



**BIANNUAL REPORT ON PRME INITIATIVES
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION**

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Editor: Breena E. Coates, Professor, PRME Coordinator, CBPA

CBPA, AACSB, & PRME

In Spring 2012, CBPA became a signatory to PRME—Principles for Responsible Management Education. These Principles for Responsible Management Education were launched in 2007 as an initiative of six academic institutions (including AACSB International) and the United Nations Global Compact. PRME seeks to establish a process of continuous improvement among institutions of management education in order to develop in our students a new generation of business leaders who view corporate strategy within a broader perspective of all stakeholders. Guided by the PRME philosophy, CBPA's mission is to inspire and champion ethical and responsible management education for global leadership. At CBPA, we endorse conscious capitalism. We are continuously embedding PRME values into our Educational Value Chain. We highlight some of these endeavors in reports like this.

Provost Shari McMahan Supports CBPA Efforts on PRME Values For Corporate Responsibility



Incoming Provost and Vice President for Academic Affairs, Dr. Shari McMahan comes to CSUSB in September 2016. She supports CBPA's responsible

management principles as expressed by the UN'S PRME Initiative. Her Ph.D. degree from UC Irvine in Social Ecology and her background as Deputy Provost at CSUF provides her with the special insights needed to promote principles of responsible management education. Provost McMahan has stated: "I look forward to working with the faculty and administration to continue our efforts to enhance student success, support faculty excellence in teaching and research and continue the good and important work in our community." Shari McMahan is the first woman Provost in CSUSB's history! Welcome Provost McMahan—we are so glad to have you come to CSUSB!

Faculty FOCUS



Professor Anna Ni had practical experiences in both the public and private sectors before entering into the

academic field. She embraces and promotes PRME values in her teaching and research.

Integrating her practical and theoretical insights in government and business, Dr. Ni, coauthored with Dr. Monty Van Wart, to publish a book on *Building Business-Government Relations: A Skills Approach*, which dedicated a full chapter corporate social responsibility and ethical reasoning. The textbook has been adopted by all instructors of PA315 (Government Business Relations).

In order to teach and assess our students' ethical reasoning skills, which is one of CBPA's critical learning goals, Dr. Ni led the development of an ethical learning module, which integrates ethical theories and principles with business practices to offer our students an extensive exposure to critical ethical issues as well as practical skills to resolve ethical problems in various

business contexts. This ethical module, which has been implemented in all PA315 classes, infuses PRME values into the CBPA undergraduate curriculum and plays a critical role in the college's accreditation.

The experience gained and lessons learned in developing the ethical module provided Dr. Ni and her Public Administration colleagues, such as valuable data on "Using a faculty survey to kick-start an ethics curriculum upgrade" in *Journal of Business Ethics*; and, "AACSB assurance of learning: Lessons learned in ethics module development" in *Business Education Innovation Journal*.



Professor David Senteny, Department of Accounting, creates the climate for ethical behavior in the profession of Accountancy.



Professor Senteny recently spoke about the importance of Ethics in Professional Accountancy with these words: “The hallmark of professional accountancy is adherence to rigorous ethical standards.”

Professor Senteny has strongly focused upon ethical rigor in the field, and noted that accounting is licensed and regulated by statute. For this reason, satisfying all the requirements for professional accountancy licensure is a serious matter. A CPA must be up-to-date on all of the current accounting rules in order to be competent to practice as a licensed professional accountant.

He went on to say that, “In governmental accounting, we discuss a wide variety of issues relating to forensic auditing in government and not-for-profit

entities. We emphasize that the foundation for appropriate use of government or otherwise restricted money. One of the leading sources of fraud in government and not-for-profit organizations begins with a lack of implementation of sound practices, and failure to adhere to proper authorization procedures. The result is bad governance practices.

We discuss with students aspiring to become professionals that the organization may not spend money in the manner in which it was intended. This is quite a serious matter for government and not-for-profit entities since taxpayers and contributors expect that their money not be wasted and that organizations exercise great care with the internal control procedures by which they expand resources.

Public service as a professional government and not-for-profit forensic auditor is a career which offers a lifetime of accomplishment and reward. Becoming a member of the Accounting profession requires successful completion of the Uniform Certified Public Accountant Examination administered by the American Institute of Certified Public Accountants. Adherence to professional standards offers a career of invaluable rewards derived from public service and dedication to the values embodied with the letters CPA.”



**Expanding
Student Social
Responsibility
Perspectives:
Interacting with
Superior Court
Officials**



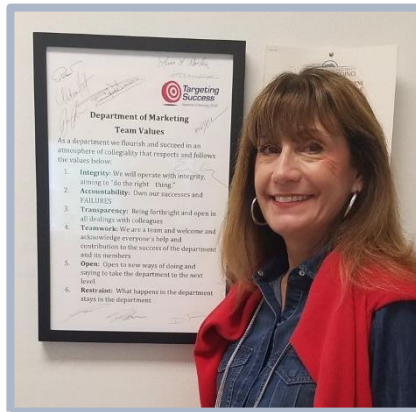
Professor David Baker organized a San Bernardino Justice Center (SBJC) student tour during the Winter Quarter, 2016. Thirty-three College of Business and Public Administration (CBPA) students, visited the new SBJC for a 90-minute tour and interacted with public service managers, court officials, and a Superior Court Judge. The Justice Center houses the Superior Court with over three dozen cutting-edge courtrooms, holding cells for 200 detainees, a highly automated jury assembly room, litigant-friendly document filing and exhibit areas, and ergonomic work spaces support staff, while featuring the latest technology in courthouse security.

Superior Court Executive Officer Christina Volkers and her assistant Alan Crouse served as tour leaders and described various court operations, interacted with students, and discussed career opportunities. They invited students to regularly visit the Superior Court website (<http://www.sb-court.org/Employment.aspx>) for employment opportunities. The Superior Court employs a staff of 1,000 ranging from court clerks to legal research attorneys, probate examiners, family law mediators, as well as technical, human resources, and

financial management professionals. Major court operations are located in the San Bernardino area. District courts and supporting offices also exist in Barstow, Fontana, Joshua Tree, Rancho Cucamonga, and Victorville.

As part of Baker's prior 30-year county government career, he served in the combined roles of superior court executive officer, jury commissioner, and county clerk for the San Bernardino Superior Court from 1979-1986. He noted that "California's Superior Courts serve a vitally important role in government-business relations. They handle small claims disputes and civil cases ranging from contracts to employment litigation as well as criminal matters. Many courts have alternative dispute resolution programs (arbitration and mediation) to support businesses to remedy litigation quickly and less expensively than formal courtroom proceedings. Such programs also relieve our busy courts of congested calendars, a socially responsible win for business and government." Jake Zhu, Associate Dean, CBPA, accompanied the tour and added, "This is an example of the many ways the CBPA connects students to learning experiences in the community."

Department Focus: Department of Marketing's Team Values



Professor Victoria Seitz, Chair,
Department of Marketing, shows the
Department's Team Values signed by all
Department members.

1. **Integrity.** We will operate with integrity, aiming to “do the right thing”
 2. **Accountability:** Own our successes and failures.
 3. **Transparency.** Being forthright and open in all dealings with colleagues.
 4. **Teamwork:** We are a team and welcome and acknowledge everyone’s help and contribution to the success of the department and its members.
 5. **Open:** Open to new ways of doing and saying to take the department to the next level.
 6. **Restraint:** What happens in the department stays in the department.
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Faculty-Student Focus

Using Best Practices to develop professional-grade newsletters for Business:

Students in Management
350—Organizational
Communications, are learning
how to produce top-notch,
professional newsletters,
under the guidance of
Professor Anna Phillips,
above. Many of these
newsletters in that were
created in Spring 2016, have



focused upon environmental and social issues. Newsletters have highlighted First Lady Michelle Obama’s challenge to America to eat healthier; water issues, and what happens when plant pollinators become scarce. A new PRME Bulletin Board on the 4th floor to be installed this summer will showcase such student projects. (Send display items to Professor Coates).

Aligning TBL and CSR philosophies with the philosophy of ‘Sampo Yoshi’ from Japan:

On March 4, 2016, business students from Nagasaki University visited CSUSB.

Professor Breena Coates conducted a three-hour session on “Ethics and CSR in the U.S. and Japan.” The lecture included Japan’s own tradition of *Sampo Yoshi* in business. This was a feudal philosophy of Omni merchants in Japan. The phrase literally means “three-way satisfaction”. It has been carried into current Japanese business practices, in the philosophy that a broader stakeholder perspective is needed in business—not just the focus on profits alone. The students were also introduced to related concepts such as global sustainability and the Triple Bottom Line, both of which are philosophies that are increasingly embraced in American businesses. Sampo Yoshi is a traditional Japanese management philosophy embraced by businessmen from the feudal province of Ohmi, known as “Ohmi merchants”. Japanese students were pleased to learn about their nation’s feudal links to ethical business practices. Some of the Japanese corporations practicing Sampo Yoshi (shown below) were discussed in class.



CSR/Sampo Yoshi in Japan

3-10 3-16

Community-Giving Focus

CBPA'S EYE-GLASS PROJECT: In April 2016, the College of Business donated 75



used, student-donated, eyeglasses to the non-profit Border Partnerships (BPP) in San Diego which partners with the non-profit organization Fundación Codet in Mexico for donation to disadvantaged clientele who need prescription glasses. The connection with BPP was made



with Mr. Andy Carey, Director, of the U.S.-Mexico Border Philanthropy Partnership at *CBPA's CLADEA Conference* in March 2016, organized by Professors Kim Collins and Astrid Sheil. The BPP is a binational membership organization that strengthens individuals and institutions that serve border communities so that they can achieve their individual missions in the region. BPP works to grow community philanthropy, leadership and cross-border collaboration in order to increase the human and financial capital needed to address the complex issues facing the region. This is a new alliance for CBPA.



Video Recommendations:



Anthropocene: *Examines whether human impact has tipped the planet into a new geological epoch, the Anthropocene, with all of its political, social and behavioral implications.*

A Working Group of international scientists is deciding whether to declare a new geological epoch - the Anthropocene - a planet shaped more by mankind than nature. Its members tell the story of the Anthropocene and argue as to whether it's a

tragedy, a comedy, or something more surreal. With archival footage, award-winning stills and interviews, *Anthropocene* proposes a common secular narrative for mankind but leaves viewers to decide how we should write the ending. The film has the blessing of Nobel laureate Paul Crutzen, who coined the term. This is the first feature film about the Anthropocene. It is now our turn to decide--in this decade--how the Anthropocene will end.



China Blue: *A clandestinely shot, deep-access account of how the clothes we buy are actually made.*

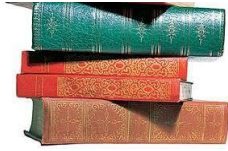
China Blue is a powerful and poignant journey into the harsh world of sweatshop workers and is a deep-access account of what both China and the international retailers don't want us to see: how the clothes we buy are actually made.



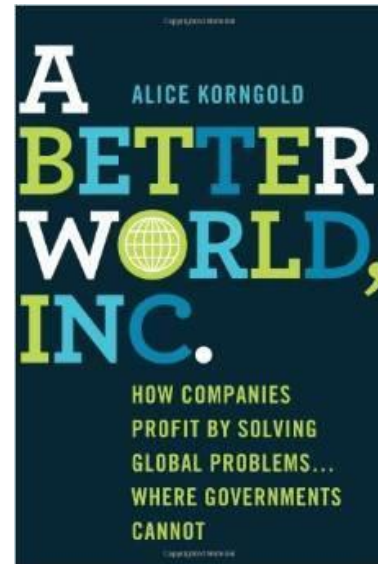
Following a pair of denim jeans from birth to sale, *China Blue* links the power of the U.S. consumer market to the daily lives of a Chinese factory owner and two teenaged female factory workers. Filmed both in the factory and in the workers' faraway village, this documentary provides a rare, human glimpse at China's rapid transformation into a free market society. It provides an account of what both China and the international retailers don't want us to see: how the clothes we buy are actually made.

Audience Award Winner, PBS Independent Lens
Silver Chris Award, Columbus International Film & Video Festival
Amnesty Human Rights Award, International Documentary Festival Amsterdam (IDFA)
Award of Excellence, Society for Visual Anthropology, American Anthropological Association
Nominated, Joris Ivens Award, IDFA
CINE Golden Eagle
Silver Plaque, HUGO Television Awards, Chicago

BOOK RECOMMENDATION



A Better World, Inc.: How Companies Profit by Solving Global Problems... Where Governments Cannot



This is a book from Alice Korngold. “Better World, Inc.” Palgrave MacMillan Publishers, 2014. In *A Better World, Inc.*, Korngold shows companies and their executives how to profit by developing solutions to the world’s most daunting challenges – those that governments cannot and have not addressed. Using case studies of various global companies from Nike to Pfizer to Vodafone and GlaxoSmithKline, *A Better World, Inc.* delineates best practices for corporations to maximize profits, decrease costs, and build the longer-term value of their companies by ensuring a more sustainable and humane world. ”

PRME SECRETARIAT NEWS:



Strategic Planning: Earlier this year the PRME Steering Committee and Advisory Committee conducted a thorough revision of the PRME initiative's priorities, and they are now excited to share the outcomes of this process. They identified the following three “Must-Win Battles” based on this process in order to bring the PRME initiative to the next level:

Must- Win Battles For the PRME Initiative.....

- Clarify the brand, Vision, and Mission of PRME
- Optimise the Global Organisation – Strengthen the demand side of responsible management education, -- *Align PRME's networks with new priorities*
- Create balanced growth

Thus, PRME has developed the following new Vision and Mission. Additionally, a new logo will be launched in the near future.

Vision:

The UN Sustainable Development Goals realised through responsible management education.

Mission:

PRME is the UN Global Compact's initiative to transform management education, research and thought leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities and promoting awareness about the United Nations' Sustainable Development Goals.

During the Strategic Review process, there was general agreement to strengthen strategic links between PRME's signatories and networks and two key constituents: **business and students**. PRME as a network-based initiative will continue to be developed with a particular focus on the evolving regional PRME Chapters and the PRME Champions group. Furthermore, as it moves forward and evolves into a more mature initiative, the PRME Steering and Advisory Committee members call for balanced growth that takes into consideration both quantitative and qualitative growth targets.

CALL for SUBMISSIONS
to the PRME BULLETINS & ARCHIVES
send to Professor Breena Coates: EM_bcoates@csusb.edu

