2012 - 2013
Sharing Information on Progress

UN Principles for Responsible Management Education (PRME)

This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education
The Strategic Plan of Elon University’s Love School of Business states the following Vision, Mission, and Values:

**Love School of Business Vision:**

To be a leader in transformative business education

**Love School of Business Mission:**

To provide exceptional learning experiences that facilitate the transformation of students into knowledgeable, responsible business professionals and leaders who make a difference in their professions, their organizations, and the global economy.

**Love School of Business Values:**

As a collaborative, inclusive community of students, faculty, and staff, we value:

- Engaged learning
- Scholarship
- Responsible behavior
- Diversity
- Courageous leadership
- Global awareness
- Innovative partnerships

Since March 2009, we have been recognized as a PRME signatory school. In 2012 Elon University received a STARS Silver Rating (Sustainability Tracking, Assessment & Rating System) from the Association for the Advancement of Sustainability in Higher Education (AASHE).

The Love School of Business supports ongoing Elon University-wide initiatives, as part of the University’s master plan for sustainability. The University Sustainability plan covers education and research, operations and planning, administration and engagement. Student-, faculty- and staff-led initiatives include promoting recycling, energy conservation (including geothermal wells and achieving carbon neutrality), alternative transportation, and community engagement.

Elon received a STARS rating of 60.48% in the areas of education and research. The Love School of Business faculty were major contributors to teaching and conducting research that address our commitment to strengthening the culture of ethical, moral, sustainable, and socially responsible decision making.
The following provides our progress information during 2013 – 2013, covering the areas of academic curriculum, co-curricular activities, and research (PRME Principles 1-4); and partnerships and dialogues with other interested stakeholders on issues related to global social responsibility and sustainability (PRME Principles 5 & 6).

Elon University’s Love School of Business

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• Examples of Love School of Business course-embedded values of sustainability, corporate citizenship, and the values of global social responsibility.
  • Legal and Ethical Environment of Business.
  • Accounting, Finance, and Economics: triple bottom-line reporting, corporate governance, and full cost accounting.
  • Operations Management and Supply Chain Management.
  • Marketing: applying marketing principles to environmental and social issues rather than sole focus on profit maximization, e.g., alternative fuels and packaging, and recycling.
  • Professional selling: ethics of entertaining clients/partners.
  • Management & Organizational Behavior: corporate social responsibility and sustainability.
  • Innovation & Social Entrepreneurship: cases and competitions.
  • MBA Ethics Inventory: assessments and exercises focusing on ethical and societal implications of organizational decision making.
  • Sustainability-Focused or Related courses:
    • Business in the Caribbean: The Cayman Islands (Study Abroad)
    • Conducting Business in the Pacific Rim (Study Abroad)
    • Sustainable Enterprise Management
    • Gender and Development
    • Environmental Economics
    • Economic Growth and Development
    • Urban Economics and Planning
  • Creation of Innovation & Sustainable Enterprise Management career track within the Management Major
  • University approved interdisciplinary, independent major: Sustainable Business Development, with LSB faculty advisor.
  • The Love School of Business Assurance of Learning Process includes course assessments of Corporate Social Responsibility Awareness.
- Learning Goal: Students will demonstrate the ability to recognize the underlying ethical, legal and sustainability implications inherent in business situations and apply that knowledge to make responsible decisions.

- Objectives: Students will be able to:
  - Recognize the ethical dilemmas in a business situation and recommend courses of actions to address the issues.
  - Identify legal issues in a business situation and develop strategies for compliance.
  - Recognize the environmental and social impacts of business decisions and recommend appropriate sustainable practices.

- Examples of co-curricular activities that develop the capabilities of students to be future generators of sustainable value for business, society, and the global economy.
  - Active faculty-student process to create Elon-LSB chapter of Net Impact. (Net Impact is the international nonprofit network of business students and professionals with a mission to inspire, educate, and equip individuals to use the power of business to create a more socially and environmentally sustainable world.)
  - LSB co-sponsorship of Elon’s 11th Environmental Forum: Roadmap to the Future – Sustainable Agriculture Supports Our Communities, September 2012.
  - LSB co-sponsorship of Elon’s April 2013 Earth Day speaker, Hunter Lovins on Sustainable Business Opportunities.
  - Student participation in national and international business case competition programs, including the International Dalhousie Ethics Case Competition (Elon team placed fourth) and the Eller Ethics Case competition (Elon team was runner up in our division).
  - LSB co-sponsorship of Elon’s Corporate Social & Environmental Responsibility Symposia, April 2013.

- Examples of educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
  - Incorporating Business Ethics and Sustainability into a Legal Environment course.
  - Supply Chain Management case studies of Asian approaches to ethical and quality management.
  - Management of Sustainable Enterprise. Students worked with a local company and the Institute for Sustainable Development: Green Plus. Program to conduct a triple bottom line analysis of the company’s sustainability initiatives.
  - Integrated Marketing Communications and service-learning engagement.
  - Examining Sustainability as a Driver for Innovation in Local and Global Enterprises.
  - Across the LSB curriculum: cases, videos, speakers, podcasts, and skype talks on ethics, CSR, and sustainability in national and international business, e.g., Interface Carpet, Wal-Mart, Malden Mills, Nike, Tom’s Shoes, Tom’s of Maine;
and conducting Triple Bottom Line Analysis and Life Cycle Analysis.

• Research: the LSB faculty 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.

Examples of faculty presentations and publications:


• Examples of partnerships and dialogues with other interested stakeholders on issues related to global social responsibility and sustainability.
  o The LSB continues to maintain an active partnership with the Institute for Sustainable Development: Green Plus Program to improve knowledge and application of best practices in sustainability and to positively influence sustainable development policy through the development, implementation and support of dynamic educational programming, effective networking events, distinguished conferences and seminars, and certification for small businesses.