Our challenge is to be more effective in telling our story, [rather] than doing something profoundly different, in support of the companies from the region.

—Veneta Andonova
WHAT YOU SHOULD KNOW:

Business schools are engaging in effective practices that change curricula and drive innovation.

- At the Universidad de Los Andes School of Management in Colombia, enrollment in the school’s three master’s programs that focus on societal impact has increased revenues by 42 percent. The school has also implemented the Leadership Compass Framework for MBA programs, which measures the leadership mindset at the beginning and end of the program.

- The Centre for Social Entrepreneurship at Saïd Business School in Oxford uses a combination of approaches, such as offering incentives for faculty to conduct research and engaging students in experiences that have a real-world impact. To go a step further, MBA students are required to take courses on societal impact, developing their ability to think critically about the role business plays in society.

- At the Haas School of Business at UC Berkley, the innovation, sustainability, and inclusion agenda ensures that the priorities of future generations of learners are paramount. These priorities are reflected in traditional courses, like finance and management, and in new curriculum, such as that in the recently launched master’s in climate solutions. The school also requires coursework on diversity to help students understand and address unconscious bias.

- The Gordon Institute of Business Science (GIBS) has embedded elements of the United Nations’ Sustainable Development Goals in every course available, enabling the school to map its impact with regard to the SDGs. GIBS also modified its MBA capstone so that students must demonstrate practical and theoretical impact upon graduation.

KEY TAKEAWAYS

Driving Positive Societal Change: Best Practices in Business Education

“" We have pledged to embed sustainability and inclusion throughout all our core courses by the end of 2023. In other words, we are not setting it apart as something distinct, but really infusing innovation, sustainability, and inclusion in everything we do. “"

—Ann E. Harrison

“" We have done an SDG mapping of every course that we have. Beyond mapping we are continuously embedding elements of sustainability in every course. “"

—Morris Mthombeni
It is not a question of ‘or,’ it is a question of ‘and’ .... You can actually have strong business performance whether in marketing, finance, or operations and at the same time think about issues around sustainability and societal impact.

—Soumitra Dutta