



**M.B.A. PROGRAM**  
*Illinois State University*

The Illinois State University MBA Program Ranked **#32** in

***The 2011-12 Beyond Grey Pinstripes Global 100***



**Beyond Grey Pinstripes (BGP) Global 100 MBA Ranking** is a unique, independent, biennial business school ranking published by **the Aspen Institute Center for Business Education**.

The purpose is to spotlight innovative MBA programs that are integrating issues of social and environmental stewardship into curricula and research. It highlights how academic institutions prepare MBA students for social, ethical and environmental stewardship.

The survey is conducted every two years. The 2011-2012 survey captures coursework, faculty research, relevant activities, and institutional support at the business school in the 2009-10 and 2010-11 academic years (August 2010–July 2011). Faculty research articles must have been published in peer-reviewed, business journals during calendar years 2009 and 2010.

Among the listed business schools are such worldly renowned top schools as Columbia, Cornell, ESADE, IE University, INSEAD, London Business School, Michigan, North Carolina, Northwestern, NYU, Erasmus, Stanford, UC Berkeley, Virginia, and Yale.

**We have submitted the following data and information for this ranking survey.**

1. MBA Coursework: A total of 29 MBA courses, where social, environmental, and ethical issues are discussed in a serious and substantial manner, were submitted and all counted.
  - Foundation Courses (6): ECO 401, ACC 401, MQM 402, MKT 403, FIL 404, FIL 405
  - Core Courses (8): MBA 412, MQM 421, MQM 427, MKT 430, FIL 440, ACC 450, ACC 468, MQM 485
  - Elective Courses (15): MBA 489, MBA 489.01, FIL 442, FIL 445, FIL 449.06, FIL 454.02, FIL 454.07, FIL 454.08, MKT 431, MKT 432, MKT 433, MKT 438, MKT 439, MQM 423, MQM 426.17
  
2. Faculty Research: A total of 56 research articles written by 47 COB faculty members on social impact topics and published during 2009 and 2010 calendar years were submitted for consideration. Of those, 34 articles by 24 different faculty members published in 29 different journals were accepted (i.e., counted towards ranking).

Accepted Articles

11 articles by 7 ACC faculty members  
 5 articles by 4 FIL faculty members  
 6 articles by 4 MKT faculty members  
 12 articles by 9 MQM faculty members

3. Institutional Support: We provided full description of the missions and activities of the following institutes in relation to social impact issues.

Katie School of Insurance and Financial Services  
 Organizational Leadership Institute  
 Professional Sales Institute  
 International Business Institute  
 George R. and Martha Means Institute for Entrepreneurship Studies  
 Small Business Development Center

4. We also submitted the following information:
  - [Principles for Responsible Management Education \(PRME\) Progress Report: 2008-2010.](#)
  - [COB's approach to preparing MBA students to manage the social, ethical, and environmental issues](#)
  - [ISU's approach to sustainable and responsible practices on campus](#)

## COB's approach to preparing MBA students to manage the social, ethical, and environmental issues

Illinois State University's College of Business adheres to the principle that responsible business education should take place both inside and outside the classroom. The College has created an environment where all stakeholders uphold personal and institutional integrity. The College's educational philosophies and traditions were explicitly transformed into a manifesto called the [Standards of Professional Behavior and Ethical Conduct](#) in 2005.

In 2007 [the College became](#) one of the first U.S. business schools to sign the "[Principle for Responsible Management Education \(PRME\)](#)." By signing on to PRME, the College has reinforced commitment to educating future business leaders on various social impact issues. In spring 2009 a taskforce was created to coordinate the College's efforts along this line. The taskforce has deployed a survey to gather baseline data about incorporating PRME principles in teaching and research. It has also presented a series of panel discussion under the titles "PRME in the Classroom" and "Sustainable Teaching, Learning, and Living."

The MBA curriculum provides substantial learning experiences on social impact issues for students. MBA 412 - Contemporary Business Perspectives and Leadership, is one of the first core courses our students take and engage in serious discussion about ethics, CSR, sustainability, and leadership. These discussions continue throughout the curriculum. Topical issues under business ethics are covered in all nine MBA required courses, and faculty members address the most relevant ethical issues following the Ethics Coverage Guidelines the College developed in 2004.

Our MBA students' learning outcome is assessed under learning categories that include ethics, social responsibility, and leadership. The goal is that at least 80% of our students will be evaluated as acceptable or exemplary on the following criteria: 1) understanding the social responsibility of mainstream business; 2) moral development in ethical decision making; 3) understanding the responsibilities of a business leader's role; and 4) understanding the roles of various stakeholders and governance policies.

We also utilize the resources and expertise of our institutes and centers – [Katie School of Insurance and Financial Services](#), [Organizational Leadership Institute](#), [Professional Sales Institute](#), [George R. and Martha Means Institute for Entrepreneurship Studies](#), [Small Business Development Center](#), and [International Business Institute](#) – to prepare students for social impact management. The Katie School created the [Institute for Insurance Ethics](#) in 1997 and offers valuable hands-on learning opportunities for students through its on-going projects such as [Microinsurance Project in Ghana](#) and [Insurance and Sustainability](#).

Since the fall 2009 semester the MBA students in International Marketing have engaged in marketing research and planning for businesses that try to market products that utilize pro-environment inputs rather than 100% conventional materials. These real client projects offer practical opportunities for students to build desire and capability to contribute sustainable marketing efforts. In these multidisciplinary projects our students collaborate with individuals outside the College of Business.

Our approach to preparing MBA students to manage the social, ethical, and environmental issues inherent in mainstream business is comprehensive and multi-dimensional. We believe that students will benefit most via classroom learning, research projects, seminars, and community service and outreach activities.

## ISU's approach to sustainable and responsible practices on campus

Illinois State University, the first public university in the State of Illinois, recognizes that social, ethical, and environmental impacts have to be an integral part of campus planning philosophy as well as daily living guidelines for all constituents. We recognize that the entire sustainability issue has to be an evolving process which enhances quality of life and meets economic, social, and environmental needs of the present without compromising resources for the future. Promoting a healthy, safe and environmentally sustainable campus is a central goal of the [Illinois State University Educating Illinois 2008-2014 Strategic Plan](#).

At Illinois State University, particularly at the College of Business, we endeavor to advance these important issues through teaching, research, service, and administrative efforts. We strive toward a sustainable campus community by promoting environmentally sound business and operating practices and fostering a culture of sustainability among all members of the campus community. We seek to enhance environmental stewardship and sustainability literacy among the campus community and beyond.

In 2001 the University created the [Green Team](#) with representation from all functional areas in order to address the campus-wide sustainability agenda in a more concerted and effective manner. The Green Team's purposes are to 1) help educate faculty, staff and students on the Sustainability Policy and University commitments to sustainability, 2) promote development and expansion of sustainability related research and curriculum, 3) support sustainability related service and learning opportunities on and off campus, and 4) encourage sustainability-themed programming opportunities and events. In 2006 the Green Team created the [Environmental Stewardship Award](#) to recognize campus groups and departments that are helping to further the Green Team's mission.

Of particular note is that the University established the [Sustainability Pledge](#) to encourage members of the University community to take personal action in their daily lives that enhance the sustainability efforts on campus and in the community in regards to energy conservation, "reduce/reuse/recycle," healthy lifestyle, support local economy, and fiscal responsibility. With all these efforts Illinois State University was named in spring 2010 one of the [top green campuses in the U.S. by The Princeton Review's Guide to 286 Green Colleges](#).

The University operates other units and centers that promote student education, faculty research, and community outreach in social impact areas – [Center for Renewable Energy](#), [Illinois Wind Working Group](#), [Institute for Geospatial Analysis and Mapping](#), [Stevenson Center for Community and Economic Development](#), [The American Democracy Project's Community Engaged Classrooms \(CEC\)](#), and [Global Children Outreach](#).

The University's on-going commitment to the sustainability-centered education is well reflected and represented by the upcoming performance of "Bhopal," the famous play by Rahul Varma and the playwright's presentation combined with a symposium on Corporate Environmental Responsibility, all scheduled for February 2011.

## Faculty Testimonials

### **Dr. Aysen Bakir, Associate Professor of Marketing**

### **Dr. Peter Kaufman, Associate Professor of Marketing**



“I feel that it is important for students and companies to focus on the intersection of social, environmental sustainability, and profit because at the most simple level we have a moral obligation to future generations to leave them a planet that is not compromised and can sustain human life in at least the manner that we experienced it. This may sound a bit cliché, but I subscribe to this concept and if enough people hear it enough times maybe they’ll internalize it.”

### **Dr. Charles McGuire, Professor of Business Law and Former Interim Dean**



“The U.N.’s PRME initiative, of which Illinois State University was one of the earliest signatories, has been critical to providing an overall framework for discussion of ethics and sustainability with our students and our faculty. Illinois State University MBA students have the unique opportunity to discuss the ethical framework of business decisions in all of their classes. The intersection of personal ethics, business decisions,

sustainability, and the unique opportunity that business education has to influence future corporate and political behavior are all contained within the dynamics of that discussion. It has been critical to demonstrate the commitment of corporate America to high ethical standards and sustainability. As a result of our deep and continuing commitment to those values, Illinois State MBA students enter the business world as advocates and ambassadors for the values of PRME and of Beyond Grey Pinstripes.”

**Dr. Gail Russ, Associate Professor of Management**

**Dr. Steven Taylor, Hinderliter Professor of Marketing**