



# **Global Trends for the Education of 21st Century Business Leaders**

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Education, the Aspen Institute

# Net Impact, curriculum change, and PRME



- Net Impact is a global membership organization for students and professionals committed to using business to improve the world
- We are the only student-driven organization involved in curriculum change
- We are proud to represent the MBA voice on the PRME
- Today, we are presenting results from two surveys soliciting current MBA student opinion
  - Survey from January, 2008 on PRME (~8500 responses)
  - Survey from November, 2008 on general attitudes and perspectives (~1,800 responses) with Aspen BSP

# A new type of students: welcome to the Millennials

“the flow of Millennials into B-schools will become a flood this year and next... when this happens, look out”

- *Business Week November 24, 2008*



At Harvard, social enterprise has become the most popular club on campus Porter Gifford



At Wharton, students have the option of majoring in sustainability

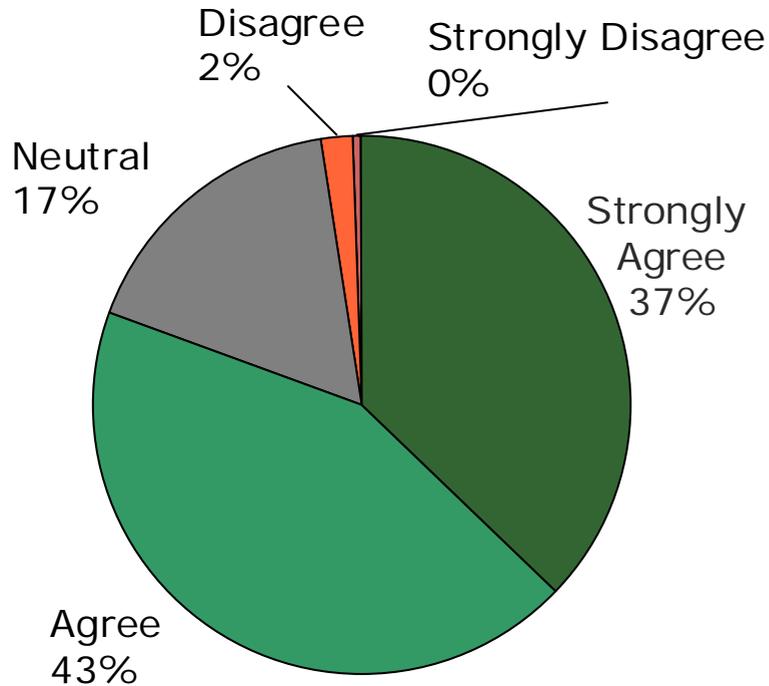


At No. 1 Chicago, multitasking Millennials are making their presence felt at the B-school

# Student opinion on PRME

## My business school should support the PRME

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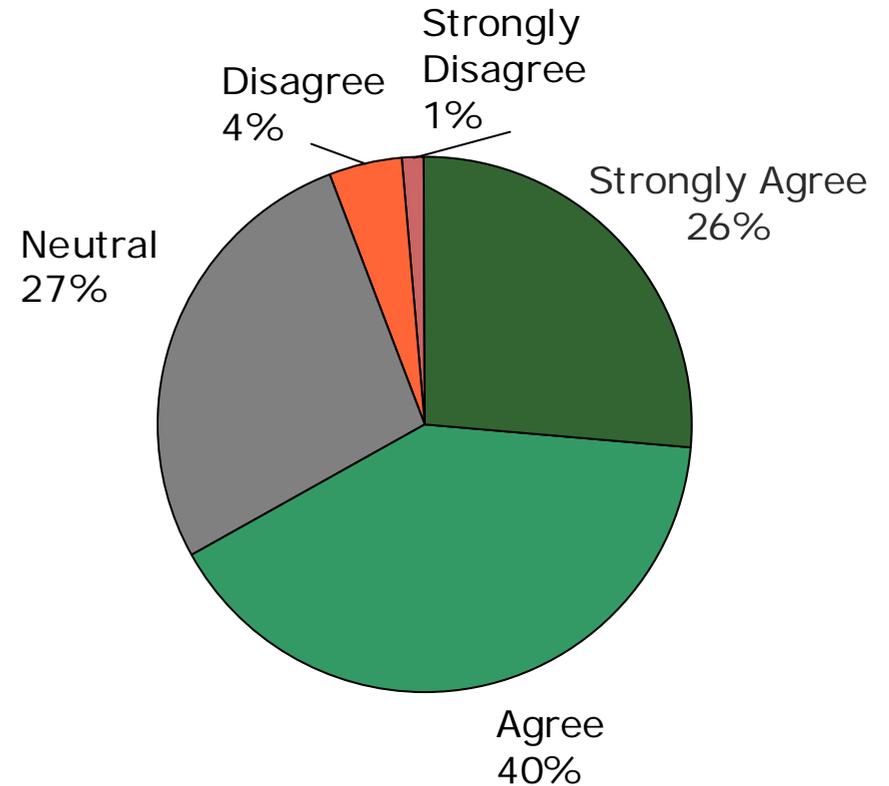
N = 835



**80% Agree**

## All business schools should support the PRME

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N = 835



**66% Agree**

# How are business schools addressing relevant social and environmental topics?



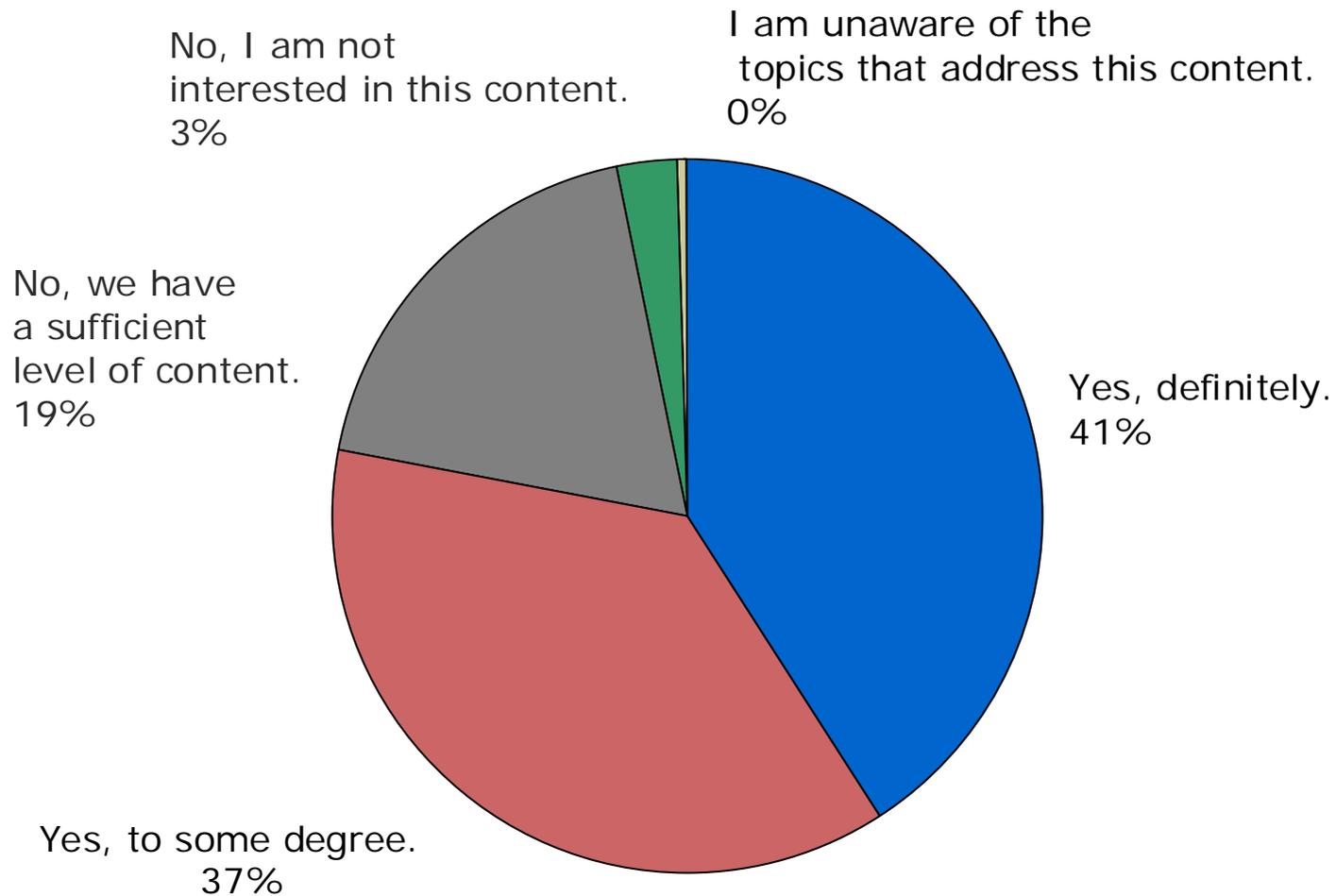
If you were a corporate CEO in the United States, how important would each factor be to your business?		Since you started business school, how much emphasis has your school placed on each of the following challenges in the U.S.?	
Factor	% Very Important	Challenge	% Significant Emphasis
The <b>economy</b> and financial markets	91%	The economy and financial markets	
Costs of <b>health care</b>	75%	Costs of health care	
<b>Energy</b> consumption and sources of energy	73%	Energy consumption and sources of energy	
Environmental concerns and <b>climate change</b>	51%	Environmental concerns and climate change	
Quality of <b>public education</b> K-12	48%	Quality of public education	
Mandates to fund <b>U.S. entitlement programs</b> (Social security, Medicare, etc.)	45%	Mandates to fund U.S. entitlement programs (Social security, Medicare, etc.)	
N =	1,754	N =	1,728

# How are business schools addressing relevant social and environmental topics?



If you were a corporate CEO in the United States, how important would each factor be to your business?		Since you started business school, how much emphasis has your school placed on each of the following challenges in the U.S.?	
Factor	% Very Important	Challenge	% Significant Emphasis
The <b>economy</b> and financial markets	91%	The economy and financial markets	60%
Costs of <b>health care</b>	75%	Costs of health care	6%
<b>Energy</b> consumption and sources of energy	73%	Energy consumption and sources of energy	18%
Environmental concerns and <b>climate change</b>	51%	Environmental concerns and climate change	18%
Quality of <b>public education</b> K-12	48%	Quality of public education	4%
Mandates to fund <b>U.S. entitlement programs</b> (Social security, Medicare, etc.)	45%	Mandates to fund U.S. entitlement programs (Social security, Medicare, etc.)	3%
N =	1,754	N =	1,728

# Should MBA curriculum at your school include more content related to sustainability?



N= 1,742

# How can we most effectively change the curriculum?



Methodology	Response % (Top 2)
Integrate social and environmental themes into the <b>core curriculum</b>	55%
Encourage professors to introduce more applicable <b>case studies</b> in classes	52%
Bring in experts and leaders as <b>guest speakers</b> on these topics	38%
Increase the number of <b>electives</b> that focus on social and environmental themes	31%
Create a <b>concentration</b> on sustainability and corporate social responsibility	25%
Provide students with <b>internships</b> related to corporate responsibility / sustainability	23%
Educate <b>recruiters</b> on the importance of these themes in the MBA curriculum	12%
N =	1,350

# PRME and curriculum



Which **curriculum topics** are highest priority for PRME, if any?

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Leadership/ Management	87%
Strategy	72%
Operations	51%
Finance	39%
Marketing	35%
Human Resources	33%
Accounting	20%

N = 810

# What should be done to increase your school's efforts to adopt and implement the PRME?



- “The best way to get the PRME is through **student awareness** and each student choosing to support the PRME. At Chicago GSB, it is important to communicate in terms of how supporting the PRME is in the best interests of the students. I especially think that the **administration's full and public endorsement** will promote the highest level of student adoption.” – University of Chicago, Graduate School of Business
- “More systematic inclusion of these concepts in **core classes** (not electives)” – Northwestern University, Kellogg School of Management
- “**Include all professors in discussions** on how to incorporate PRME” – University of California Davis, Graduate School of Management
- “Encourage **open discussion** of the topics.” – Boston University Graduate School of Management
- “More **feedback from recruiters** seeking applicants with this knowledge and skill base” – University of Southern California, Marshall School of Business
- “Link the implementation of PRME to **business school rankings**.” – HEC School of Management
- “More **community and business sector involvement**” – Simmons School of Management

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# WHERE WILL THEY LEAD?

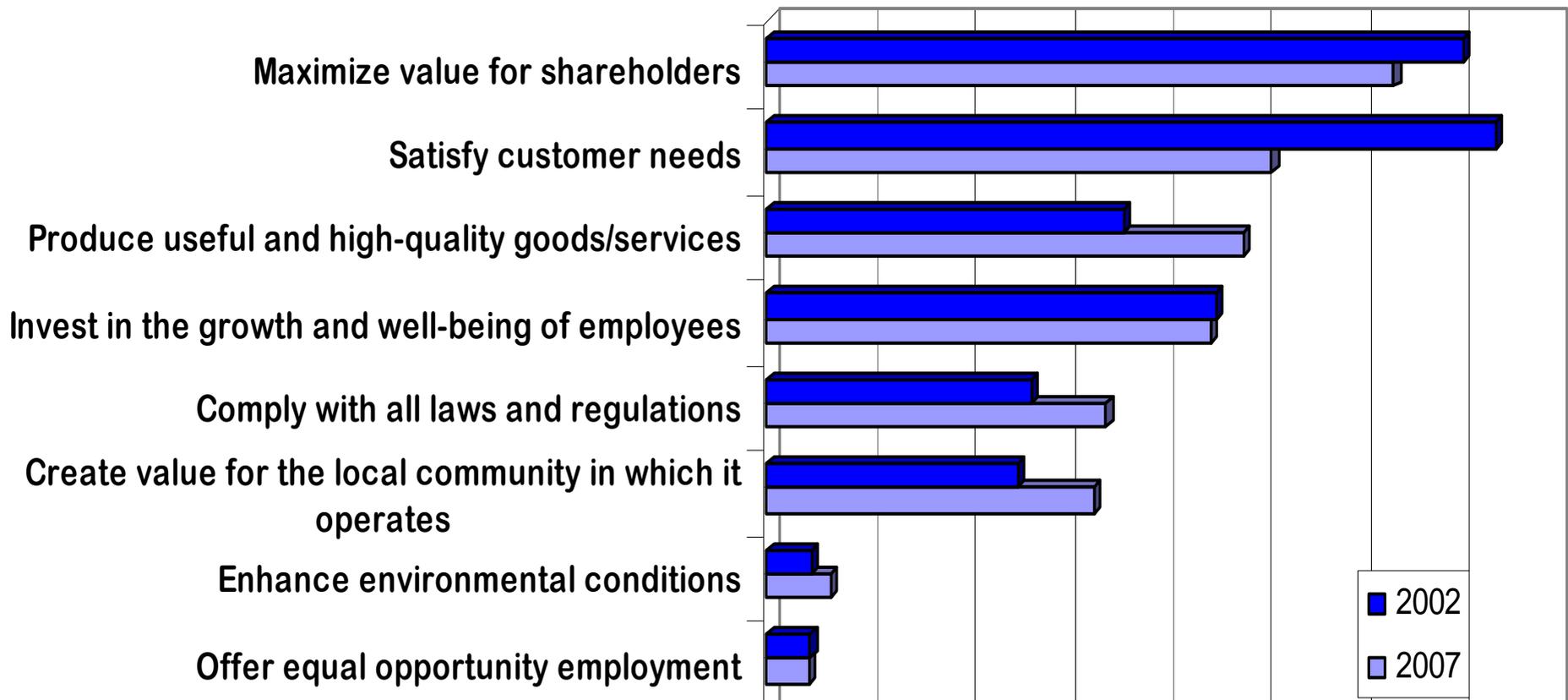
**2008**

MBA STUDENT ATTITUDES  
ABOUT BUSINESS & SOCIETY

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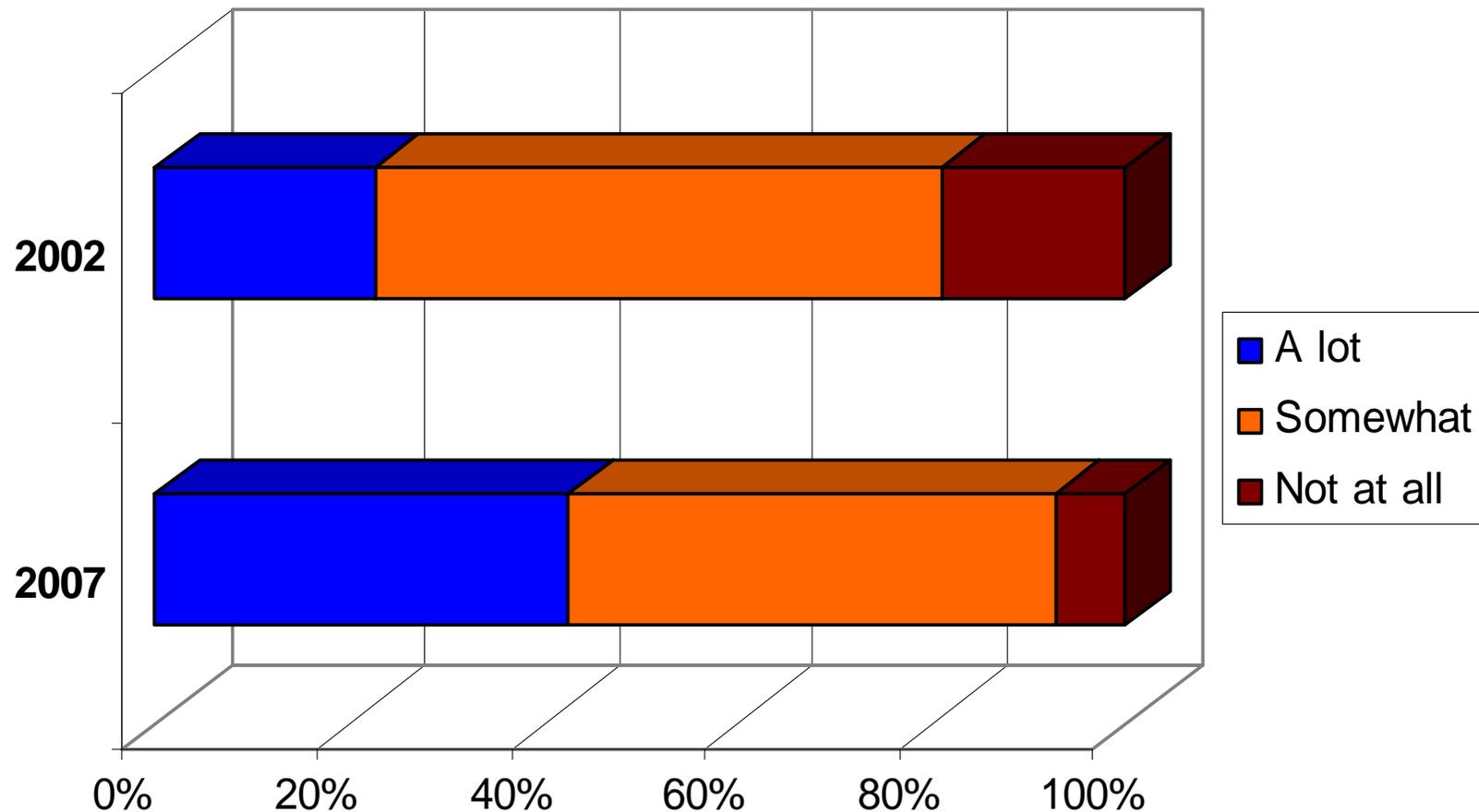
**What are the primary responsibilities of a company?**

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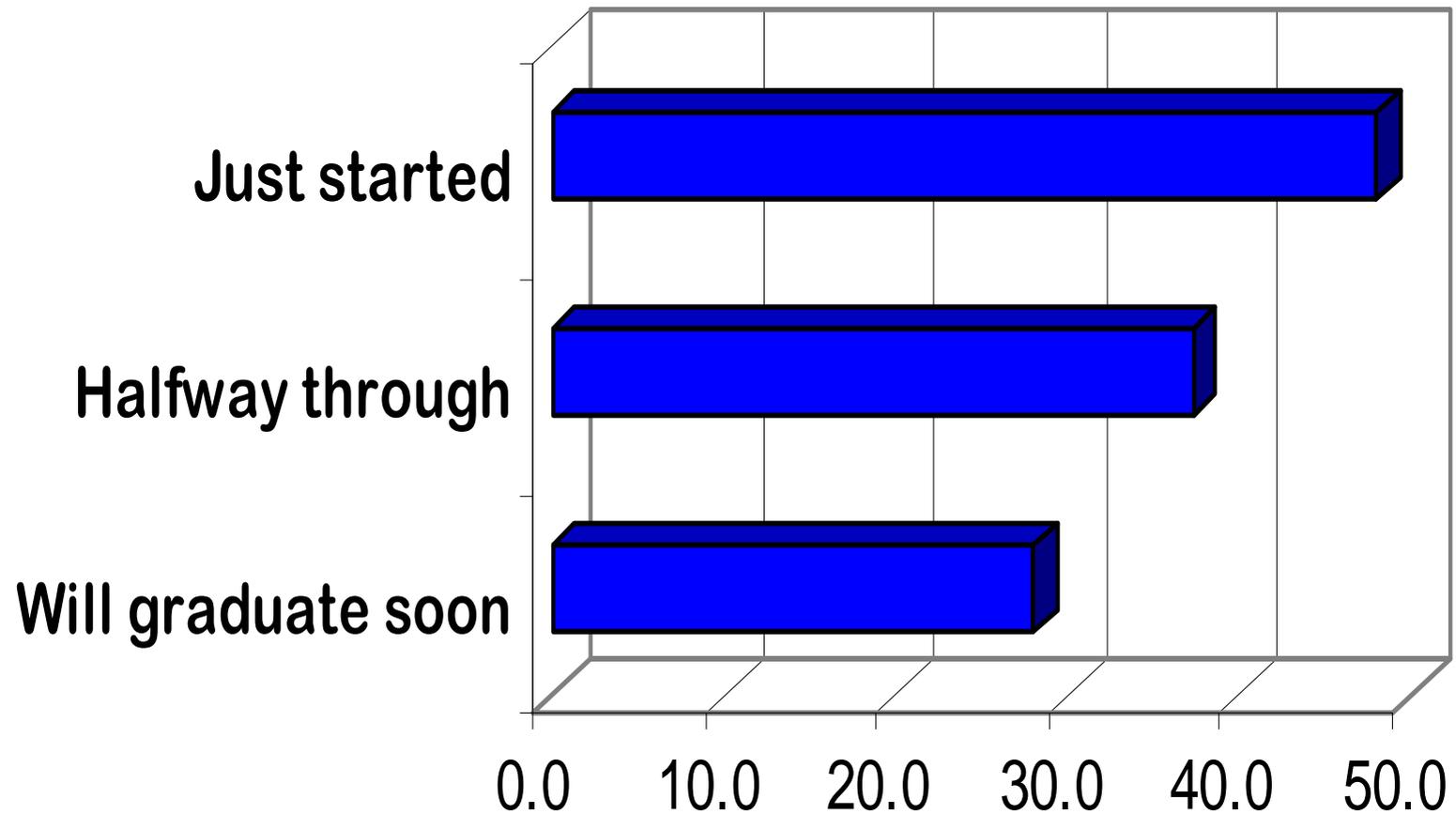


# Student Attitudes

**How well is your business education preparing you to manage values conflicts?**



**Students closer to graduation are less likely to say they are being prepared “a lot” to manage values conflicts.**





# Thank You.

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