For a century, UC Davis has served the public as a preeminent educational institution. As part of the University of California system, it is a world-class research campus and one of only 62 universities admitted to the prestigious Association of American Universities.

Established in 1981, the UC Davis Graduate School of Management continues to gain greater stature and recognition nationally and internationally. For 15 consecutive years, U.S. News & World Report has ranked the UC Davis MBA program the nation's top 10% of all AACSB-accredited business schools. Only 35 business school in the U.S. share this track record of distinction.

The School offers an interactive and collaborative learning environment distinguished by world-class faculty members renowned for their research and teaching, highly selective admissions, innovative and entrepreneurial students, and prime locations in Northern California’s economic hubs.

The mission of the UC Davis Graduate School of Management is to be a global leader in management research and education. As part of the world's premier public university system, we pursue significance, excellence and scholarly rigor in our research, teaching and service to the people of California. We emphasize curiosity, creativity and high standards in the generation and transmission of theoretical and practical knowledge relevant for business.

We are committed to principles of the PRME through our land grant university mission, namely, that the broad purpose of a university is service to people and society.

Steven C. Currall

Dean and Professor of Management
Background of Our Institution

The University of California, Davis, a land-grant university and leading international academic institution, achieves the highest level of intellectual excellence within a diverse, collaborative community whose members share a passion for teaching and learning, an abiding commitment to discovery through research and creative activity and a strong tradition of engagement and application of knowledge.

UC Davis touches everything that matters to us as human beings. From our health to the economy, to what we eat and drink, to how we experience and interpret life, UC Davis has impact through teaching, research and public service. For 100 years, we have prepared and inspired students and discovered solutions to some of society's most pressing problems. As we look to the future, we address those things that matter most to California in order to transform the world.

Throughout its history, UC Davis has engaged in teaching, research and public service that matter to California, the nation and the world. Located close to the state capital, UC Davis has 31,000 students, an annual research budget that exceeds $500 million, a comprehensive health system and 13 specialized research centers. The university offers interdisciplinary graduate study and more than 100 undergraduate majors in four colleges—Agricultural and Environmental Sciences, Biological Sciences, Engineering, and Letters and Science—and advanced degrees from five professional schools—Education, Law, Management, Medicine, and Veterinary Medicine.

Within UC Davis, the mission of the Graduate School of Management is to be a global leader in management research and education. As part of the world's premier public university system, we pursue significance, excellence and scholarly rigor in our research, teaching and service to the people of California. We emphasize curiosity, creativity and high standards in the generation and transmission of theoretical and practical knowledge relevant for business. We also connect with the community as well as the world to provide leading opportunities for our students to contribute to society at a local and global basis.
Introduction to 2009/2010 initiatives

During the past 18 months, the UC Davis Graduate School of Management focused on strengthening and broadening our core programs that support the PRME principles of responsibility, sustainability and the environment. This includes:

- Completing our new home Gallagher Hall, which is our LEED, certified building.
- Refocusing several of our academic classes that reinforce the principles of PRME.
- Delivering new academies and seminars that promote knowledge, skills, and networks to take good science, engineering and business in to the world.
- New student-led programs that focus on integrity in business and commitment to the community.
- Increased student involvement in the business and charitable community as well as involvement of the community in the work we do.
- Faculty research that leads to a better understanding of how to act responsibly in business.
- Increased international programs to broaden our student’s understanding of their responsibility in the world and to provide increased understanding of the peoples of the world.

Through these and other programs, we deliver knowledge, skills, confidence and a network for our students – past, present, and future - to solve some of the world’s greatest problems.

In the next 18 months, the UC Davis Graduate School of Management plans to continue to strengthen and broaden our core programs that are in place that support the PRME principles of responsibility, sustainability and the environment. We also plan to greatly grow our relationship with the business community and society in the regional, national and global framework.
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.

During 2009, the Graduate School of Management delivered a brand new course, MGT/P 298-4, specifically targeted at improving our student’s understanding of Corporate Social Responsibility in the local and international marketplace. Its purpose is articulated as follows:

*Sustainable Corporate Social Responsibility in both a local and global context is an extremely important, timely, yet immensely complicated topic. In this course, we will weave an understanding of development theory, responsibility, ethics and sustainability along with corporate needs, social needs and environmental constraints. Through case studies, podcasts, lectures, guest speakers and discussion we will not only discuss the urgent and important issues, but also some of the most interesting issues. Rather than dwell on problems that exist, we will focus on the development of an understanding of how to actually make changes. At the end of the course, each student will be required to present the concept that they believe will be their personal “Professional Responsibility”*
The Center for Entrepreneurship is committed to the land grant university mission, namely, that the broad purpose of a university is service to people and society. Innovation and entrepreneurship is an essential way to link UC Davis’ research, teaching, and outreach to its ultimate impact in the region, state, the nation, and the world. Innovation and entrepreneurship are distinct yet interdependent sets of activities.

1. Education: Developing distinctive educational support for students that enables them to effectively contribute in science and technology careers and positions them to be effective leaders in their chosen fields.

2. Research: Strengthening the community of scholars who are advancing the understanding of innovation and entrepreneurship.

3. Outreach: Strengthening connections to regional and global networks advancing innovations in research areas that represent core and differentiating strengths of the University and supporting the translational development and demonstration of emerging technologies (e.g., both commercial and technical proof of concept activities).

The goals are to bring responsible science out of the lab and in to the world in the areas that matter. This includes, energy, water, agriculture, food, nutrition, health, wellness, medicine, and transportation. During the past 18 months the Center for Entrepreneurship has completed its 13th Entrepreneurship Academy with over 500 graduates from over 65 universities, 25 states and 10 countries. In addition, the Center added a new academy specifically on the issues related to Food and Health.
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.

In the past 18 months, the Graduate School of Management has doubled the opportunities for students to learn first-hand the responsibility of doing international business through the International study trip program.

Through this quarter-long academic class followed by a two-week intensive trip, students learn the meaning of doing responsible and sustainable international business as well as an understanding of how multinational, national and state businesses execute on their own strategies.

An important educational component of this academic class is the students researching the past, the present and the future of business, government and society. Each student researches a business and cultural area of their interest and sets up meetings to further
understand these varied interests. At the completing of the trip, each student reports on what they have learned and reflects on how this will change their plans to act responsibly in the future.

During the trip, the students often volunteer in a project to fully contribute to society. For example, in Viet Nam, the students built houses for an entire day in a Carter Work Project with the Habitat for Humanity. The past trips have been to Turkey, Viet Nam, Ecuador, Panama and China. In the future, classes will continue to understand two different parts of the world each year.

The international element of our commitment is not only focused on our own students, but also on international students. Beginning in 2010, the Graduate School of Management has begun it’s relationship with the Humphrey Fellows program through a specific class to help these international leaders from over a dozen developing world countries further create their own leadership skills that they will be able to take back to their home countries and make the world a better place.
In 2009, with funding from the MacArthur Foundation, the University of California, Davis joined the Global Network of Master's in Development Practice administered by the Earth Institute at Columbia University. Partnering with the International Agriculture Development Graduate Group, the Program for International Energy Technologies, the Masters in Public Health and the Student Farm, the Graduate School of Management is delivering this inaugural program.

The UC Davis **Certificate in Development Practice** includes 5 required courses and 2 technical field practicum (2-6 weeks in length), which can be completed in two years. The Certificate is open to all UC Davis graduate students enrolled in either a Masters or PhD program. The Certificate in Development Practice is geared at producing dynamic, well-prepared professionals who can diagnose and address priorities for sustainable development. The program emphasizes understanding of core concepts and includes applied hands-on and practical experience in the following areas:

- Agriculture
- Energy Technologies and Efficiency
- Business Management and Marketing
- Public Health and Nutrition
Principle 3

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.

The Center for Investor Welfare and Corporate Responsibility promotes research, teaching, and student activities that emphasize the integration of scientific and ethical principles in corporate practices. The UC Davis Graduate School of Management is widely recognized for its leadership in responsible management education and the Center showcases student and faculty activity related to social and environmental responsibility.

"I have been a member of the UC Davis community for over a decade and can think of no better place for this center. Many of the scholars at the Graduate School of Management engage in research squarely focused on issues related to investor welfare or corporate responsibility. I am confident that this center will help to preserve that legacy." -- Brad M. Barber, Director

Research done by the center over the past 18 months includes:

2009 UC Davis Study of California Women Business Leaders by Professor Donald Palmer

The UC Davis Graduate School of Management with the Forum for Women Entrepreneurs and Executives is proud to publish the fifth annual "UC Davis Study of California Women Business Leaders: A Census of Women Directors and Executive Officers."
Principle 4

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

The Graduate School of Management provides a framework for students, faculty and staff to create responsible education. Through these programs, students practice genuine responsible leadership in academic, community and corporate environment.

A few of the programs implemented in the past 18 months:

1. Student initiated ethics pledge
2. Values based leadership lecture, workshop and dialogue
3. Nonprofit fellowship fund which now recognizes organizations as potential recipients.
4. Sacramento Mayoral Fellows program where four MBA students addressed issues related to Sacramento.
5. Student led Community Consulting, with recent projects being:
   a. PRIDE Industries
   b. Outdoor Adventures
   c. RISE (Resources for Indispensable Schools and Educators)
   d. California Capital Financial Development Corporation
   e. California FairPlay
   f. Society of St. Vincent de Paul of Alameda County
6. Business Consulting Center program, with recent clients being:
   a. Downtown Sacramento Partnership
   b. HorizonWest
   c. SaverGlass
   d. California Clean Energy Fund
   e. National Science Foundation Center for Biophotonics
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.

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.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.
Davis Net Impact is proud to be a part of the UC Davis MBA program, which was ranked among the top 30 MBA programs in the world for integrating issues of social and environmental stewardship into curricula and research by The Aspen Institute's Center for Business Education. During the past 18 months, this active student-led organization has delivered a number of programs focused on improving awareness including:

- Local & Organic Foods where the students learned all about the local agriculture scene as well in the Davis Co-Op's Teaching Kitchen
- Using Sustainable Design to Engage Consumers and Reduce Consumption. Students discussed the research and design principles Preserve employs to influence consumer behavior and reduce consumption.
- Sustainable and Smart Development: Students discussed urban sprawl versus infill, the history of suburbs and the future of design and culture. This will be followed by a field trip to Sacramento for a guided tour of a poorly designed neighborhood and a well designed neighborhood
Big Bang! is the annual UC Davis Business Plan Competition organized by MBA students of the Graduate School of Management. The goal of the contest is to promote responsible and sustainable entrepreneurship at UC Davis and the region supported by the University.

Big Bang! provides a year round forum in which UC Davis students, alumni, staff and faculty can collaborate to develop and test their business vision and plans. The competition provides a network of resources for mentorship, team creation, education, networking and financing for these aspiring entrepreneurs. Many groups and constituencies benefit from the competition, including students, faculty, staff, alumni, venture capitalists, business professionals and local entrepreneurs.

The winners of the Big Bang! competition represent our emphasis on responsible and sustainable business. For 2010, the winners are:

- **Inserogen**: Innovative plant-based technology for animal and human vaccine production that provides improved vaccines available for all peoples.
- **Nomad**: Nanotech to boost hard drive capacity by 800% save energy/resources.
- **Pedianostics**: New paradigm for diagnostic tests for infant disease that currently kills over 15,000 children per year in the US.