Principles of Responsible Management Education (PRME)

SHARING INFORMATION ON PROGRESS (SIP)
2015 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). We are committed to maintaining and expanding that alignment. Moreover, the University of Connecticut provides multiple points of contact for the School of Business to interact with other schools and colleges both nationally and internationally to further these principles and to support the ideas of the UN Global Compact.

We have continued activities through our SCOPE (Sustainable Community Outreach and Public Engagement) program, winning accolades for our Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), and other learning accelerators which link our students to corporate and other organizational efforts in support of social and environmental initiatives. Our faculty and students similarly engage with the University activity through the Human Rights Institute (HRI) to enhance global awareness and sensitivity. In fact, one of the new courses offered in the business school is taught by a recent joint-hire faculty with the HRI. We continue our partnership programs with Universitas 21 members such as the Summer School Program held in 2013 and the upcoming Student Mobility Conference to be held this May. The School of Business CIBER program regularly hosts student exchanges, supports faculty development with other PRME members and promotes scholarly research through its grant funding. Moreover, the School of Business actively supports sustainable entrepreneurship through CCEI (Connecticut Center for Entrepreneurship and Innovation). Ultimately, these distinctive programs are exemplars of the ongoing commitment to PRME that leads to inclusion of the values of global social responsibility in our academic activities and curricula.

We look forward to continuing and deepening our embrace of the PRME 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 commitment 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, the Innovation Accelerators (IA) of the Connecticut Center for Entrepreneurship and Innovation (CCEI), the Financial Accelerator (FA), the Stamford Learning Accelerator (SLA), and the Sustainable Community Outreach & Public Engagement Accelerator (SCOPE).
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 eleven majors: Accounting, Business & Technology, Finance, Health Care Management, Management, and Management & Engineering for Manufacturing (MEM), Management Information Systems (MIS), Marketing, Real Estate & Urban Economics, Risk Management & Insurance, and Bachelor of Science in Business & Technology (exclusive to regional campuses). 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 2014, we accepted approximately 34% of UConn students requesting admission to the School of Business. These admitted students had an average SAT of 1250. In 2014, U.S. News & World Report ranked our undergraduate business program 31.

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 highlighted a few of the many and varied cross-discipline events UConn students engaged in over the last two years.

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 first UConn Law School-UConn Business School Joint Negotiation Competition. Each five-member team, comprising a mix of business and law students, collaborated to prepare and negotiate a complex business transaction. Eight teams competed and two advanced to the Villanova Law School/UCLA Business School Case Competition. The event itself was not only a collaboration between the two schools but also between UConn Law Professor Jessica Rubin and UConn Business Professor Nora Madjar-Nanovska.

“It was terrific to facilitate collaboration between law and business students, and to share the administration of the event with Professor Madjar-Nanovska,” Rubin said. “Students learned to work across disciplines, which is how business law negotiations really happen. For example, I witnessed a business student explaining financial analysis models to a law student and I overheard a law student explaining a non-competition contract to a business student.”

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 their 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 team and make it work. The event provides practical experience toward a responsible business worldview for the good of society at large and interactive practices that will grow a sustainable global economy.

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) has taught one student who immigrated from Bosnia in 2000, to, “Never take anything for granted and always give back.” The student is one of 21 juniors and 13 sophomores who make up the first two cohorts enrolled in Students Engaged in Academic Leadership (SEAL), developed through UConn’s Office of Diversity. Aimed at students who are the first in their families to attend college, admission to SEAL is through a competitive application process offered to first semester sophomores. The genesis of the program at UConn began when administrators realized there were many programs to support students; The Honors Program, Leadership Legacy through the Office of Student Activities, opportunities such as 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, informally referred to as First Gen, 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 – exciting stats for future First Generation students.

DIVERSITY IN BUSINESS LECTURE SERIES

These 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, persuasive communication, and the art of “putting it all together” from industry executives or UConn Alumni.

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.

A new, 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.

Students from the UConn Business Connections Learning Community (BCLC) traveled over 1,000 miles over their winter break to volunteer for tornado relief in Macon, Georgia. The group of 26 students helped Rebuilding Macon, Inc. to restore and fix up low-income, elderly, and disabled homeowners’ properties. Rebuilding Macon focuses on the
concerns of the elderly and disabled low income homeowners. With volunteers like the Business Connections Learning Community students, great strides have been made in improving the surrounding community.

In 2013 the students took a trip to China. The two main objectives of the 11-day trip to Beijing and Shanghai were to expose our students to the intricacies of international business through company visits with top executives and to learn how Chinese history, culture and languages shape the country’s modern business environment. And then in 2014, a 27-student group visited Spain. To research the culture, business practices and the governmental impact on the Spanish economy. Students also have access to special professional development certificate programs.

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.

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.

On Oct. 21, 2014, The UConn Chapter of Net Impact and the Honors in Business Association co-sponsored an informational program titled, “Innovation, Entrepreneurship and Sustainability in Business.” The panel discussion was of great interest to students who envision merging their careers with their passion for social improvement.
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, but 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 DOE 4-year grant. In addition, our Office of Diversity Initiatives provides students a myriad 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.

Corporate Sustainability and Human Rights is a new course taught by Caroline Kaeb, joint faculty with UConn’s prestigious Human Rights Institute (HRI). The course addresses human rights issues 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.

Dr. Zeki Simsek, recipient of the School of Business undergraduate teaching award and distinguished service award, offers a year-long course called Venture Consulting, in which students complete consulting projects for small businesses in Connecticut. For example, during the academic year Fall 2013 - Spring 2014, undergraduate business students in the Venture Consulting class completed a total of 46 consulting projects involving small businesses throughout Connecticut as well as a few in other parts of the United States. Of the 46 projects undertaken, 38 of the owners indicated that they will most likely implement the student consultant’s suggested solutions. The typical client business had a median of 13 employees (full and part time). For these 38 firms, the bottom-line impact of the projects (either in cost savings and/or increased sales annually, once fully implemented) totaled almost $1.78 million, with a median impact of approximately $32,500 per project.

Another class offered in the Business Law department is The Law of Risk Management and Business Governance. The class examines the legal aspects of managing and financing partnerships, corporations, and other business organizations. In the study of these organizations, emphasis is placed on ethics and social responsibility, public policy issues concerning their activities, management of various types of financial risk, and the roles and fiduciary duties of professional service providers.
Increasingly business leaders worldwide are recognizing the importance of organizations and broader business systems that enable stewardship of long-term value creation for all their stakeholders. Environment Sustainability in the Global Business examines approaches to meeting complementary and competing needs of shareholders, customers, employees and communities through the design and maintenance of global value chains. Students assess alternative business models and management practices designed to enhance sustainability for an increasingly global array of stakeholders. Specific topics may include 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.

The Business Administration practicum Social Innovation Processes examines how innovation by organizations can be used to develop responses to social problems. Social innovators employ “entrepreneurial skills,” such as finding opportunities, inventing new approaches, securing and focusing resources to meet social needs and managing risk, all in the service of creating social value. Under a faculty mentor, students in this course work with an organization to help it improve people’s lives through the development of innovative programs to meet social needs.

In keeping with the boom in entrepreneurial spirit and due to unprecedented demand, UConn’s School of Business is offering a new, 10-credit summer business program for undergraduates, 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

Formerly the Small Business Institute, the Venture Consulting Initiative (VCI) provides management consulting on all types of business problems to small entrepreneurial businesses and start-up ventures throughout the State of Connecticut. Consulting teams are composed of students enrolled in an undergraduate Venture Consulting course. The VCI is one of the largest of its kind in the country and has solved a wide spectrum of business problems for hundreds of Connecticut businesses. Fifty students per year participate in the initiative. The results include improved relations between Connecticut’s Business School and the entrepreneurial community, improved performance of the businesses served, and invaluable real-time learning experiences for the students who participate. Since its inception (1985), the VCI has served over 1,000 entrepreneurial business in over 150 towns and cities in Connecticut.

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 recent 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 both 2013 and 2014 UConn’s CIBER program continued their FDIB Faculty Development in International Business (FDIB) program in Australia. “FDIB Green Business: Australia” held in partnership with another Universitas 21 member, the University of Queensland. The program was designed 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 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.

SUSTAINABLE COMMUNITY OUTREACH AND PUBLIC ENGAGEMENT (SCOPE) ACCELERATOR

Our most recent learning accelerator, the Sustainable Community Outreach and Public Engagement (SCOPE) Accelerator, provides a framework for qualified undergraduates to connect and collaborate with partners in the public sector, or four “pillar” organizations, with which we maintain long-term working relationships. SCOPE promotes social entrepreneurship and social innovation by working with non-profit organizations and for-profit companies that have social outreach and community impact as a significant part of their strategic missions. We apply a business-centric lens to improve the sustainability and effectiveness of these organizations. Like the School’s other learning accelerators, SCOPE is student-focused and project-focused. Unlike many other programs, SCOPE’s vision is not to train non-profit managers. Instead, SCOPE provides a business perspective on social innovation and social entrepreneurship with the goal of having a positive community impact, promoting global, national, and regional programs for social innovation and entrepreneurship. SCOPE works to create business leaders who pursue careers in either the private or public sector or who want to make a difference in the lives of others around them. SCOPE views for-profit and social-mission goals as complementary at many levels, and takes an experiential approach to understanding this complementarily.

SCOPE Pillars include:
- Entrepreneurship for Veterans with Disabilities Bootcamp (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.
- 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.
- 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.

SCOPE is a perfect fit for the School of Business because it engages students in a way that is beneficial to them, to society, and to the future of businesses themselves. (See Appendix B for a complete description of SCOPE.)

THE STAMFORD LEARNING ACCELERATOR (SLA)

The Stamford Learning Accelerator provides greatly expanded university and business cooperation on experiential learning. Building on the success of the School of Business’ other Learning Accelerators that house projects from multiple companies and organizations, the SLA takes this one step further. The SLA is a collaboration, multidisciplinary learning space where programs from many UConn colleges and schools will share space and resources to foster a very wide range of student team projects. The SLA is located in a 9000+ sq. ft. technologically advanced setting at the Stamford Regional Campus.
FINANCE ACCELERATOR AND INNOVATION ACCELERATOR (FA, IA)

Two Accelerator programs are housed under 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. In FA, Students benefit by acquiring the skill set for a variety of financial management and corporate finance career opportunities. Business leaders benefit by securing quality staff support for their banking and financial needs.

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 2013, students from 28 different disciplines participated. A 2013 UConn iQ Start-up was recently awarded a $12,000 grant from Connecticut Innovation’s new CTNext’s Entrepreneur Innovation Award (EIA) Program. 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. UConn MBA students enrolled in a business plan writing course submit plans individually or in teams.

HONORS PROGRAM

Our formal, community-based Honors Program includes: an honors section of the core introductory business courses for each Department and an honors section of the universally required Management capstone course. We are in the process of augmenting the program with activities that create a cohort experience and engage Honors students in enriching activities that support their commitment to business. One such activity was the Business Honors program in London last year.

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 this summer 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.

Global Focus and 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, curriculum development, research projects, corporate linkages, 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.

**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 are 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 will give 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, training, 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** is an educational opportunity 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.

**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.

**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.

**Yale Global Pre-MBA Leadership**: This program develops practical knowledge of business and management in a global context, and inspire students to draw upon leadership abilities in order to make a positive impact in their personal and professional endeavors. This is a two-week program for recent graduates from cultural backgrounds under-represented in graduate management education.

**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 five regional campuses (Avery Point, Greater Hartford, Stamford, Torrington, 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 2013 was 30,474 students, including 7,879 graduate and professional students. Sponsored research and public service expenditures totaled $204.6 million during fiscal year 2013.

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 will encourage interdisciplinary research both across departments within the School of Business and with faculty in other schools and colleges. We have recently created the position of Associate Dean for Research who will lead initiatives designed to enhance our research productivity, grant writing, and interdisciplinary collaboration.

**Departmental Research**

The Management Department is tied for the highest rank out of 186 departments in faculty scholarly productivity by Academic Analytics (adopted by the University as an independent measure of faculty productivity) for the latest period. Several Management faculty have international reputations in entrepreneurship scholarship, publishing entrepreneurship journals, and gain wide recognition through their serving on editorial review boards, and are leaders in the Academy of Management Entrepreneurship Division. Their work focuses on new ventures, as well as corporate entrepreneurship. The Department of Management also has a cluster of researchers (including two recent hires) who publish in the area of creativity. One is also teaching a course on creativity funded by a joint grant with the School of Engineering. Ongoing collaborative research between the Management Faculty and the Neag School of Education and as with the School of Engineering, Law and Medicine show commitment to the strategic value of alliances in innovation and entrepreneurship.

Members of the Finance Department faculty have recently been recognized for their outstanding research in Risk Management. The top international risk management organization, Global Association of Risk Professionals (GARP) awarded one of only six annual research awards to a Finance Department faculty member. The research focuses on the cutting edge topic of which banks are “too connected to fail.” Faculty members at the department’s Center for Real Estate and Urban Economic Studies are organizers and participants in an international conference on Chinese housing policy risks in Shenzhen, China. Faculty in the Department’s Program in Health Care Management and Insurance Studies have recent top journal publications on physical and mental health risks associated with military combat, alcohol consumption, air pollution, obesity, smoking, drug use, and risky behaviors. Other faculty have published research on hedge funds.

While few in number, the full-time Healthcare Management faculty members affiliated with PHMIS, have produced a disproportionate amount of high-quality research, with one faculty member recently releasing the 6th edition of a highly recognized health economics textbook that stands among the market leaders. That same faculty member was recently listed among the top 50 most prolific health care insurance researchers within the last 10 years. Other faculty members in finance and OPIM have conducted research relating to health care management and insurance studies. And UConn has over a dozen health care economists who can be brought together to enhance our activity and visibility and to pursue external funding for critical interdisciplinary research initiatives.

The possibilities for research in the area of HealthCare Management are endless and exciting. The School of Business is working to create educational/research connections with the health care community through increased interactions with the Program’s four advisory boards including the Health Care Management Advisory Board, The Health Care IT Advisory Board, The Long-Term Health Care Management Advisory Board, and the Global Health Care Management Advisory Board.
Board. Our plan includes developing new global health care initiatives to provide a forum for practitioners engaged in global health care to discuss and exchange new ideas and issues on a regular basis through interaction with faculty and students, participation in academic and applied research, and seminars with leading experts in global health care. Our aim is to become a principal resource for the State of Connecticut and the health care and business communities through the monitoring, analysis, and dissemination of information about health care management issues. These are just a few of the opportunities for research in healthcare.

The goal of the UConn School of Business is for the research of its faculty and students, in whatever field, to be impactful in the world. An excellent example of real-world, real-time research is the use in Canada and throughout Europe of OPIM Professor Robert Day’s combinatorial auction algorithm. When the Canadian government wanted to apportion mobile broadband services in February 2014—so that there would be plenty of cell-phone coverage, competitive prices and more provider options nationwide—it used an algorithm devised by UConn Business Professor Bob Day and his colleagues.

Day, a professor of Operations and Information Management in the School of Business, is an expert in combinatorial auctions. His services have been called upon by the governments in Canada and England, who have collected over $8 billion in auction revenues for just two projects he worked on in 2013 and 2014.

“It’s a cutting-edge way for governments to interact with business,” said Day, who has been fascinated by this field since he wrote his dissertation on it 11 years ago. “You can’t have a free-for-all with everyone grabbing for the spectrum they want. We were able to regulate good outcomes and at the smallest rates possible to keep everyone happy. Importantly, we were able to use the auction mechanism to ensure an adequate number of winners in a region. So, in all but the most desolate part of Canada, for example, consumers will have four different choices for cell-phone coverage. At the same time, one company was able to win a large swath of prime spectrum across the nation, allowing that company to roll out a plan to stream hockey games to customers’ phones. Both the big guys and the small guys came away feeling like winners. It’s something I’m proud of, to be one of the many people who helped resolve these issues and thus to impact the lives of so many.”

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. UConn is a Carnegie Foundation Research University—Extensive institution,

THE CENTER FOR REAL ESTATE AND URBAN ECONOMIC STUDIES (CREUES)

The Center for Real Estate and Urban Economic Studies is especially concerned with research on real estate markets and valuation, urban growth and land use structure, and public and private administration of real estate resources. Research interests also include the administration of business firms in construction and development, real estate law, real estate financing, marketing, management, and valuation. The Center operates in conjunction with and supports the school’s teaching program in real estate and urban economic studies.

THE CENTER FOR HEALTH CARE AND INSURANCE STUDIES (CHCIS)

The Center for Health Care and Insurance Studies is concerned with education, research and service in the areas of health systems, planning, design and management. The Center administers the undergraduate program and the graduate program in Health Care Management. It also cooperates with other units of the University in offering interdisciplinary programs in health care education and research. Over the last ten years the Center has been primarily concerned with developing systems designed to improve the delivery of health care services.

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-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 electrolyzers, 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 will support an international exchange of faculty and graduate students. Teams from the two institutions will visit each other’s campuses in the U.S. and Israel 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 the first quarter of 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.

UConn organized the third U21 Social Entrepreneur Corps (SEC) in Guatemala summer program. There were 11 participants; 8 students from U21 partner institutions and 3 UConn students, representing departments of Allied Health, Political Science and Management. 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 eight-week-long internship 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 worked directly with SE Corps field professionals and social entrepreneurs in Guatemala 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 Mayan culture.

In October 2014, Connecticut joined a growing number of states that empower for-profit corporations to expand their core missions to expressly include human rights, environmental sustainability, and other social objectives. As a new legal class of businesses, these “benefit corporations” join a growing range of social entrepreneurship and enterprise models that have the potential to have positive social impacts on communities in Connecticut and around the world. A new conference attracting leading scholars, entrepreneurs and business owners is the UConn Social Enterprise and Entrepreneurship Conference (SE2). Designed to evaluate and enhance this potential, SE2 features a critical examination of the various aspects of social entrepreneurship, as well as practical guidance on the challenges and opportunities presented by the newly adopted Connecticut Benefit Corporation Act and other forms of social enterprise.

SCOPE/EBV as a Partnership

This fall, UConn’s EBV was recognized at the Pentagon by Newman’s Own, Fisher House Foundation and the Military Times as one of the nation’s best and most innovative programs for improving the quality of life for U.S. military personnel. “Improving lives for the military is the cornerstone of this program,” said Tom Indoe, president and chief operating officer of Newman’s Own. “Newman’s Own is proud to be part of an initiative that helps serve a crucial segment of Americans, those who serve our country.”

It is the latest acknowledgement of the strength of services for veterans offered through UConn’s School of Business, which has a record of success engaging those who have served in the armed forces. Unlike other entrepreneurship programs, the EBV addresses reintegration issues beyond just business. For instance, the veterans are offered a free business suit, courtesy of Brooks Brothers, to help ensure their business success. In addition, the program graduates have access to intensive mentorship services for a year, so whether they want to start an IT business or a company that specializes in personal training, they have assistance identifying and overcoming business barriers.

UConn’s business school status at 42 among 140 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.

Within the last year, UConn 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, recently 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.
We focus our 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 have the opportunity to gain practical experience in entrepreneurship and innovation will be more successful in their careers, either as innovative employees or self-employed entrepreneurs. Recent CCEI pitch contest winners were Steve Graf and Charles Fayal who developed their “parrot device” to record dosing instructions for illiterate patients in third-world countries.

**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 through the WCD works 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 2012 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 is on track to provide a concentration in health care management to Allied Health students beginning in the fall of 2014. 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. A completely on-line certificate program in Global Health Care Management is under development for launch in Fall 2014. 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.
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 PRME Principles. Two examples are the Human Rights Institute and the UNESCO Chair.

**HUMAN RIGHTS INSTITUTE (HRI)**

Uniquely organized around joint faculty appointments made in partnership with the departments of Anthropology, Economics, History, Philosophy, Political Science, Sociology, and the Schools of Law and Business, the University of Connecticut Human Rights Institute currently runs one of the largest undergraduate majors and minors in human rights, offers a Graduate Certificate in Human Rights, and sponsors three thematic research clusters centered on health and human rights, humanitarianism and economic and social rights.

**UNESCO CHAIR**

In May 2001, the United Nations Educational, Scientific and Cultural Organization (UNESCO) awarded the University of Connecticut the first UNESCO Chair in Human Rights in the United States of America. The Chair joined a network of 52 UNESCO Chairs around the world, which was founded in 1992 to promote human rights through education and research and to encourage collaboration among institutions of higher learning.

**VARIOUS LECTURES AND SERIES**

In 2013-14 The Department of Management hosted a scholarly seminar series on Commercializing New Technology, New Venture Growth, and Innovation Ecosystems with the School of Engineering and the UConn Office of Economic Development. Management Faculty have initiated an interdisciplinary brown bag lunch series focused on creativity which not only attracts scholars from across UConn, but also hosts scholars from other universities as speakers and participants.

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.

The Thomas J. Dodd Research Center and the School of Business hosted a roundtable event at their Stamford Campus: A Challenge to Businesses: Reporting on Conflict Minerals to Advance Human Rights, with featured speakers: Jonathan Drimmer (Barrick Gold, Georgetown Law), Sandy Merber (General Electric), David Strauss (Praxair), and Robert Araujo (Sikorsky). The roundtable participants discussed the passage of the Dodd-Frank Wall Street Reform and Consumer Protection Act, its significant revision of US financial regulations and provisions requiring the Securities and Exchange Commission to receive reports from corporations. They also discussed the way in which the extraction of certain resources was contributing to the endemic violence and massive violation of human rights in the wider region and the ramifications for companies involved in the region.


From Apple to Nike: Making Globalization Work for All. A lecture with Professor Richard Locke, Howard R. Swearer Director of the Watson Institute for International Studies and a professor of political science and public and international affairs at Brown University. He currently chairs the Apple Academic Advisory Board, a group of independent academics who are working with Apple to improve labor conditions among the company’s suppliers. This lecture was co-sponsored by the Human Rights Institute, UConn School of Business, and the Thomas J. Dodd Research Center.
Activities supported by the UConn chapter of NET Impact includes a recent symposium held at the Dodd Center by SE2 Social Enterprise and Entrepreneurship entitled “Creating Value for Business and Society.” Policy makers, social entrepreneurs, and experts from Connecticut and throughout the country shared strategies and best practices for establishing and running successful enterprises with a strong social responsibility mandate. Presentations included tutorials in the various regulatory and certification classifications of enterprises and advice and inspiration from current social entrepreneurs. Participants also had the opportunity to work in small groups on specific challenges to building social responsibility into their enterprises.

NET Impact also hosted a Business and Human Rights lecture jointly with Honors in Business by Professor David Scheffer. Dr. Scheffer is Director of the Center for International Human Rights and Professor of Law at Northwestern University and is the U.N. Secretary-General’s Special Expert on United Nations Assistance to the Khmer Rouge Trials. He also served as U.S. Ambassador-at-Large War Crime under the Clinton Administration.

The University of Connecticut School of Business in Stamford hosted a sold-out “Connecticut Celebrates Women Entrepreneurs” event in September. The program, which featured keynote speaker Cindi Bigelow, CEO of Fairfield-based Bigelow Tea, was designed as a forum for discussion, support, and identifying resources for helping women-owned businesses to thrive in Connecticut. The program not only recognized the vast contributions of entrepreneurial women in the state but also included workshops to help them advance their businesses.
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
Sustainable Community Outreach and Public Engagement (SCOPE)

This program is interdisciplinary and grounded in experiential learning. It shines a spotlight on a wide range of important current topics, including global business, international development, entrepreneurship, social enterprise, and human rights issues. The program also provides a unique combination of practice and theory where, for example, students make custom eyeglasses in a Guatemalan village square while simultaneously employing theories of micro-financing, micro-consignment, and micro-savings. In this way, our students are given the invaluable opportunity of putting their theories into practice and observing what happens in a community where such assistance is much needed and much appreciated.

The structure of the SCOPE accelerator will take a hybrid form utilizing the best of our experiences with other accelerators. It will combine a dedicated company model (such as employed with GE in Edgelab) while retaining the diversity of participating organizations (as possible with the IA and FA accelerators, which regularly add new participating companies). We envision SCOPE having four primary “pillar” organizations with which we will maintain long-term working relationships. At the same time, SCOPE will engage each year in a limited number of short-term relationships with organizations to help a diverse set of social innovation projects to achieve successful launches.

One pillar organization of SCOPE will be the Special Olympics organization, which empowers individuals with intellectual disabilities through sports training and competition. This relationship with the UConn School of Business was initiated through the financial support of a generous alumnus of the school, and personal commitments from top managers in the Special Olympics organization will provide our students with access to projects tackling the challenges of introducing new avenues toward achieving this organization’s overarching social goals. We will begin our first projects with the Special Olympics organization in the fall of 2009.

The second pillar will be an in-house program that provides entrepreneurship and business management training to U.S. military veterans disabled as a result of service to their country. This program will be conducted at UConn in collaboration with the founding institution, the Whitman School of Business at Syracuse University, and its consortium partners (Florida State University, UCLA, Texas A&M, and Purdue University). This program provides an intensive opportunity for these veterans to develop the skills and support needed to launch a new business; it also offers our UConn students an opportunity to learn from assisting the veterans in the development of their entrepreneurial ideas. We are currently in the process of preparing to be accepted into this consortium and provide the first residency for the veterans in summer of 2010 at our Stanford campus.

The third pillar is an intensive study abroad program for undergraduate business students to work with social entrepreneurs in rural Guatemala. This program was begun in 2007 in cooperation with the non-profit organization, Social Entrepreneurship Corps. Partnering with students from other universities (such as Notre Dame and Duke University), UConn undergraduates spend two months during the summer in rural Guatemala alongside local entrepreneurs initiating and growing businesses that have a positive social impact. In the past, projects have worked with entrepreneurs providing eyeglasses, water purification systems, and eco-friendly stoves to the indigenous populations.

At present, we are seeking our fourth “pillar” organization, and we believe that one such partner might be Cigna Healthcare with their emphasis on public outreach programs that provide health-related education and other services in diverse and economically disadvantaged communities. Based on preliminary discussions with Cigna managers who serve as advisors to the School of Business Healthcare Program, we are encouraged that community outreach for health-related programs is a high priority for the Cigna Foundation. Given the expertise at the University of Connecticut (Medical School, Public
Health, Nursing, Pharmacy, as well as School of Business) in health-related fields, we believe that this fourth pillar organization would complement not only university priorities but also state-wide and national priorities. Longer term, this emphasis might help establish a more prominent footprint for UConn and the State of Connecticut in the global health-care community.

Moving Forward with SCOPE

While we have great aspirations and expectations for the SCOPE accelerator, we not only need to secure our fourth pillar organization but we also need to establish donor support to fund SCOPE’s activities. Each of these projects requires support for the students involved in the form of an assistantship/scholarship as well as infrastructure and faculty support. We estimate that a typical project of this type will cost the school approximately $40,000 (including faculty time) after including assistantship support and other costs, and the estimated cost of the Veterans program is approximately $120,000/year. At a time in which the university funding to the Business School is shrinking, we need to create an endowment that would ensure the continuing future of the accelerator. We estimate that, with an endowment of $5M and reasonable ongoing annual gifts, we can keep our SCOPE accelerator sustainable. Fortunately, the nature of SCOPE lends itself to giving and we already have tentative commitments for approximately $1M toward the endowment goal.

Recently, one of our prominent and successful business alum was giving a presentation to the business students about the current financial crisis. A student asked him “Given the crisis and all of the financial turmoil, what should we do to ensure that things move forward?” After a few moments of reflection our speaker said “Give back to the community…engage and give of yourself and have an impact on others.” This answer embodies the very essence of what we are trying to accomplish with SCOPE.

This past summer, members of the UConn Sport Management partnered with the UConn School of Business SCOPE program (Sustainable Community Outreach and Public Engagement) and the Special Olympics for a project involving an examination of strategic alliances.

Through an extensive analysis, the research team discovered opportunities for the Special Olympics to achieve several goals as ancillary benefits from the procurement and continuance of successful partnerships. These goals included: augmented awareness of the Special Olympics brand, program relation-ship building, and additional participation opportunities for its athletes. In addition, the research team proposed an application model to be utilized for analyses of partnership benefits and value.

“We’re actually a multi-departmental learning accelerator,” she explained.

“This is not limited to the School of Business. All these people are coming out of the woodwork to help with this. It’s very exciting.” Dr. Wynd Harris, a marketing professor and the faculty member in charge of overseeing the Special Olympics partnership, said the level of interest among students has impressed her. “I think there was a pent-up need here,” Dr. Harris said. “Today’s business students are not ‘all about me.’ They’re about finding out what their role is in society and how they can contribute in the richest possible way to the betterment of human-kind.”
Appendix B

CIBER

(Changing International Business Education and Research)

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 in 1995 from the Department of Education as part of the Higher Education Act. Our vision of the UConn CIBER is to emerge 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. 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 Division of International Affairs, the Department of Modern and Classical Languages, and the various area centers. 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. We focus our resources on ventures that have the greatest potential to create meaningful impact and enhance UConn’s entrepreneurial awareness and capability to tackle fundamental problems.

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 business programs with focus on Innovation 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 Innovation
- 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 in international business education geared toward Innovation
- Emerge as a national resource for management education on Innovation

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.
Appendix C
CCEI

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 opening 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;
- Plans are underway to create an Excellence in Innovation Award;
- 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 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 University’s SCOPE program offers social-entrepreneurship programs that include student enterprise experiences in Guatemala, and supports the local chapter of the Net Impact organization.
- 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 D
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 GRADUATE PROGRAMS RANKED AMONG TOP 200 “BEST MASTERS AND MBA WORLDWIDE” 2014-2015

The UConn School of Business was recently ranked by Eduniversal among the Top 40 programs in North America and Top 200 worldwide for three graduate programs:

- Best Masters in Engineering and Project Management Global Ranking: MS in Business Analytics and Project Management – #20 in North America
- Best Masters in Business and Commercial Law Global Ranking: MBA/ JD Degree Program – #43 in North America

UNIVERSITAS 21

Universitas 21 – one of only 3 US member schools

SIERRA CLUB

For the last three years, The University of Connecticut has maintains 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 was also retained it’s 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.

This week, the Military Times named the University of Connecticut to its “Best for Vets: Business Schools 2014” list

BUSINESS WEEK

Business Week Award – UConn Business Law Group #10 out 123 Undergraduate Business Programs

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 1ST PLACE IN ILLINOIS STRATEGY CASE COMPETITION

A team of four UConn MBA candidates took first place in the 5th annual MBA Strategy Case Competition hosted by the University of Illinois at Urbana-Champaign. Ten schools participated in the competition: Arizona State, Baylor, UConn, Hong Kong UST, Illinois, Iowa State, Michigan State, Minnesota, Penn State, and Purdue.

UNDERGRADUATES PLACE IN 4TH ANNUAL CORNELL REAL ESTATE COMPETITION

A team of undergraduates from the UConn School of Business placed among the top three universities in the Fourth Annual Cornell Real Estate Case Study Competition in New York City. Fifteen of the best international undergraduate real estate programs were represented as they vied for the top spot.

UCONN MBAS SWEEP APICS CASE COMPETITION

University of Connecticut MBAs took the first, second, and third place awards in the APICS (the Association for Operations Management) Northeast Region graduate level student case competition. Twenty-one teams from across the northeast participated, including undergraduate and MBA teams.

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.

KATHERINE PANCAK NAMED AMONG INMAN NEWS’ TOP 100 MOST INFLUENTIAL REAL ESTATE LEADERS

Inman News, a national real estate news service, has named Katherine Pancak, Professor in Residence of Finance and Real Estate at the University of Connecticut in Stamford, among its 100 Most Influential Real Estate Leaders for 2013. The ‘Top 100 list “recognizes those who embody leadership, ingenuity, strength, conviction, power, persistence, perseverance and progress—their voices and actions can move the industry toward change.”

FINANCE SOCIETY VISITS MORGAN STANLEY, GETS INSIDE VIEW OF WALL STREET

In the early hours of Friday morning, October 26, 2012, eighteen members of the School of Business Finance Society embarked upon a trip into Manhattan to meet with Dan Toscano ’87, Managing Director and Co-Head of Global Leveraged and Acquisition Finance at Morgan Stanley. Mr. Toscano and his team hosted a Teach-In on Global Capital Markets for the business students. While learning about the inner workings of one of the leading global financial service firms in the world, the students followed up a question/answer session with a trip to the trading floor of Morgan Stanley’s world headquarters in New York.
UCONN FACULTY EXPLORE SUSTAINABILITY INITIATIVES THROUGH CIBER’S “GREEN BUSINESS: AUSTRALIA” PROGRAM

The UConn Center for International Business Education and Research (CIBER) hosted the inaugural “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.

UCONN GRADUATE PROGRAMS RANKED AMONG TOP 200 “BEST MASTERS AND MBA WORLDWIDE” 2012-2013

The UConn School of Business was recently ranked by Eduniversal among the Top 40 programs in North America and Top 200 worldwide for three graduate programs:

- Best Masters in Engineering and Project Management Global Ranking: MS in Business Analytics and Project Management – #35 in North America
- Best Masters in Business and Commercial Law Global Ranking: MBA/JD Degree Program – #37 in North America
- Best Masters in Executive MBA Global Ranking: Executive MBA Program – #40 in North America

Student Achievements

Two UConn teams (out of 200 entrants) placed in the 2014 Connecticut Business Plan Competition: UConn Stamford undergraduates Karlian Brown and Christian Tovar won three months of free co-working space in the Stamford Innovation Center; and Michael Maczka ’14 MBA won a $500 grant for Best Oral Presentation and $2,500 in legal services.

Doctoral student Margaret Luciano (management) was awarded a Society for Human Resource Management Foundation (in partnership with the HR Division of the Academy of Management) Dissertation Grant for 2014 to support her dissertation research.

Recipients of the 2014 Departmental Ph.D. Student Teaching Awards include: Biyu Wu (accounting); Yihong Xiao (finance); Wonseok Choi (management); Selcan Kara (marketing); and Gang Wang (OPIM). Wang also received the School’s Outstanding Ph.D. Student Teaching Award. Margaret Luciano (management) received the 2014 Outstanding Ph.D. Program-wide Student Scholar Award.

UCONN STUDENTS WIN 1ST PLACE IN STATEWIDE COMPETITION – VENTURE BUSINESS CATEGORY

On Friday, April 26, eighteen finalists from nine Connecticut universities competed in the statewide 2013 Connecticut Collegiate Business Model Competition. Among the first place winners were UConn School of Business undergraduates Tim Hidu ’13 and Paul Melancon ’13, whose business, Sea Green Organics, was awarded first place in the venture business category, coming ahead of three competing MBA teams. Sea Green Organics aims to commercially produce and distribute an organic liquid seaweed-based lawn fertilizer. They are one of four teams working with faculty advisor Tim Dowding from the University of Connecticut School of Business in Stamford that were competitively selected as finalists in Friday’s competition.

The competition, administered by the Entrepreneurship Foundation, was held at the New Haven Lawn Club in New Haven, Connecticut. Student teams had ten minutes including Q&A to convince a panel of investors and authorities on entrepreneurship that their business was the best investment. Winners were awarded cash grants, free services, and advice to encourage and assist them to move forward with their new ventures.

The purpose of the competition is “to recognize excellence in entrepreneurship education and to bring to light innovative business models with the promise of providing new jobs and economic growth for the state.” Approximately 100 business plans were submitted in total.