



Rollins College • Office of the Dean of Faculty  
1000 Holt Ave. - 2749 • Winter Park, FL. 32789-4499  
T 407.646.2175 • rollins.edu

July 6, 2018

Dear PRME Secretariat:

Rollins is pleased to submit our most recent Sharing of Information on Progress (SIP). Rollins recently restructured the Department of Business, creating an independent Department of Social Entrepreneurship. Our Division of Business now contains two departments (Business and Social Entrepreneurship) and three vibrant majors for the Rollins undergraduate student (Business Management, International Business and Social Entrepreneurship). The Business Management and the Social Entrepreneurship majors continue to utilize the principles of PRME as a foundation for their curriculum.

On behalf of the faculty of the Department of Business and the faculty of the Department of Social Entrepreneurship, it is my pleasure to report our progress and to share our commitment to the principles of PRME.

Sincerely,

Jennifer Jones Cavanaugh, Ph.D.

Dean of the Faculty

# Sharing of Information Report

## Department of Business and Department of Social Entrepreneurship

### Rollins College

**Principle 1** – 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.

- In the last SIP Report, we shared the development of two new undergraduate majors at Rollins College—Business Management and Social Entrepreneurship. In 2018, a new structure was formed for the Business Division in the College of the Liberal Arts. The Business Division now has two academic departments—Department of Business and Department of Social Entrepreneurship. The Department of Business houses the majors of Business Management and International Business; the Department of Social Entrepreneurship houses the Social Entrepreneurship major. Both Business Management and Social Entrepreneurship majors adopted the principles of PRME into their curriculum when the programs were established in 2013. The programs have been very successful in attracting students.
- Sample new courses developed in the past two years:
  - **MGT 101 Introduction to Responsible Business Management (4 credit hours):** Introduces students to the complex business world. Students will develop thought leadership through exposition to complex issues facing global business leaders. Themes covered include sustainability, managing complexity, ethical decision making, critical thinking, teamwork, and cross-boundary leadership skills. The course also introduces personal and professional development opportunities that enhance career preparedness.
  - **MGT 316 Critical Thinking and Problem Solving (4 credit hours):** Critical Thinking is the foundation for analytic decision making. Students will learn to frame problems, define objectives, recognize information needs, analyze fact, value, and policy issues, evaluate options, design creative solutions, and develop implementation plans. Using case studies, students will apply these skills to a variety of business problems.
  - **BUS 339 Marketing Analytics (4 credit hours):** Marketing analytics is both an art and science to understand internal or external data patterns and predict and improve marketing performance. Students will learn what analytics is, some of the analytics tools (e.g., Google Analytics, Facebook Ads, Talkwalker, Tableau) and the benefits of taking an analytics-based approach to decision making.
  - **BUS 375 Advertising Promotion (4 credit hours):** Advertising, promotion, publicity, public relations, direct selling, and personal selling are processes for communication with current and prospective customers. Using problems and cases this course examines the marketing communication process, message

development, media selection, management of the process, and evaluation of communication effects on consumer behavior.

- **SE 100 Social Entrepreneurship: Leading Change (4 credit hours):** Students will examine the historical and current movement of social entrepreneurship, and explore social entrepreneurship in the context of global and local social issues and personal motivational fit. Critical entrepreneurial skills will be enhanced, such as creativity, innovation, resilience, risk-taking, transformative communication, and teamwork.
- **SE 300 Law & Ethics of Social Innovation & Entrepreneurship (4 credit hours):** Introduces the legal tools, frameworks, and implications of social innovation and entrepreneurship. Students will learn ethical theories, basic legal content (constitutional, international, employment, marketing, intellectual property, contract, and environmental), and legal status options for changemaking organizations. Students will analyze international social, environmental and economic movements shaping law and policy.
- **SE 305 Social Entrepreneurship Marketing (4 credit hours):** This course provides an introduction to marketing for social enterprises, non-profits and socially responsible businesses. It includes opportunity-risk recognition, blended-value, value co-creation, situational-marketing analysis, segmentation-targeting-positioning, pricing distribution channels, and marketing communication strategies.
- **SE 315 Ethical Sourcing, People & the Planet (4 credit hours):** Considers how social enterprise sourcing decisions impact human rights and environmental sustainability, disadvantaged populations, and compliance with international standards for equitable development. Examines best practices, strategies for cross-sector partnerships, and measurement of social impact.
- Four Social Entrepreneurship majors and minors won the regional competition for the Hult Prize Challenge in spring 2018; this is the largest global competition encouraging students to build ideas for sustainable start-ups tackling pressing global challenges. The students compete in London this summer for the next phase of the competition.

**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.

- Undergraduate Business Management majors take a Responsible Business Leadership course which applies responsible leadership principles to a variety of contexts.
- Undergraduate Business Management and Social Entrepreneurship majors take an International Organizational Behavior course, to help them better interact in a diverse world.
- Undergraduate Social Entrepreneurship majors complete a policy brief addressing an international development challenge, exploring the root causes of the problem and assessing current and possible future interventions.
- A new partner for the social entrepreneurship “Strategies for Changemakers” course is Fleet Farming, Inc., where undergraduate Social Entrepreneurship majors and minors complete 15 hours of Community Engagement service.

- The Sustainable Development Goals are infused throughout the Social Entrepreneurship major.

**Principle 3 - Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

- The introductory course to the Social Entrepreneurship major (Social Entrepreneurship: Leading Change) introduces students to design thinking, boosting problem-solving skills.
- The introductory course to the Business Management major (Introduction to Responsible Business Management) introduces students to responsible leadership principles.
- The Law and Ethics of Social Innovation & Entrepreneurship course incorporates a mock trial to enable students to better understand judicial processes.
- A new course in Ethical Sourcing has been created.

**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.

- Faculty regularly conduct research supporting this principle. Recent sample publications include (but are not limited to):
  - Alam, Jasmine, Mustapha Ibn Boamah, and Rob Moir (2018), “An examination of the social economy: some new theoretical insights,” *International Journal of Social Economics*, 45(6), 940-956.
  - Heilemann, Mark, Timothy Pett and Adrian Mayer (2016), “Small to Medium-Sized Enterprise Characteristics and Performance: An Exploratory Examination of the Census Bureau’s Survey of Business Owners”, *Journal of Business and Entrepreneurship*, 145-164.
  - McInnis-Bowers, Cecilia, Denise Parris, and Bella L. Galperin (2017), "Which came first, the chicken or the egg?: Exploring the relationship between entrepreneurship and resilience among the Boruca Indians of Costa Rica", *Journal of Enterprising Communities: People and Places in the Global Economy*, 11(1), 39-60.
  - Sardy, Marc, and Richard Lewin (2016), “Towards a Global Framework for Impact Investing,” *Academy of Economics and Finance Journal*, 7, 73-80.
  - Warnecke, Tonia (2018). “Social Entrepreneurship in China: Driving Institutional Change”, *Journal of Economic Issues*, 52(2), 368-377.

**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.

- A faculty member in the Department of Business offers a summer program in France, teaching the High Performance Organizations course in collaboration with a French

university. In this course students interact with a variety of business leaders to learn and conduct projects.

- A faculty member in the Department of Social Entrepreneurship offers a summer program in Costa Rica, connecting students with social enterprises, corporations, and indigenous entrepreneurs.
- The student Net Impact undergraduate chapter on the Rollins College campus brings MBAs, graduate students, undergraduate students, and young professionals together to network, learn and take action on socially-responsible business issues. Students in this group are also involved with the Hult Prize Challenge.
- Business Management and Social Entrepreneurship courses regularly bring in guest speakers from a variety of small businesses, large corporations, and non-governmental organizations to augment knowledge gained in class.

**Principle 6 - Dialogue:** We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

- The Social Entrepreneurship Department works closely with the Rollins Social Innovation & Entrepreneurship Hub, a campus-wide center of excellence which provides a space for students and faculty to gather and innovate for social change. The Hub supports social entrepreneur guest speakers from the local, national, and global community, and works to support the proliferation of social innovation education across the institution. The Hub works closely with Ashoka U, and supports Rollins' connection to the Global Links program. The Global Links program is a “cross-cultural exchange program that sponsors female professors from developing and post-conflict nations to grow their entrepreneurial skills and knowledge. Over nine to 12 months, this three-prong program engages scholars in in-depth business and social entrepreneurship training both at Tupperware Brands and Rollins. After this training, professors return to their home country and integrate their new business education curriculum at their university” (<http://www.rollins.edu/social-innovation-and-entrepreneurship-hub/global-links/index.html>). The most recent Global Links scholar is from India, and she sat in on several Social Entrepreneurship courses, took Crummer Graduate Business School courses, collaborated with student organizations, completed research, worked with the Tupperware corporation, and gave several talks on campus as part of her responsibilities.
- A faculty member served as a coach in the Ashoka U Commons, a “virtual accelerator for cohorts of institutions working on specific building blocks of social innovation education” (<http://ashokau.org/commons/>). This program connects colleges and universities from around the world to coaches with professional experience. There are 6 different cohorts in the Commons:
  - Making the Case for Changemaking Education
  - Creating a Social Innovation Course
  - Building a Social Innovation Course Sequence
  - Launching Co-Curricular Venture Programs
  - Mapping Student Learning Journeys
  - Building Allies and Raising Awareness

The Rollins faculty member has coached the “Building a Social Innovation Course Sequence” cohort.

- Two faculty members have been Sullivan Foundation Social Entrepreneurship Fellows, a two-year program working to leverage the networks of the Sullivan Foundation to strengthen social entrepreneurship education at affiliated campuses.
- Various faculty members have attended and presented at the Ashoka U Exchange, the largest conference for social entrepreneurship education in the world; one faculty member presents on the Social Entrepreneurship major each year.
- The Business Department created an ongoing speaker series, bringing successful businesspeople in various fields (marketing, finance, etc.) to campus to interact with students and engage in projects.
- Faculty in both the Business and Social Entrepreneurship departments create and deliver short-term field studies to students, taking them abroad to learn about current issues.

#### **Assessment of Progress Made since the Previous SIP:**

- Since the last report, more campus-wide guest speakers align with PRME Principles.
- The number of faculty completing research projects related to social entrepreneurship, sustainability, and social impact is increasing.
- Both Business Management and Social Entrepreneurship majors are stable and continue to attract students.
- The Social Entrepreneurship major has integrated collaborations with local businesses and social enterprises into most of the core courses.

#### **Key objectives for the next 24-month period with regard to the implementation of the Principles:**

- Increase the number of speakers brought to campus that align with PRME Principles, in collaboration with the Social Innovation & Entrepreneurship Hub.
- Expand the number of faculty completing research projects related to social entrepreneurship, sustainability and social impact.
- Increase the number of grants provided to students who enroll in travel classes or are accepted at conferences relating to sustainability, responsible leadership, or social issues.
- Examine desired forms of collaboration with local businesses to ensure sustainable partnerships.
- Increase departmental staffing capacity to enable development of new elective courses related to PRME principles.

#### **Desired support from PRME community which could help most in achieving your key objectives for the next 18 months:**

- Keep new information available to schools on PRME website.
- Highlight speakers willing to come to schools to speak.
- Additional conference/meeting opportunities to support PRME education.