation, entrepreneurial thinking and persuasive communication from industry executives or UConn Alumni. In 2016, lecturers included professionals from United Technologies, TEKsystems, Altria and Kohl’s.

UConn’s Human Rights Institute hosted a lecture and discussion in March on Human Rights and Institutional Investing with Bennett Freeman, former Senior Vice President for Social Research and Policy of the Calvert Group, where he led the social, environmental and governance research, analysis, policy and advocacy work of the largest family of socially responsible mutual funds in the U.S. An innovative leader in business and human rights, natural resource governance and responsible investment, Freeman discussed his roles in developing several major multi-stakeholder initiatives and global standards and his experience as a consultant on business and human rights, sustainability, and responsible investment.

Also in March, the University of Connecticut partnered with the Jewish Federation Association of Connecticut to host a community conversation on Modern Islamophobia: Muslims in Europe and the U.S. Dr. Mehnaz M. Afridi, the featured speaker, is an assistant professor of religion at Manhattan College, where she teaches courses about Islam and the Holocaust, and is director of the college’s Holocaust, Genocide and Interfaith Education Center. Dr. Afridi is a Pakistani-born Muslim who devotes her energies to documenting the Nazi decimation of European Jewry and how it relates to other faiths, especially her own.

Big Data, Big Business, Big Problems was held in December and focused on an international human rights perspective on legal and ethical standards. Leading the discussion was David Nersessian, JD, PhD, and Assistant Professor in the Accounting and Law Division at Babson College. His research at Oxford University focused on public international law and human rights. Before joining Babson, Dr. Nersessian discussed his research on human rights, legal ethics, globalization, and the management of legal and ethical risk in the corporate setting. He also touched upon the role of corporate attorneys in human rights issues and the impact of globalization on the ethical regulation of lawyers and businesses.

UConn also hosted a number of events relating to sustainability. The Earth Day Spring Fling, held in 2017 on April
18th, is an annual celebration of sustainability co-sponsored by UConn’s Office of Environmental Policy, the Department of Dining Services’ Local Routes Program, EcoHusky Student Group, and EcoHouse Learning Community. Every Earth Day since 2008, this festival has featured organic and local food, eco-friendly vendors, green companies and student groups that join together to contribute to environmental awareness.

In conjunction with the Spring Fling, hundreds of students helped to celebrate Arbor Day on April 18th, also sponsored by the Office of Environmental Policy. The event showcased speakers from the Connecticut Agricultural Experimentation Station, Connecticut DEEP, Planning, Architectural and Engineering Services and Facilities Operations, as well as a giant tree cake.

EcoMadness is a month-long energy and water conservation competition sponsored by UConn’s Office of Sustainability. Each participating building has its own meter which measures the amount of water (in gallons) and the amount of energy (in kilowatt-hours) per day. These numbers are divided by the number of students in the building to find the energy and water usage per capita in each dorm. Dorm standings are updated weekly during the competition so everyone can keep track of the progress they are making. At the end of the month, winners are announced based on who had the largest reduction of energy and water usage and who used the lowest amounts of energy and water overall.
Conclusion

Emerging businesses and technology drive our innovation economy. As it follows and shares the principles of PRME, The School of Business plays a vital role in providing information, knowledge, skills, mentorship, and networking for students, new ventures, and corporate entrepreneurial projects. As these activities comprise a greater share of Connecticut, US, and global economic endeavors, the School of Business offers expertise, experience, and intellectual resources that spur the creation of companies and jobs.

The School of Business joins the other UConn schools and colleges in enhancing research, academic programs, and engagement to provide solutions to pressing global issues—sustainability, economic infrastructure, innovation, risk and uncertainty, health care, and managing and interpreting information. We continue to reengineer our academic programs to recruit the most talented and motivated students and provide them with capabilities, intellectual tools, and critical skills to enable them to become future business leaders driving a global future of enhanced quality of life, sustainable economic growth, and reduced risk and uncertainty.
Appendix A

CIBER

(Center for International Business Education and Research)

The School of Business has supported our Center for Business Education and Business Research (CIBER), one of 17 universities nationwide designated as a national resource center for international business. As one of 17 CIBERs located in universities throughout the U.S., the UConn CIBER is mandated to increase the competitiveness of U.S. business in the global marketplace. The UConn School of Business first received the CIBER grant from the Department of Education in 1995 as part of the Higher Education Act. Our vision of the UConn CIBER is to continue to serve as a recognized leader in global business education, and become a significant national resource for international business teaching, research and outreach with a strong emphasis on innovation and manufacturing. We will be truly global in terms of both our participants and our perspectives. The UConn CIBER works closely with other schools and units of the University especially the Office of Global Affairs, the Department of Modern and Classical Languages, and the various area centers.

The UConn CIBER programs are concentrated in three main areas: Academic Programs, Business and Academic Outreach, and Research Programs. These areas filter down into five principal objectives:

• Provide programs with focus on International Business and Manufacturing for students at the undergraduate, MBA and Ph.D. levels
• Provide funds and facilities for faculty to internationalize the business curriculum and to conduct research in the area of international business with emphasis on Manufacturing
• Provide businesses in the region with international business management education and instruction in foreign languages and cultures, which will enable them to enhance their leadership positions in today’s global economy
• Develop and spearhead the capabilities of the nation’s colleges and universities, with special emphasis on community colleges and minority serving institutions, in international business education geared toward Manufacturing
• Emerge as a national resource for management education on Manufacturing

Our focus at CIBER during the 2014-2018 grant cycle is Manufacturing and Global Opportunities. The programs are designed and coordinated by faculty members of the UConn School of Business and other academic units of the University, with the assistance of the CIBER Director and the Advisory Council. UConn CIBER continues to fulfill its mandates to support business education at the elementary, secondary schools and community college level. Given the increasing importance of global business, CIBER realizes the importance of investing in the increased globalization of faculty, students, and academic programs.
Appendix B

CCEI

(Connecticut Center for Entrepreneurship and Innovation)

The Entrepreneurship and Innovation Consortium’s purpose is to provide a coherent vision of UConn’s entrepreneurial efforts, as well as inspire, support and encourage inventive and creative business ventures, simplify the start-up and grant-seeking process, and introduce potential business partners. The kickoff meeting provided information about a vast variety of programs on campus, ranging from an upcoming Innovation Quest competition to free legal help for business start-ups.

Michelle Cote, managing director of CCEI, said the center serves students, faculty and UConn-affiliated ventures. In addition to a faculty- and grad student- workshop series, it is redesigning and launching an accelerator program and getting ready to launch startup venture grants and fellowships. She expects CCEI to support a large demand for life sciences and values-driven ventures.

Folta said he was more optimistic than ever that the consortium will lead to new patents, new ideas, greater collaboration and a sense of excitement on campus.

Participants highlighted many campus resources that benefit entrepreneurs, including:

- The annual Innovation Quest (iQ) competition each February provides an intensive business coaching experience in which with the winner ultimately gets cash prizes and introductions to venture capitalists;
- A campus “Innovation House” living/learning center in Belden Hall attracts serious innovators; while a new STEM dorm opened in Fall 2016 includes plans for an ‘innovation zone’;
- A U-Create pilot program for freshmen is developing a spirit of creativity among incoming students;
- IDEA Grants are available for undergraduates with original, creative and artistic endeavors and research projects;
- UConn technology incubators offer expertise on patenting, licensing and start-ups and are expanding rapidly, supporting businesses ranging from medical products to hydroponics;
- Students and faculty have access to business legal advice through attorneys in the IP Law Clinic;
- Experts in accessing capital can be found at the Connecticut Small Business Development Center, housed within the School of Business;
- The Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) offers an annual, intensive business creation program for veterans, and is also launching a series of veteran-outreach certificate programs this spring.
- The Third Bridge Grant provides early stage funding to entrepreneurial engineering students who are trying to commercialize their own innovation.
- The Connecticut Center for Entrepreneurship and Innovation is providing value-added services to UConn startups and to help students develop and practice entrepreneurial skills, including early-stage funding via venture-creation grants, summer fellowships and stipends; expertise and assistance from student consultants and professional mentors and entrepreneurial skills training via venture creation workshops.
Appendix C
AWARDS & MEMBERSHIP

CARNEGIE FOUNDATION FOR THE ADVANCEMENT OF TEACHING

In 2010, UConn received the elective “Community Engagement” classification. This classification was extended in the 2015 classification cycle and will remain valid until 2020.

UCONN BUSINESS GRADUATE PROGRAMS RANKED AMONG TOP 50 “GLOBAL MBA PROGRAM (U.S.)” 2016

The UConn School of Business was recently ranked by the Financial Times among the Top 50 programs in the United States. Other top programs offered by the School of Business include:

- #4 MSA Program for Online Graduate Business Programs (U.S. News & World Report, 2017)
- #16 Master of Business Analytics for MS in Business Analytics and Project Management (TFE Times, 2017)

UNIVERSITAS 21

In April 2010, UConn became the second U.S. University invited to join the Universitas 21 network, which comprises some of the world’s major institutions of higher education. Five years later, UConn is already recognized as a strong, active member of this prestigious research university community. Our North American partners in this organization now include The Ohio State University and the University of Maryland.

SIERRA CLUB

For the last five years, The University of Connecticut has maintained its top 10 position in Sierra magazine’s “Coolest School” nationwide for its efforts to encourage sustainability, green technology, and environmental stewardship. The Sierra Club, the largest environmental grassroots organization in the United States, ranks schools based on sustainability data collected in several subject areas, including energy supply, efficiency, food, academics, purchasing, transportation, waste management, administration, and financial investments.

Sierra magazine’s editors lauded UConn for a wide variety of initiatives, including offering more than 600 classes relating to sustainability; reducing water use by 15 percent since 2005; and serving a large amount of locally sourced food in its dining facilities. This year UConn also retained its top 10 position in GreenMetric Ranking of World Universities released by Indonesia Universitas (UI) on 16th January 2015. This is the fifth year of this ranking which compares universities efforts towards campus sustainability and environment friendly university management. This year, 360 universities from 62 countries took part; UConn came in at #7.

“UConn’s commitment to environmental sustainability is a core part of fulfilling our mission as a land and sea grant university,” UConn President Susan Herbst says. “While we’re immensely honored to be included in these rankings, we know that our work is not done. We continue to seek new opportunities every day to protect the natural world through deliberate, thoughtful policies and curriculum offerings. No student should leave here, degree in hand, without a deep sense of responsibility for the protection of the planet,” she adds. “It is part of being a good citizen.”

Some of UConn’s other high-impact environmental initiatives include last year’s opening of UConn’s new reclaimed water facility, the first of its kind in the region. It is capable of treating up to 1 million gallons of wastewater each day for use in the University’s on-campus power plant, replacing and conserving drinking-quality water that previously was used at that facility. UConn has also been singled out in recent years for advances in on-campus recycling programs, which recycle and reuse everything from food and landscaping waste to consumer goods such as used sneakers, appliances, and electronics.
INDONESIA UNIVERSITAS GREEN METRIC

Indonesia Universitas Green Metric – Top 10 Green University in the World last three years.

MILITARY

Every year, Newman’s Own, in cooperation with Fisher House Foundation and Military Times Media Group, awards $100,000 to the most unique initiatives that improve the quality of life for military families. This past year the Entrepreneurship Bootcamp for Veterans with Disabilities received this award.

The Military Times named the University of Connecticut #48 on its “Best for Vets: Business Schools 2016” list.

Programs & Initiatives

INNOVATION FOR BUSINESS GROWTH IN FAIRFIELD COUNTY

Over 110 UConn Alumni and business leaders from the greater Stamford, Connecticut area gathered at the “Innovation for Business Growth in Fairfield County” event at the Stamford Learning Accelerator. The event, hosted by the UConn School of Business and The Business Council of Fairfield, Connecticut, featured a panel discussion on topics such as new business growth in Connecticut and why companies are relocating to Fairfield County.

UCONN MBAS TAKE 2ND PLACE IN ILLINOIS STRATEGY CASE COMPETITION

A team of four UConn MBA candidates took second place in the 6th annual MBA Strategy Case Competition hosted by the University of Illinois at Urbana-Champaign. Twelve schools participated in the competition, including: Baylor University, Iowa State, University of Minnesota, University of Missouri, and Ohio State University.

UCONN MBAS WIN APICS CASE COMPETITION

University of Connecticut MBAs took first in the APICS (the Association for Operations Management) Northeast Region graduate level student case competition. Teams from across the northeast participated, including undergraduate and MBA teams from Rensselaer Polytechnic Institute, Rutgers University, and University of Massachusetts.

THE BUSINESS CAREER CENTER BREAKS THE MOLD ON CAREER FAIRS

The School of Business Career Center (SBCC) hosted its inaugural Business Career Expo during which they welcomed over 480 registered business students and over 100 key corporate professionals to an invitation-only career event. The day was structured around three components: networking, information sessions and personal career placement conversations. The Expo was marketed to employers and students alike as “Not your Classic Career Fair” and was the first event of this kind for not only the School of Business, but the University as well.

FINANCE SOCIETY HOSTS FINANCE CONFERENCE

In October 2016, the UConn Finance Society and the Graduate Finance Association hosted the inaugural Finance Conference at the School of Business. More than 100 people attended the October conference, which tapped into alumni expertise to help students consider all their career options. The conference hosted a variety of moderated panels, along with several industry expert speakers, and a presentation by the Harford CFA Society. While the panels covered technical topics, students were able to hear about each speaker’s career paths and the myriad of skills required in their industries.

UCONN FACULTY EXPLORE SUSTAINABILITY INITIATIVES THROUGH CIBER’S “GREEN BUSINESS: AUSTRALIA” PROGRAM

The UConn Center for International Business Education and Research (CIBER) hosted the fifth annual “Green Business: Australia” Faculty Development in International Business (FDIB) program. Objectives of this development program focused on how Australian businesses are incorporating sustainable development strategies for environmental, social, and economic benefit.

Student Achievements

Recipients of the 2017 Departmental Ph.D. Student Teaching Awards include: Xiangkun Yao (finance); Zahra Tohidinia (marketing); Mikhail Wolfson (management); and Yuan Jin (OPIM). Outstanding Scholar Award recipients were: Sarah Parsons (accounting); Steven Kozlowski (finance); Lu Huang (marketing); Brian Fox (management); and Xu Han (OPIM). Brian Fox also went on to receive the Hall of Fame Award for outstanding academic and research achievement.
UCONN SENIOR BUSINESS STUDENT AWARDED FULBRIGHT

This spring semester 2017, Margo Bailey, a senior honors student majoring in marketing, was awarded a Fulbright scholarship. She is the sole recipient of the competitive Fulbright Scholarship to earn a master's degree in management at Instituto de Empresa (IE) Business School. The Fulbright educational opportunity will allow Bailey to expand her business knowledge and international perspective.

UCONN GRADUATE STUDENTS SELECTED AS PARTICIPANTS IN INTERNATIONAL NEGOTIATION COMPETITION

In April 2016, three UConn students were invited to compete in a three-day Negotiation Challenge 2016 (TNC 2016) in Vienna, Austria. The Negotiation Challenge is one of the few international negotiation competitions that gathers students from leading universities all over the world to compete against each other in realistic team negotiations and helps to prepare them for the complex business negotiations they will face after graduation.

The participants came from 16 universities, and from at least 13 different countries and backgrounds. MBA students Andrew Ouellet and Armond Hodge, along with graduate law student Joshua Correia, were selected to participate in the competition. The team competed in four different rounds of negotiations, which tested both their ability to develop relationships with the opposite side and develop integrative agreements. As first-time participants in the Negotiation Challenge, the UConn team did not win, but UConn managed to attract the attention of both other participants and the judges, with their authentic and very convincing strategies.