INTRODUCTION

The Villanova School of Business (VSB) is a premier educational institution that offers undergraduate and graduate programs, as well as executive education. Villanova is the only university in the world founded by the Roman Catholic Order of Saint Augustine, and the Augustinian values of truth, community, caring, and leading through service are infused throughout the curriculum in all of our programs. VSB strives to create a learning environment that transforms lives, positively impacts society, nurtures creativity, assures an analytical approach, provides a global perspective, and develops ethical leaders. The school is known for academic rigor, hands-on and service learning opportunities, and an applied education that prepares students to become outstanding leaders and global citizens within the ever-changing, complex, and fast-paced world of business.
LETTER OF RENEWED COMMITMENT

Global social responsibility is part of the fabric of Villanova University’s heritage. Saint Augustine—for which the Order of Saint Augustine, and ultimately the University, was founded—was a prolific philosopher and writer deeply connected to the modern concept of corporate social responsibility. He is credited with establishing the societal concept of “servant leadership” during the fourth century CE—a markedly fresh approach to commerce within the context of the autocratic rule of abbots practiced at that time. It is this kind of bold commitment to social responsibility and contributions to the greater good that informs the mission of both the University and the Villanova School of Business (VSB).

In its mission statement, the University states its commitment to welcoming and respecting “members of all faiths who seek to nurture a concern for the common good and who share an enthusiasm for the challenge of responsible and productive citizenship in order to build a just and peaceful world.” Similarly, VSB strives to create a learning environment that “transforms lives, positively impacts society, nurtures creativity, assures an analytical approach, provides a global perspective, and develops ethic leaders.

With these guiding principles, VSB prepares its students to responsibly manage the social and environmental issues inherent in mainstream business. Through a combination of faculty research, innovative curricula, student business societies, and service learning opportunities, VSB seeks to make business education a transformative experience for its students—one that prepares them to think differently for the rest of their lives.

THE PRME PRINCIPLES

In interpreting and synthesizing the PRME Principles, we see Principle 1 as encompassing the others. Principles two and three are actualized through our innovative program curricula, campus activities, student organizations, and institutional structure and governance as they relate to global social responsibility and responsible leadership. Our faculty members are engaging with industry and corporations on a daily basis, both in their research and through their work in the classroom and beyond, aligning closely with Principle four. Principles five and six are supported through the many ways VSB engages and partners with the corporate community through VSB Board membership, speaker series and events, career development activities, and the media.
CURRICULAR OFFERINGS

UNDERGRADUATE PROGRAMS

GLOBAL CITIZENS’ PROGRAMS

The Global Citizens Program is an international program open to VSB freshmen, with the intent of creating a global framework for the rest of their educational experience. This program is designed to offer a unique and life-altering academic experience to first year business students, thereby enabling participants to stimulate greater intellectual curiosity early in their college careers, challenge preconceived notions of the world, test career assumptions early, start building resumes to allow for more competitive future jobs, and have the opportunity to study overseas again as upperclassmen. This sixteen week overseas study experience combines academic coursework with a practical internship in London. In 2012, the program expanded to include Singapore as well.

GLOBAL LEADERSHIP FELLOWS PROGRAM

Launched in Fall 2011 and built upon the existing Global Citizens program, the Global Leadership Fellows program provides a small, select group of VSB students with the opportunity to emphasize global leadership and integrate it throughout their undergraduate experience. Opportunities include participation in the Global Citizens program; enrollment in the specially designed “Global Corporate Responsibility & Regulation” course; an additional semester or summer study abroad experience; completion of the VSB elective “Global Leadership”; and a specially designed section of the required “Global Strategic Thinking” course.

MGT 2352 BUSINESS IN EMERGING MARKETS

This course focuses on the challenges and opportunities associated with organizational management and business strategy in emerging economies. Although developing and transitions economies include roughly 120 of the 160 nations recognized by the United Nations, the primary emphasis of this course is on the “big emerging markets,” including Argentina, Brazil, China, India, Malaysia, Mexico, Poland, South Africa, Taiwan, and Turkey. The course will begin with an examination of the social, political, economic, cultural, and financial conditions that pose special challenges for businesses seeking to export to or invest in these regions and countries. It will then examine specific organizational strategies firms pursue to overcome these obstacles and exploit opportunities in emerging nations. We will focus on cross-functional strategies that integrate management, marketing, financial, and operational approaches, and discuss how both large multinationals and smaller, entrepreneurial firms can benefit from a better understanding of the dynamics of emerging economies.

MGT 2360 GLOBAL LEADERSHIP

As our world becomes increasingly smaller due to advances in technology and communication, it is becoming more and more imperative for business leaders to navigate differences in societal culture. Modern effective leaders must be able to step outside the paradigm of their home country’s culture in order to use leadership behaviours and techniques that resonate across cultures. The major objective of this course is to help students gain insights about the nature of culture, the nature of leadership, and their intersection. Specifically, this course is designed to provide you with an increased understanding of (1) existing theory and research on different leadership and culture topics; (2) practical knowledge of the 10 country clusters around the world and their associated leadership practices as identified by the GLOBE study; and (3) yourself with respect to leadership development and cultural intelligence.

MGT 2370 GLOBAL BUSINESS ETHICS

This course is an interactive study of business ethics within a global economy. Alternative theories about how to act ethically across and within different cultures are presented. Critical current issues and cases are introduced and analyzed. Both Western and non-Western traditions are explored to develop a framework useful to address ethical challenges as they arise in the international environment.
CURRICULAR OFFERINGS

MKT 2349 SPECIAL TOPICS: MARKETING & SOCIETY
This course focuses on the impact of the marketing system, broadly construed, on a variety of external stakeholders. As expected, the moral component of organizational and personal decision making is central to the establishment of long-term relationships with a variety of constituencies including the firm’s customers. Students will face actual decisions made previously by individuals or organizations through articles and classroom discussions, and models of behavior will be presented from recent research. One project will involve the continuing development of a marketing system for a nonprofit organization within the Delaware Valley, and another will involve fundraising for an Augustinian-associated orphanage.

MKT 2349 SPECIAL TOPICS: PHILOSOPHY OF EXCHANGE
This seminar is an extended meditation on the nature and possibilities of exchange. The expectation is that such a meditation, conducted by a group of students with interests in both business and the arts and sciences, will illuminate the potential for and lend greater consciousness to our most persistent practices of exchange. We seek to understand how various forms of exchange impact our lives for better or for worse; we also want to learn how to place these forms in their most illuminating context. The aim, ultimately, is not only to understand but also to serve: our better selves, our loved ones, those who are still strange to us, our complex world of mixed allegiances.

CHE 2900 GLOBAL PHARMACEUTICAL INDUSTRY
This course focuses on fundamental drivers and essential elements such as new technologies that characterize the global pharmaceutical industry. It includes attention to broad, macro issues such as regulatory harmonization and access to essential medicines in developing countries; as well as more “micro” elements such as global supply chain management and risk based quality systems. Students will explore the challenges and opportunities associated with various aspects of
engineering management and business strategy in the global pharmaceutical industry.

MGT 2206 SPECIAL TOPICS: NON-PROFIT LEADERSHIP
Non-Profits are one of the fastest growing sectors of the American economy. Over the past ten years, many important social issues are being addressed through partnerships between nonprofit and for profit organizations. The course will have two overall objectives. The first is to introduce students to the breadth of the nonprofit sector and the tremendous variety of nonprofit organizations in the global economy. The second is to introduce students to the theoretical and practical aspects of leading and managing nonprofit organizations.

MGT 2208 SPECIAL TOPICS: GLOBAL SOCIAL ENTREPRENEURSHIP: MICROFINANCE
This course provides a unique opportunity to explore social entrepreneurship and microfinance – both from a theoretical and practical point of view. Since Grameen Bank founder, Professor Muhammad Yunus, won the Nobel Peace Prize in 2006, awareness of, and interest in, the microfinance business model has risen dramatically. This course is designed to explore and analyze the key issues associated with social entrepreneurship and microfinance. In the process, the following questions will be addressed: What is social entrepreneurship and how does it differ from regular entrepreneurship, regular commerce and philanthropy? What is microfinance and how does it work as a tool of social entrepreneurship? What are the various business models for microfinance institutions (MFI’s)? What are common factors among successful MFI’s? What is the social and economic impact of MFI’s? What are the limitations of microfinance as a path for alleviating poverty?

MGT 2208 SPECIAL TOPICS: GLOBAL TALENT MANAGEMENT
This course provides an overview of the core principles and practices related to the attraction, motivation, development, promotion and retention of human assets in organizations. All of the topics selected for discussion are critical ones that every professional needs to know, regardless of level or functional area (not just HR professionals. These issues will be examined from both strategic and tactical levels, and should be relevant to practicing managers and future leaders.

GRADUATE PROGRAMS
NON-PROFIT CONSULTING PRACTICUM COURSE
The Villanova MBA features two embedded consulting projects: one with a nonprofit organization and one with a multinational organization. These projects focus on applying what’s learned in the classroom to a real-world scenario—in essence, a living case study. Throughout the 14-week Nonprofit Consulting Practicum, MBA students research and partner with a local nonprofit organization to help detect problem areas, such as branding, funding, logistics, or membership retention, and to identify possible solutions. First offered in the spring of 2010, this course and our students have served over 100 local and international non-profit organizations.

GLOBAL PRACTICUM COURSE
The first section of a new capstone course for MBA students was offered in spring 2011. This course
CURRICULAR OFFERINGS

includes opportunities for students to travel to foreign countries with developing economic systems in order to understand the geographic, economic, political, social, cultural, and competitive factors that shape opportunities in those markets. They apply what they learn to a semester-long project with industry partners to develop innovative solutions to challenges facing these organizations in their respective markets. Since the course’s inception, students have traveled to Brazil, Chile, China, Korea and South Africa, and have worked with international and indigenous companies in these locations.

Below is a list of companies our students have partnered with:

BRAZIL
• Pfizer

CHILE
• Tubinger – (Microbrewery)
• Yentzen Consulting – (Agribusiness Marketing/Consulting Firm)
• Bicicleta Verde – (Tourism Company)

CHINA/KOREA
• ICAP – (International Interdealer Broker)
• Merck

SOUTH AFRICA
• DeFynne Nursery
• Ezulwini Chocolate
• Intaba

GLOBAL IMMERSION COURSES
MBA students have the opportunity to take elective courses that require an immersion experience in another country, with the goal of exposing them to business practices as they relate to and are different from US business practices, as well as cultural and ethical considerations unique to the countries they visit. Past trips have included China, Belgium/Poland and Italy.

Two new trip offerings were added in the last two academic years:

MBA 8523 INTERNATIONAL PRACTICUM:

AUSTRALIA
The Australia Immersion Program for MBA students is an introduction to international trade and finance in Australia. Lectures will be given by faculty from the University of New South Wales and the University of Melbourne. Site visits include manufacturing facilities, financial service firms, and government agencies in the three capital cities of Sydney, Melbourne, and Canberra.

MBA 8523 INTERNATIONAL PRACTICUM: DUBAI
This 2 week program for MBA students includes an introduction to business, culture, and society in the Cooperation Council for the Arab States of the Gulf (GCC) Region. Through courses (in English) taught by the Faculty and Industry Leaders at the IMT-Dubai and with site visits in Dubai and the surrounding Emirates, students are introduced to the Economic Policies, Business Practices, Finance and Islamic Banking, Dubai Stock Exchange, and Marketing Strategies of the GCC.

MBA ELECTIVE OFFERINGS

MBA 8822 SUSTAINABLE REAL ESTATE DEVELOPMENT
Comprehensive course on the principles and processes of pre-development phases of real estate projects including land acquisition, legal, zoning, planning and approval perspective. Sustainable planning and engineering are an integral part of this course.

MBA 8822 SUSTAINABLE REAL ESTATE DEVELOPMENT PART II
This course takes the principles learned in Part A and continues the integration of these components into the development of commercial, residential, redevelopment and mixed use real estate projects. Design, architecture, sustainability and financial analysis are at the core of the curriculum.

MBA 8653 GLOBAL STRATEGY FOR MARKET ENTRY
Political, legal, economic, financial, social and cultural issues in successful conduct of global business; focuses
on market entry (how, timing); reviews organizational structure, leadership, labor relations, human resource considerations; develops marketing strategy to plan, organize and implement foreign market entry.

**MBA 8526 LEADERSHIP: POWER AND INFLUENCE**
Focuses on use of legitimated power to influence individuals and teams for the achievement of organizational objectives. Theories of power and influence are discussed and cases are used to develop skill in the nuanced exercise of influence.

**MBA 8529 TOPICS: CRISIS LEADERSHIP: EUROPEAN UNION FOCUS**
Focus is on the unique challenges and opportunities that the European Union presents for business leaders. Will explore a broad range of issues, including the economic crises facing the EU; regulatory issues; the importance of SMEs as an economic growth engine; the goals of the Europe 2020 strategy; and the EU as a hub of global innovation, sustainability, and social responsibility.

**MBA 8439 TOPICS: CORPORATE GOVERNANCE**
What are the respective roles and responsibilities of shareholders, management, directors and other stakeholders in corporate governance? The widespread failure of corporate governance in the financial industry was a powerful contributor to the Global Financial Crisis. This course will cover the current state of corporate governance and how it will evolve in the post Global Financial Crisis world.

**MBA 8536 CHALLENGES OF LEADERSHIP IN GLOBAL ORGANIZATIONS**
Successful global organizations require leaders to be collaborative and empowering, and transform organizations into adaptive and inclusive environments. This course covers specific challenges of leading multicultural organizations to prepare future leaders to understand and negotiate the complexities of such environments.

**MBA 8529 SPECIAL TOPICS: THE POLITICAL ECONOMY OF THE IMF, WORLD BANK AND WTO**
This course explores the history, organization, economics, and politics of the International Monetary Fund (IMF), the World Bank, and the World Trade Organization (WTO). Topics include origins in the 1944 Bretton Woods conference, evolving function and role in the global economy, political economy of international organization, response to emerging market economies and global trends, and role in global crisis management. The course will provide both detailed institutional knowledge of the role and practices of these organizations and a broad understanding of their importance in the global economy.
INSTITUTIONAL POLICY AND PRACTICE

VILLANOVA UNIVERSITY SUSTAINABILITY

In keeping with our Augustinian tradition—which emphasizes service to, and care for, one’s community—we integrate sustainability and respect for the earth into our curricula, scholarly research, academic and community events, and institutional policy and practice. In validation of the University’s commitment, the Princeton Review named the University among the top 322 Green Colleges, and the Sierra Club’s “Cool Schools” ranking named us #32 for most sustainable universities.

Villanova University is also recognized as one of the 52 most environmentally-responsible universities in the US and Canada in the 2011 College Sustainability Report Card. Sponsored by the Sustainable Endowments Institute, a project of Rockefeller Philanthropy Advisors, this “Green Report Card” identifies colleges that exemplify best practices in environmental responsibility.

The University has identified two primary goals in regard to its stewardship of the earth:

**GOAL 1:** Villanova University will strive to practice the principles of environmental sustainability and wise use of resources within the university community. Villanova will make reasonable efforts to conserve resources. Methods to conserve may include, among other things:

- The promotion of water conservation
- Waste reduction and the conscientious use of materials
- The conscientious production and consumption of food
- The promotion of energy conservation
- The use of renewable energy resources
- Practicing environmental stewardship of its lands
- The acquisition of sustainable modes of campus transportation
- The adoption of green building standards

**GOAL 2:** Villanova University will engage in appropriate learning opportunities with the intention of creating a community whose members (students, faculty, staff, and graduates) are environmentally literate and responsible. Methods to do so may include, among other things:

- Integrating social and environmental responsibility into curricular development
- Fostering further research and a deeper understanding of environmentally sustainable development
- Creating and promoting an informed network of Villanovans committed to the principles of environmental sustainability
THE PRESIDENT’S ENVIRONMENTAL SUSTAINABILITY COMMITTEE (PESC):

Comprised of faculty, staff, and students from across campus, members help coordinate, support, advance, and track sustainable practices and policies on campus and to implement the President’s Climate Commitment on behalf of the university. Both to focus the work of the PESC and to broaden the involvement of the campus community, the President’s Environmental Sustainability Committee has several subcommittees open to faculty, staff, and students interested in a specific area.

ENERGY STAR PURCHASING POLICY:

To more effectively protect the environment, Villanova University has adopted an Energy Star Priority Purchasing program for both single and mass purchasing actions whenever financially possible. ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices. Because a strategic approach to energy management can produce twice the savings — for the bottom line and the environment — as typical approaches, EPA’s ENERGY STAR partnership offers a proven energy management strategy that helps in measuring current energy performance, setting goals, tracking savings, and rewarding improvements.

GREEN PURCHASING POLICY:

Villanova strives to balance environmental and fiscal responsibilities in making green purchasing decisions. As part of this policy, a list of materials with certain criteria was developed and given preferred purchase status. This list includes products or materials that are:

- Durable, as opposed to single use or disposable items
- Non-toxic or minimally toxic, preferably biodegradable
- Highly energy-efficient
- Recyclable, but if not recyclable, may be disposed of safely
- Made from raw materials that have been obtained in an environmentally sound, sustainable manner
- Manufactured in an environmentally sound manner
- Causing minimal or no environmental damage during normal use or maintenance
- Shipped with minimal packaging (consistent with care of the product), preferably made of recycled and or recyclable materials

DINING SERVICES INITIATIVES:

In 2011, Villanova implemented new practices including tray-less cafeterias, a compost program and choosing food items that are raised or grown sustainably. Villanova’s environmental stewardship is often accompanied by participating in socially responsible initiatives. These include the provision of Aqua Health Water, with 5% of all sales going to Catholic Relief Services and the Uganda Rural Fund, along with the purchase of Fair Trade products since 2001, including coffee, teas, chocolate, sugar and bananas.
ACADEMIC & COMMUNITY PROGRAMS

SPECIAL OLYMPICS FALL FESTIVAL
>> The Special Olympics Pennsylvania Fall Festival is hosted and organized by Villanova University students and is the largest annual student-run Special Olympics event in the world. Special Olympics Pennsylvania (SOPA) provides year-round sports training and competition for more than 20,000 children and adults with intellectual disabilities. The organization offers over 260 local and sectional events and four major statewide events - Winter Games, Summer Games, State Floor Hockey Tournament, and Fall Festival - in 23 sports with the opportunity for athletes to advance to regional and international competition.

HABITAT FOR HUMANITY
>> Each academic year, students, faculty and staff members have the opportunity to spend one to two weeks during the University’s breaks on a service trip. The goal of these trips is to help participants identify their connection with our global community as they experience another culture, spirituality, and socio-economic situation. Participants apply their education to change the lives of the poor.

BUSINESS WITHOUT BORDERS
>> The University’s chapter of Business Without Borders was named 2010 Undergraduate Chapter of the Year by Net Impact, the national parent organization of Business Without Borders, largely due to their work in rural Waslala, Nicaragua. The goal of Business Without Borders is to use business skills to help better the world through education, local projects and international projects. The Business without Borders club is now partnering with Nursing Without Borders and Engineers Without Borders to use the knowledge they’ve gained in the classroom to help those in extreme poverty gain better access to health care. Healthcare is free in Nicaragua, but access to doctors and to prescriptions is extremely difficult to non-existent outside of their largest cities. The business students have been exploring how to expand the access to mini-pharmacies located in the rural hub towns of Nicaragua that would fund the cost of the Tele-health project.
EARTH DAY CELEBRATION 2011:

• **EARTH DAY KEYNOTE ADDRESS:** Jennifer Redfearn, producer/director of the movie “Sun Come Up,” which was nominated for a 2011 Academy Award, will introduce her documentary on climate change refugees.

• **CELEBRATION OF SUSTAINABILITY:** Eco-vendors, environmental organizations, campus environmental initiatives, green jobs, solar power demonstrations, Dining Services samples and environmental science student research will be on display.

• **FARMER’S MARKET:** Dining Services has arranged for local vendors, including area farmers, to offer locally grown and produced products.

• **EARTH DAY LECTURE:** Dr. Mark Wallace, Professor of Religion, Swarthmore College: “Earth-based Spirituality: Why Religion is Vital for Saving the Planet.”

EARTH DAY CELEBRATION 2012:

• **“NO IMPACT WEEK”:** This program is a one-week carbon cleanse experiment founded by the No Impact Project – an international, environmental, nonprofit project which uses education, entertainment and group action to engage new people in the quest for ways of living that connect individual happiness with service to community and habitat.

• **A ROUNDTABLE ON THE 50TH ANNIVERSARY OF RACHEL CARSON’S SILENT SPRING:** Rachel Carson’s book Silent Spring (1962) exposed the dangers of agricultural pesticides and helped shape the present-day environmental movement.

• **TRI-STATE BIRD RESCUE AND RESEARCH AND THE BP OIL SPILL:** Sarah Tegtmeier, Oil Programs Manager of Tri-State Bird Rescue and Research, discussed Tri-State’s role as a wildlife responder to oil spills and the subsequent animal rehabilitation process, with a focus on the BP/Deepwater Horizon crisis in the Gulf of Mexico in April 2010.

• **SUSTAINABILITY FAIR:** The 2012 Sustainability Fair will feature eco-vendors, alternative energy companies, student environmental organizations, information about Villanova’s environmental initiatives and Green Jobs.

• Farmer’s Market: Dining Services has arranged for local vendors, including area farmers, to offer locally grown produce, breads, meats, beverages and other products.

ENVIRONMENTAL LEADERSHIP LEARNING COMMUNITY:

• >> Learning Communities are an opportunity for freshmen to live and learn with other students in order to enhance students’ college experience. They include co-curricular cultural events and coursework related to a selected theme as well as activities and programs within the residence hall. The Environmental Leadership Learning Community helps students develop a sense of citizenship and personal responsibility with a focus on deeply understanding why and how we can be stewards of the world around us.
VILLANOVA UNIVERSITY ONE BOOK

OneBook Villanova is a campus-wide effort spanning the academic year that presents to the university a book worthy of close reading, discussion, course adoption, and the stimulation of dialogue among all members of the campus community.

ONEBOOK VILLANOVA SELECTION FOR 2010-2011
HOTEL ON THE CORNER OF BITTER AND SWEET
BY JAMIE FORD

Set during one of the most conflicted and volatile times in American history, Hotel on the Corner of Bitter and Sweet is an extraordinary story of commitment and enduring hope. In Henry and Keiko, Jamie Ford has created an unforgettable duo whose story teaches us of the power of forgiveness and the human heart.

ONEBOOK VILLANOVA SELECTION FOR 2011-2012
THE UNFORGIVING MINUTE
BY CRAIG MULLANEY

The Unforgiving Minute is the extraordinary story of one soldier’s singular education. From a hilarious plebe’s-eye view of the West Point experience to the demanding leadership crucible of Ranger School’s swamps and mountains, to a two-year academic whirlwind at Oxford, Mullaney’s winding path to the battlegrounds of Afghanistan was unique and remarkable. Despite all his preparation, the hardest questions remained. When the call came to lead his platoon into battle and earn his soldiers’ salutes, would he be ready? Was his education sufficient for the unforgiving minutes he’d face? The Unforgiving Minute is, above all, an unforgettable portrait of a young soldier grappling with the weight of his hard-earned knowledge while coming to grips with becoming a man.

READ TO LEAD PROGRAM
START SOMETHING THAT MATTERS
BY BLAKE MYCOSKIE

In addition to the OneBook Villanova program, VSB has launched the Read to Lead program. Sponsored by Ernst & Young, this program is an integral part of the undergraduate curriculum, connecting and inspiring students around a common, highly relevant business theme through the collective reading of one book during the summer before freshman year. The book offers students a real-world context for learning and provides a launching point for integrative discussions, projects, and analyses of topics in the Business Dynamics freshman core business course. This year’s selection features the story of Tom’s Shoes, a company dedicated to global social responsibility.

The Read to Lead Program has included such books as: Googled: The End of the World as We Know It by Ken Auletta, Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time by Howard Schultz, and Delivering Happiness: A Path to Profits, Passion, and Purpose by Tony Hsieh.
VSB SPEAKERS & EVENTS

CAREER CHOICES WEEK

>> This five-days series of activities, offered each fall, is designed to showcase the core academic disciplines at VSB: Accounting, Economics, Finance, Management, Management Information Systems, Real Estate, and International Business. Students learn more about how these majors/co-majors are applicable to various career paths through a combination of events: roundtable discussions over dinner, panel presentations by executives and previous interns, informal discussion sessions, and more. The intent of the week is to dissect each discipline and make connections with possible business career paths, as well as expose students to faculty and practicing professionals from various fields and career paths.

VSB WEEK

>> VSB Week was initiated by VSB students in 2011 as way to celebrate and showcase VSB, as well as expose students to emerging business trends. The week-long series of events is now an annual, college-wide program bringing together VSB students, faculty, staff, and professionals to consider a wide array of business topics through a variety of formats, including roundtable discussions, panel presentations, keynote speakers, product demonstrations, and hands-on workshops. Each year’s VSB Week celebration features more than 20 activities with the intent of encouraging development of new skills, sharing ideas, and progression as business leaders. The 2012 VSB week featured a Fair Trade Coffee Break and a panel entitled Taking CSR One Step Further: B-Corp Panel.

THE VILLANOVA SOCIAL ENTREPRENEURSHIP COMPETITION (VSEC)

>> The Villanova Student Entrepreneurship Competition (VSEC) is a student competition for currently enrolled Villanova University undergraduate and graduate students. The competition spans one semester and allows students to create the very first parts of a product/service/idea that will benefit society in some way and develop it through two stages of entrepreneurship within the competition. The top three student teams are awarded prize money, and other prizes will be awarded to categorical winners.

VSEC 2011

EXECUTIVES IN RESIDENCE PROGRAM (EIR)

The EiR program was introduced in spring 2011 as part of VSB-week. The program provides a unique opportunity for students to interact with business professionals/alumni from a variety of fields on a personal level. Over the course of this year, 73 students participated in 30-minute individual meetings with 24 employer representatives.

GUEST SPEAKER DEBORAH HOLMES

Deborah Holmes, Global Director of Corporate Responsibility for Ernst & Young, presented to all sections of Business Dynamics, a required freshman-level course, on the importance of corporate responsibility and its long-term benefits to for-profit organizations.

GUEST SPEAKER KEN BOUYER

Ken Bouyer, American Director of Inclusiveness Recruiting for Ernst & Young, spoke to the Business Dynamics students on the topic of Inclusive Leadership: Skills for the Global Marketplace.

GUEST SPEAKER JEAN-MARIE GUEHENNO

Jean-Marie Guehenno from the UN addressed the students as part of World Peace day in the fall of 2011.

GUEST SPEAKER JERRY GREENFIELD

Jerry Greenfield, founder of Ben & Jerry’s, shared an evening of entrepreneurial spirit, social responsibility and radical business philosophy during the 2012 VSB Week.
CENTERS OF EXCELLENCE

VSB’s commitment to research and academic rigor is evident through the school’s six Centers of Excellence. These initiatives are designed to focus attention on critical business issues and to leverage the expertise of VSB faculty in a cross-disciplinary way. They support faculty research, teaching excellence, curricular development, and the intersection of research and business practice. Some of the activities they have supported related to the PRME Principles include:

EVENTS:
MARCH 28, 2012: TEDxVILLANOVAU
The inaugural TEDx event at Villanova University, TEDxVillanovaU, featured live speakers from the Villanova community sharing how they “Ignite Change,” an appropriate theme for a conference devoted to “Ideas Worth Spreading.” The event consisted of nine live presentations—each no longer than 18 minutes—by alumni, faculty and students.

FEBRUARY 24, 2012: PRACTITIONER LECTURE

NOVEMBER 5, 2010: ANALYTICS ROUNDTABLE
Villanova Business Analytics Roundtable at ARAMARK Corporation’s World Headquarters, “To Catch a Thief: Combating Fraud and Aiding Investigations with Data Analytics”. Speakers: Jeremy Osinski, Senior Manager, Ernst and Young and Jared Crafton, Senior Manager, Ernst and Young

AUGUST 2ND, 2010: AFRICA TRADE & INVESTMENT CONFERENCE
The Center for Global Leadership collaborated with the Sub-Saharan Chamber of Commerce to host the East & Southern Africa Trade and Investment Conference.

JANUARY 15, 2010: THOUGHT LEADER LECTURE
Business Analytics Thought Leader Lecture, “Analytics Impact on Long Term Success.” Speaker: Dr. Jim Goodnight, CEO and Founder of SAS

CENTER FOR GLOBAL LEADERSHIP SERVICE & OUTREACH ACTIVITIES:
• The center sponsors a global business leader speaker series to draw top international business leaders from around the world to share their expertise with students and faculty.
• The International Business Fellows program brings executives from foreign countries—especially emerging markets—into VSB classrooms to share their insights with students and faculty.
• The center will develop a fund to support an annual trip for business students to share their skills and capabilities in a developing country setting.
• The center seeks to establish a fund to support an annual award and event for a global business leader who best represents the principles of the center.
As a community of scholars and teachers, Villanova faculty members approach the discourse of corporate sustainability, environmentalism and economic value from many different perspectives and disciplines. Our faculty members share a common commitment to the concepts through their research and related activities toward the goal of preparing all Villanova students to contribute to a sound and just society.

PUBLISHED FACULTY INTELLECTUAL CONTRIBUTIONS:
Articles, Monographs, Presentations, & Books/Chapters
August 1, 2010 - December 31, 2012

ACCOUNTANCY AND INFORMATION SYSTEMS


FACULTY RESEARCH


FACULTY RESEARCH


FACULTY RESEARCH


FACULTY RESEARCH


Metzger, S. Better Management of Change Request with Extended Transport Control. SAP Professional Journal, 2(3).


FACULTY RESEARCH


ECONOMICS


FACULTY RESEARCH


FINANCE


Nawrocki, D. N. (2010). Student Managed Funds Using ETFs and Single Inverse ETF. Academy of Business Education.


FACULTY RESEARCH


MANAGEMENT AND OPERATIONS


FACULTY RESEARCH


FACULTY RESEARCH


**FACULTY RESEARCH**


FACULTY RESEARCH


MARKETING AND BUSINESS LAW


FACULTY RESEARCH


FACULTY RESEARCH


CORPORATE PARTNERSHIPS & ENGAGEMENT

>> VSB interacts with hundreds of corporations across the world through a myriad of activities including event sponsorships, funding for special projects and initiatives, involvement in professional development activities, student consulting projects, internship experiences, speaking engagements, and professional development, many of which have been detailed above. Having a broad understanding and connection to the business world helps our faculty and students to better understand the challenges facing corporations in making sustainable socially and environmentally responsible decisions.

Perhaps the most notable example of meaningful interaction and engagement occurs through the VSB Advisory Councils. Currently, we support a total of eight advisory councils—six of which are connected to academic centers of excellence, one to an academic department and, the Dean’s Advisory Council. Approximately 225 high-level executives from across all industries are involved in these advisory councils across the college:

- Dean’s Advisory Council (DAC)
- Center for Business Analytics (CBA)
- Center for the Study of Church Management (CSCM)
- Center for Global Leadership (CGL)
- Center for Innovation, Creativity, and Entrepreneurship (ICE Center)
- Center for Marketing and Public Policy Research (CMPPR)
- The Daniel M. DiLella Center for Real Estate
- Accounting Advisory Council

These councils provide guidance on strategy, significant advice, recommendations, and feedback on the important strategic issues under consideration in each of these groups such as curricula, student initiatives, faculty research, stakeholder engagement, reputation, and external outreach. Advisory council members are also quite helpful in assisting the school with strengthening corporate ties for increased student internships and jobs. They also assist VSB by making themselves available to speak in the classroom, to student business societies, and in other VSB-sponsored programs and activities. VSB advisory councils do not act as decision-making bodies. Along with other C-suite executive partners and friends of Villanova University, these VSB advisory council members are brought together once a year for the annual Villanova Business Leaders Forum. This event provides an opportunity for networking and dialogue on important industry topics.

MEDIA HIGHLIGHTS 2010-2011
Interacting with the media allows VSB to share, interact and engage with corporations, the government and the general public on business trends and issues facing our country and the world. Much of the work our faculty and students do is related to effective business practices, often from an ethical and socially responsible perspective.

WHYY, US NEWS & WORLD REPORT, USA TODAY: Jeremy Kees: research contributed to a series of articles about Cigarette Pack Marketing in other countries, suggesting that the warnings on the package better dissuade people from smoking through the use of disturbing and realistic images. His research has found that the more frightening the images, the more likely smokers were to feel inspired to quit.

PHILADELPHIA BUSINESS JOURNAL: “Villanova Undergrads Do Marketing For Companies”

WHYY: Ronald Hill (Marketing), “Learning From Failures”

THE DELAWARE NEWS JOURNAL: Charles Zech (Economics), “How to Spot and Stop an Embezzler
CORPORATE PARTNERSHIPS & ENGAGEMENT

Pilferers Prey on the Faithful”

THE NEW YORK TIMES: Michael Pagano (Finance), “Another View: Market Makers Help Halt Crashes”


OTAGO DAILY TIMES: Jeremy Kees (Marketing), “Traffic-Light Food Signals Advocated”

GLOBEST.COM: James Jablonski (Finance), “RE Concern Over Derivatives Legislation”


BUSINESS BECAUSE: VSB Business Without Borders, “Villanova Students Put People Before Profit”


MEDIA HIGHLIGHTS 2011-2012:


BLOOMBERG: Anthony Catanach (Accounting), “Zoomlion Biggest Short as Bears Bet China’s Building Binge Will Slow Down”


OPPORTUNITY ONLINE: Jonathan Doh (Management), “Foreign MBA students look to Africa for the future in business”

USA TODAY: Quinetta Roberson (Management), “Number of female ‘Fortune’ 500 CEOs at record high”

WORKFORCE MANAGEMENT: Quinetta Roberson (Management), “Solving the Diversity Puzzle”

MORNING SUN: Jeremy Kees (Marketing), “Smokers Say Graphic Labels Won’t Make Them Quit”

FORBES: Jeremy Kees (Marketing), New Cigarette Health Labels: ‘Gross’ or Effective?

CBS EARLY SHOW: Jeremy Kees (Marketing), “New Graphic Warnings for Cigarette Smokers”


NATIONAL PUBLIC RADIO (NPR): Christopher Kilby (Economics), “Syrian troops fire on protesters”

CHRISTIAN SCIENCE MONITOR: Peter Zaleski (Economics), “Jerry Brown’s tough choice: green energy in hard economic times”
FACULTY COMMUNITY SERVICE 2010-2012

ACCOUNTANCY AND INFO SYSTEMS
BARSKY, NOAH P. (ASSOCIATE PROFESSOR)
- Board Member, NACS MEDIA SOLUTIONS. (February 2009 - February 2012).
- Board of Trustees, Director & Committee Member for National Association of College Stores Board, 2008-2011.

BIERSTAKER, JAMES L. (ASSOCIATE PROFESSOR)
- Volunteer, Habitat For Humanity. (2006 - Present).
- Volunteer, St. Francis Inn. (January 1, 2006 - Present).

BORDEN, JAMES P. (ASSOCIATE PROFESSOR)
- Member of Advisory Board for MCCC’s Health and Fitness program, Montgomery County Community College, Blue Bell, PA. (May 2009 - Present).

CATANACH JR., ANTHONY H. (ASSOCIATE PROFESSOR)
- Chancel Choir Member, First Presbyterian Church of West Chester (January 1, 2006 - Present).

DORRIS-CRENNY, PATRICIA (PART-TIME FACULTY)
- Officer, President/Elect/Past, Pennsylvanians for Human Life, West Chester, Pennsylvania. (January 1990 - Present).
- Board Member, St Rose of Lima School, Philadelphia, Pennsylvania. (January 2009 - Present).
- Board Member, St Francis Country Home Auxiliary Board, Lansdowne, Pennsylvania. (September 2006 - Present).
- Board Member, Saint David’s School, Devon, Pennsylvania. (June 30, 2011 - December 30, 2011).

EMIG, JAMES M. (ASSOCIATE PROFESSOR)
- Officer, Treasurer, Glenmoore Eagle Youth Association, Glenmoore, PA. (October 1, 2001 - Present).

LICATA, MICHAEL P. (ASSOCIATE PROFESSOR)
- Holt International: Community Service: Parented two adopted children (one special needs child) from Korea through Holt International, a Christian adoption agency. (September 1, 1995 - Present).
- Charitable contributions to our local church, Catholic Relief Services, Holt International adoption agency, American Red Cross, March of Dimes, PBS Public Television, Food Bank, and many more.

LIEDTKA, STEPHEN L. (ASSOCIATE PROFESSOR)
- Officer, Vice President, Gray Matters Brain Cancer Foundation, Robbinsville, New Jersey. (March 2011 - Present).
- Board Member, Gray Matters Brain Cancer Foundation, Robbinsville, New Jersey. (March 2010 - Present).
LIEDTKA, STEPHEN L. (CONTINUED)
- Member, Conwell-Egan Catholic High School - Finance Committee, Fairless Hills, PA. (October 2011 - Present).
- Program Coordinator, Volunteer Income Tax Assistance (VITA), Villanova, PA. (2010 - Present).

RHOADES, SHELLEY C. (ASSOCIATE PROFESSOR)
- Member, First Presbyterian Church of West Chester. (2007 - Present).
- Board of Trustees, First Presbyterian Church of West Chester. (2007 - Present).
- Bell Choir Member, First Presbyterian Church of West Chester. (2007 - 2010).

WEST, ROBERT N. (ASSISTANT PROFESSOR)
- Guest Speaker, Catholic Church, Pre-Cana Instructor, West Chester, Villanova, PA. (January 1995 - May 2012).

ECONOMICS AND STATISTICS
CARLETON, CHERYL J. (ASSISTANT PROFESSOR)
- Committee Chair, Cavalcade of Bands/TEMPO, Berwyn, PA. (August 2011 - November 30, 2011).
- Committee Chair, Tredyffrin/Easttown Music Parents Organization, Berwyn, PA. (August 2011 - December 2011).

CLAIN, SUZANNE H. (ASSOCIATE PROFESSOR)
- Volunteer, Reformation Lutheran Church, Media, PA. (January 2012 - Present).
- Visitor Ministry, Reformation Lutheran Church, Media, PA. (January 2010 - Present).

FIORENZA, DAVID M. (PART-TIME FACULTY)
- CFO, Fiorenza Food For Friends, Downingtown, PA. (January 1, 2010 - Present).
- Program Coordinator, Musicians on Call, Philadelphia, PA. (January 1, 2009 - Present).

KELLY, MARY T. (ASSISTANT PROFESSOR)
- Committee Member, St. Thomas of Villanova Parish, Villanova, PA. (July 2008 - Present).

KILBY, CHRISTOPHER P. (ASSOCIATE PROFESSOR)
- Quoted in wire service article on July 7, UPI, Rosemont, PA. (July 7, 2011).
FACULTY COMMUNITY SERVICE 2010-2012

LI, VICTOR E. (ASSOCIATE PROFESSOR)
• VSB Media Relations. (May 2007 - Present).

RISSELL, THERESA A. (VISITING INSTRUCTOR)
• Member, St. Monica Parish Music Ministry, Berwyn, PA. (September 2009 - Present).

TAYLOR, KENNETH B. (ASSISTANT PROFESSOR)
• Committee Member, American Friends Service Committee, Philadelphia, Pennsylvania. (January 2003 - Present).
• Committee Member, Financial Stewardship Committee, Gwynedd Friends Meeting,

THANAWALA, KISHOR H. (PROFESSOR)

WOLNICKI, MIRON J. (ASSOCIATE PROFESSOR)
• Board Member, The Kosciuszko Foundation. (January 1, 2010 - Present).
• Board Member, Polish Peoples’ University, Philadelphia, Pa. (January 1, 2008 - Present).

ZECH, CHARLES E. (PROFESSOR)
• Board Member, Georgetown University Center for Applied Research in the Apostolate, Washington, DC. (June 2011 - Present).
• Board Member, Washington Theological Union, Washington, D.C.. (February 2010 - Present).
• Consultant, Federal Bureau of Investigation, Las Vegas, NV. (August 2011 - Present).

FINANCE

GROVER, GUNITA (ASSISTANT PROFESSOR)
• Board Member, Lower Providence Community Library, Lower Providence Township, PA. (January 1, 2006 - Present).

LECLAIR, ROBERT T. (ASSOCIATE PROFESSOR)
• Committee Member, Finance Council, Archdiocese of Philadelphia. (July 1, 2002 - Present).
• Committee Member, Investment Committee, Archdiocese of Philadelphia. (July 1, 1993 - Present).

MCWILLIAMS, VICTORIA B. (PROFESSOR)
• Board Member, Greeter/Newcomers, Newtown Square, PA. (August 2004 - Present).
• Volunteer, Zumbathon, Newtown Square, PA. (October 23, 2010).

NAWROCKI, DAVID N. (PROFESSOR)
• Board Member, Cosmopolitan Club, Norristown, PA. (1992 - Present).
FACULTY COMMUNITY SERVICE 2010-2012

OLSON, GERARD T. (PROFESSOR)
• Board Member, Chair of Nominating Committee. Member of Development Committee: Linda Creed Breast Cancer Foundation, Philadelphia, PA. (2004 - Present).

PAGANO, MICHAEL S. (ASSOCIATE PROFESSOR)
• Coached numerous youth sports teams (baseball, basketball, football, softball, tennis), Various youth sports leagues, West Chester, PA. (September 2004 - Present).

YANG, TIANXIA (ASSISTANT PROFESSOR)

MANAGEMENT AND OPERATIONS
ARVANITES, DEBRA A. (ASSISTANT PROFESSOR)
• Notary Public, Pennsylvania Association of Notaries, VILLANOVA, Pennsylvania. (September 2007 - Present).

CHAUDHRY, SOHAIL S. (PROFESSOR)
• Committee Chair, Foundation of Islamic Education Assessment Committee, Villanova, PA. (2000 - 2010).

FITZPATRICK, WILLIAM M. (ASSISTANT PROFESSOR)
• Usher, St. Peter and Paul Catholic Church, West Chester, PA. (January 2008 - Present).
• Voluntary IT Consultant, Western Association of Ladies for the Relief and Employment of the Poor, West Chester, PA. (November 2006 - Present).

GLASGOW, JAMES M. (INSTRUCTOR)
• Committee Member, Our Lady of the Assumption-Parish, Strafford, PA. (May 2007 - Present).

KLINGLER, JAMES W. (ASSISTANT PROFESSOR)
• Committee Member, Zoning Hearing Board, Lansdowne, PA, Lansdowne, PA.
• Zoning Hearing Board Member, Borough of Lansdowne, Lansdowne, PA. (January 2010 - Present).

LIBERATORE, MATTHEW J. (PROFESSOR)
• Bucks County Singers, a non-profit group that sings at nursing homes and community events (2003 - Present).

MAGGITTI, PATRICK G. (ASSISTANT PROFESSOR)
• Board Member, Radnor Township Public Library, Wayne, PA. (March 1, 2009 - Present).
FACULTY COMMUNITY SERVICE 2010-2012

MAGGITTI, PATRICK G. (CONTINUED)
• Committee Chair, Anne Michele Higgins Memorial Gathering, Saint Davids, PA. (September 1, 2008 - Present).
• Board Member, Aras, Incorporated, Radnor, PA. (September 1, 1994 - Present).

NYDICK, ROBERT L. (PROFESSOR)
• Officer, President/Elect/Past, Montgomery County Habitat for Humanity, Norristown, Pennsylvania. (January 2011 - December 2011).
• Board Member, Philadelphia University, Philadelphia, Pennsylvania. (January 2011 - December 2011).
• Board Member, Montgomery County Habitat for Humanity, Norristown, Pennsylvania. (January 2010 - December 2010).
• Board Member, Philadelphia University, Philadelphia, Pennsylvania. (January 2010 - December 2010).
• Board Member, Philadelphia University, Philadelphia, Pennsylvania. (June 1, 2009 - Present).
• Board Member, Norristown Habitat for Humanity Chapter, Norritown, Pennsylvania. (June 1, 2009 - Present).

PEARCE II, JOHN A. (PROFESSOR)
• Committee Member, The Council for International Exchange of Scholars. (2010-2011).
• Guest Speaker, Eastern University, St. David, PA. (May 17, 2011).

QUIGLEY, NARDA R. (ASSOCIATE PROFESSOR)
• Officer, President/Elect/Past, Philadelphia Women’s Baseball League.
• Founding member and current commissioner, Philadelphia Women’s Baseball League.
• Committee Chair, University of Maryland’s Robert H. Smith School of Business Alumni Board.

STUMPF, STEPHEN A. (PROFESSOR)
• Chairperson, Learning Bridge, NYC, NY. (January 1999 - Present).
• Chairperson, MSP Institute, Inc., Philadelphia and NYC, PA and NY. (January 1986 - Present).
• Guest Speaker, Renaissance Weekend, San Francisco, CA. (October 18, 2012 - October 22, 2012).
• Member, Penn Environment, Philadelphia, PA. (June 2009 - Present).
• Member, Center City Residents Association, Philadelphia, PA. (June 2007 - Present).
• Member, Philadelphia Bicycle Coalition, Philadelphia, PA. (March 2007 - Present).

TYMON, WALTER G. (ASSOCIATE PROFESSOR)
• Adult Leader, St. Elizabeth’s Youth Group. (January 2007 - Present).

WRIGHT, DANIEL (ASSOCIATE PROFESSOR)
• Faculty Organizer, Katrina Relief/Habitat for Humanity. (February 2006 - Present).
MARKETING AND BUSINESS LAW
BENNENT, ARONTE M. (ASSISTANT PROFESSOR)
• Officer, Vice President, Junior League of Philadelphia, Philadelphia, PA. (May 2012 - May 2013).
• Guest Speaker, MLK High School Promise Academy Speaker Series, Philadelphia, PA. (February 15, 2012).
• Board Member, Theatre Double, Philadelphia, PA. (November 2010 - November 2011).

CERINO, ANGELA M. (ASSISTANT PROFESSOR)
• Committee Member, St Matthew Roman Catholic Church, Conshohocken, PA. (September 2009 - Present).
• Committee Member, St. Matthew Roman Catholic Church, Conshohocken, PA. (June 2009 - Present).
• Officer, Vice President, Lafayette Greene Condominium Association, Lafayette Hill, PA. (July 17, 2006 - Present).
• Monthly lector at mass, St. Matthew Roman Catholic Church, Conshohocken, PA. (1997 - Present).

HILL, RONALD P. (PROFESSOR)
• Committee Member, Ad Hoc Committee on Downtown Portland Homeless Youth Services. (1998 - Present).

KARSON, ERIC J. (ASSOCIATE PROFESSOR)
• Board of Directors & Recording Secretary, Belmont Hills Library. (May 1, 2007 - Present).
• Assistant Coach, Ashbee Lacrosse. (March 2007 - Present).
• Interviewee, CNBC. (December 2010).
• Interviewee, NBC 10. (November 2010).

TAYLOR, C. RAYMOND (PROFESSOR)
• Committee Member, International Competition Newtwok. (2005 - Present).
FUTURE INITIATIVES

>> Managing a high level of excellence in business education is an ongoing and evolving process. VSB has made many strides in the past two years toward continuing our students’ education and understanding of global, corporate and social responsibility, as well as engaging with the business community in meaningful ways to affect change.

>> This fall, VSB added a Women in Business Advocacy Committee, dedicated to proposing measures that will enable all students to explore and understand issues that confront women as business leaders. They will collaborate with the university-level Women’s Executive Leadership Program (WE Leap) to ensure that the needs of VSB undergraduate and graduate students, VSB alumnae, and VSB corporate partners are best served. In the years to come, the committee hopes to formalize and better connect these groups, and to bring programming and structure to women’s advocacy issues.

>> Teaching ethics is an integral part of students’ understanding of the world and responsible business practices. As one of our core pillars, it is a part of every discipline and incorporated throughout our curricula. In the coming years, we plan to explore ways to track exactly how and ethics is being taught across our core business courses to ensure that it continues to be a part of these courses and handled in a way that motivates students to put ethical theory and discourse into practice.

>> The MBA program’s Non-profit Consulting Practicum course aligns closely with our Augustinian roots and university mission. Students take a personal interest in their work with the organizations they serve, often putting in countless hours beyond the requirements of the course. In recognition of the success of the course, its ties to our mission, and the students’ interest to do more, the program plans to increase the number of credit hours dedicated to the Non-Profit Consulting Practicum. In addition to this proposed change, the MBA program has begun to explore a partnership with the School of Engineering to offer a Sustainability specialization in The Villanova MBA program.