

PRiME

*an initiative of the
United Nations Global Compact*

2024 Sharing Information on Progress **(SIP) Report**

Loyola Marymount University

August 2024

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

Loyola Marymount University demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



**Institute for Business Ethics and
Sustainability**
College of Business Administration

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1 LMU Drive
Los Angeles, California
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8/5/2024

To the PRME Secretariat:

I am honored to present the third *Sharing Information on Progress Report* for the College of Business Administration at Loyola Marymount University. This report reaffirms our commitment to the Principles for Responsible Management Education (PRME), detailing the vision and impact of faculty, staff, and stakeholders as expressed in our mission and the wide-ranging initiatives we deliver that strengthen and deepen our work to advance PRME.

Our mission, introduced in spring 2019, drives the strategic direction of the college and puts social impact – business as a force for good – at the heart of what we do:

We advance knowledge and develop business leaders with moral courage and creative confidence to be a force for good in the global community.

This mission focuses on five basic constructs: business discipline knowledge; leadership development; moral courage (business ethics, social justice, business as a force for good); creative confidence (entrepreneurial mindset, agility); and global community (interconnectedness, Sustainable Development Goals (SDGs), global impact). We use these constructs as a foundation for our strategic plan as well as program development, external outreach, research, teaching, and leadership. Over the past two years, we are proud to share that we have made significant progress in each of these areas.

This report highlights our accomplishments and dedication to the PRME principles. We have always seen our commitment to PRME as a vital expression of our mission and a pledge to advance responsible business education. We are grateful for all who have embraced this important work, bringing their vision to research, teaching and outreach. Please do not hesitate to contact us with any questions or observations regarding this report.



**Loyola
Marymount
University**

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Dayle M. Smith, Ph.D.
Dean, College of Business Administration

Institutional Mission, Vision, and Strategy

The following outlines Loyola Marymount University's institutional mission, vision, and strategic approach to responsible management education.

CBA Strategic Plan 2018-2023

CBA 5-year strategic plan, ending academic year 2023-24. To see mission webpage: <https://cba.lmu.edu/about/mission/>

#:~:text=We%20advance%20knowledge%20and%20develop,good%20in%20the%20global%20community.

Relevant Stakeholders

College of Business Administration

Purpose

Organization plan to manifest mission statement: We advance knowledge and develop business leaders with moral courage and creative confidence to be a force for good in the global community.

[Supporting Links](#)

[Supporting Links](#)

Strategic Plan 2018-2023 Final Version May 1 2019 View document  Download document 



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

RME Leadership Accountability

At Loyola Marymount University, accountability for responsible management education is structured as follows:

Formalized Senior Leadership Role

CBA Leadership Team

The senior leadership team responsible for the implementation of responsible management education is composed of the CBA Dean, Associate Dean of Faculty and Academic Programs, Assistant Dean of Undergraduate Programs, Associate Dean for Diversity, Equity and Inclusion, Assistant Dean of Undergraduate Student Success, Senior Director of Graduate Business Education, and Senior Director of Business Development & Strategy. Given that responsible management education is integrated throughout our core curriculum, department chairs are included in the leadership team since they are responsible for the integration in their departments. <https://cba.lmu.edu/about/staff/>.

- [Dayle Smith](#), CBA Dean, oversees the direction and implementation of responsible management education for the entire College of Business, Ph.D in Organizational Communication.
- [Josh Spizman](#), Associate Dean of Faculty and Academic Programs, oversees the implementation of management education in the undergraduate curriculum. Ph.D in Finance
- [Lawrence Kalbers](#), Former Associate Dean of Faculty and Academic Programs (2022-2023) R. Chad Dreier Chair in Accounting Ethics, Ph.D in Accounting
- [Patricia Martinez](#), Associate Dean for Diversity, Equity and Inclusion, oversees implementation of programs and initiatives supporting equity and diversity in CBA, Ph.D in Management-Organizational Behavior
- [Skylar Van Dam](#), Assistant Dean of Undergraduate Programs, B.S in Finance
- [Jackie Leung](#), Assistant Dean of Undergraduate Student Success, M.A in Urban education and MBA.
- [Dustin Cornwell](#), Senior Director of Graduate Business Education, M.A in Public Relations and Curriculum, MBA.
- [Nola Wanta](#), Senior Director of Business Development & Strategy, MBA for Executives.
- [David Y. Choi](#), Conrad N. Hilton Chair of Entrepreneurship and Director of Fred Kiesner Center for Entrepreneurship . Ph.D in Technology Management
- [Laurel Franzen](#), Chair of Accounting, Ph.D in Accounting
- [Hai Tran](#), Chair of Finance, Ph.D in Finance

- [Kala Seal](#), Chair of Information Systems and Business Analytics department and Director of Comparative Management Systems Program. Ph.D in Information Systems and Management Science
- [Dong Chen](#), Chair of Department of Management. Ph.D in Management
- [Mitchell Hamilton](#), Chair of Marketing and Business Law Department, Ph.D in Consumer Behavior

Organizational Structure for RME

The following organizational entities at Loyola Marymount University are responsible for RME:

- ❖ Community Engagement Entity
- ❖ Teaching-Focused Entity
- ❖ Research-Focused Entity



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

RME Elements in Degree Programs

Loyola Marymount University integrates responsible management education into its degree programs through 4 different approaches:

Guest Speakers and Showcase Events

Sample Guest Speakers and Showcase Events

Sample listing of guest speakers and show case events related to degree programs

Date

June, 2022 - May, 2024

Location

Los Angeles, Loyola Marymount University

Speakers

Various

Sample listing of guest speakers and showcase events

Guest_speakers_and_showcase_events_-
_8.22.24

[View document](#)  [Download document](#) 

Program-Level RME Integration

Degree Programs

To show specific degree programs with RME in the program-level learning goals and assessment rubrics

LMU has a number of degree programs that incorporate responsible management education into the programs level learning goals and assessment rubrics.

Chapters

Master of Science in Accounting

The M.S. in Accounting at Loyola Marymount University prepares skilled, ethical accounting professionals for an evolving and dynamic business world. Whether students have the goal to earn their CPA license or increase their marketability, this flexible program allows them to gain the knowledge and skills needed on a full-time or part-time basis.

Students gain the knowledge they need to become a highly valued member of their organization and learn how to incorporate principled and responsible decision making into their professional life. This program allows students to take the next step in becoming the accounting professional they want to be.

Our program fosters a focused and ethical approach that develops accomplished accountants who are actively recruited by the Big Four, regional and local accounting firms. Small classes are taught by highly qualified faculty, creating an intimate setting that allows for maximum collaboration with peers and faculty.

<https://cba.lmu.edu/academics/grad/accounting/>

Doctor of Business Administration

The Doctor of Business Administration at Loyola Marymount University develops outstanding applied researchers dedicated to advancing business, policy, and society through impactful contributions to research and practice. Tailored for accomplished professionals, our part-time, hybrid program enables students to pursue a research-based degree while maintaining professional trajectory. By equipping students with the essential tools for evidence-based decision-making in tackling complex challenges, students unlock new paths for leadership and create change in the global marketplace.

The LMU Doctor of Business Administration offers an integrative and transformative experience, shaping seasoned working professionals into innovative problem solvers and globally responsible leaders. Our program is dedicated to fostering individuals committed to creating meaningful global, social, and economic impact through a synergy of research, education, and practical application.

Our DBA program prepares students to:

1. Fuse empirical exploration with evidence-based decision-making for informed and strategic choices.
2. Employ advanced research methods to effectively address challenges within industries and organizations.
3. Utilize data-driven insights to make positive contributions to social and environmental sustainability in modern business culture.
4. Design and deliver impactful and meaningful learning experiences.

The teaching approach within the DBA program is distinctive. Our curriculum utilizes collaborative teaching pods, where faculty members work together to develop and deliver each course. These pods consist of 2–3 members from different disciplines, providing DBA students with the unique advantage of learning from multiple instructors within a single course. This innovative approach fosters an environment for active learning, encouraging interdisciplinary connections and applications, and, in turn, contributes to more engaging discussions and a vibrant learning environment.

<https://cba.lmu.edu/academics/grad/dba/>

Master in Entertainment Leadership and Management

The Master in Entertainment Leadership and Management at Loyola Marymount University prepares students to navigate the entertainment industry by exploring the complex dynamics between artistic expression and commercial viability. Our curriculum equips students with crucial knowledge to navigate this tension effectively while providing foundational skills in business management. Students have the opportunity to focus on personal interests through elective choices such as entrepreneurship, project development, finance, film and television production, marketing, and general management.

In today's ever-changing entertainment business, it has become more competitive and complex than ever to enter the industry. LMU [College of Business Administration](#) and [School of Film and Television](#) have partnered to deliver the innovative Master in Entertainment Leadership and Management to help students shape their career in the world of entertainment.

The entertainment industry is a deeply collaborative space. To understand the industry is to understand and find balance between art and business, corporate and individual goals, creators and audiences. This program explores these relationships in a rigorous but efficient graduate degree, launching students into the industry prepared for the challenges ahead.

This program is designed for the following students:

1. The business professional who is either in the entertainment industry or wants to enter the entertainment industry and is ready to take the next step in their career.
2. The creative who wants to better understand the business side of entertainment and how to strategically advance their projects.
3. The international professional looking to understand and enter the global entertainment market.

It is important to keep diversity, equity and inclusion at the forefront of how we work in business; this is no different in the world of entertainment. Our program encourages students to think critically and maintain the necessary standards to ensure we bring more representation to the screen and behind the scenes.

<https://cba.lmu.edu/academics/grad/entertainment/>

Master of Science in Entrepreneurship and Sustainable Innovation

The M.S. in Entrepreneurship and Sustainable Innovation at Loyola Marymount University seeks to develop a new breed of entrepreneurial and innovative leaders — those that will strive to build a more sustainable and resilient world. We produce leaders who are responsible, ethical and values-centered. Our state-of-the-art, interdisciplinary curriculum, combined with the co-curricular programs of the [Fred Kiesner Center for Entrepreneurship](#), will give students a broad set of cutting-edge entrepreneurial, managerial, legal and scientific competencies needed to create change in an organization or industry.

In collaboration with [Frank R. Seaver College of Science and Engineering](#), the LMU M.S. in Entrepreneurship and Sustainable Innovation is designed for students who are determined to make a difference in their organization and in society. Our program prepares students to launch their own firm, join a venture capital-backed start-up, step in as a change agent in a large corporate enterprise, contribute to a social enterprise or bring new, innovative skills to family businesses.

Our unique [curriculum](#) delivers essential theoretical, applied and experiential learning, blending several major disciplines including entrepreneurial management, science/engineering and environmental law/policy. Faculty will facilitate opportunities for students to connect and learn best practices from the leading firms in southern California while networking and gaining valuable experience. Our [capstone project](#) provides students the opportunity to practice creating innovative solutions, either with a leading company or own entrepreneurial/start-up project.

This is not a typical graduate program. Our faculty emphasizes exploring, creating, doing and building – not tests, homework and grades. We welcome visionaries – people passionate for change, brave to challenge convention and eager to reinvent business. Throughout the M.S. in Entrepreneurship and Sustainable Innovation program, students will engage with the southern California ecosystem through a comprehensive set of [co-curricular programming](#) from the LMU [Fred Kiesner Center for Entrepreneurship](#). These events and activities provide numerous opportunities to develop entrepreneurial vision and introduce potential [career paths](#) while providing hands-on mentorship. Programming offered includes site visits, pitch competitions, expert lectures and networking events.

<https://cba.lmu.edu/academics/grad/entrepreneurship/>

Master in Global Entrepreneurial Management

The Joint Master in Global Entrepreneurial Management transforms how students think about management through courses and experiences that prepare them to lead with an entrepreneurial mindset in a rapidly changing global environment. This 12-month, full-time program takes students to 3 AACSB-accredited universities on 3 different continents in 3 global business centers: IQS School of Management in Barcelona, Spain; Fu Jen Catholic University in New Taipei City, Taiwan and Loyola Marymount University in Los Angeles, United States. Our curriculum delivers an immersive, hands-on experience including 2 consulting projects for real-world clients and multiple site visits with local businesses, big and small.

All partner schools recruit a diverse student body from around the globe, with the majority of our students from countries located in the Middle East, Asia, Europe and the Americas. As a result, students will develop life-long friendships and build a global network composed of peers, professors and successful entrepreneurs. At the end of the program, students will receive a degree from all 3 institutions and be considered an alum of each, with access to all alumni benefits and services.

The Joint Master of Global Entrepreneurial Management:

1. Prepares students to be passionate, ethical and effective global leaders.
2. Instills multi-cultural fluency by participation in a culturally diverse student cohort, exposure to multi-cultural and multi-lingual faculty and the opportunity to study in Asia, Europe and North America.
3. Teaches students the skills necessary to develop a unique idea for a new business or new product and/or service within an existing firm.
4. Develops students' analytical, entrepreneurial and communication skills by advising companies on how to expand their reach into new markets.

<https://cba.lmu.edu/academics/grad/global/experience/>

Master of Science in Management

The M.S. in Management at Loyola Marymount University prepares students to be relevant, impactful and valued contributors to their organization from day one. Designed for individuals who have an undergraduate degree in a field other than business, our program will enhance understanding of core business concepts, give students tools and skills that increase marketability in the workforce and help students achieve their [career goals](#). Students will obtain the skills, talents and confidence needed to advance their career. The LMU M.S. in Management helps students understand business challenges, solve problems in socially responsible and innovative ways and adapt to change. Designed for individuals who have an undergraduate degree in a field other than business, our program will complement students' current skills and knowledge and increase their value to employers. Students from the arts, humanities, engineering and social sciences fields will benefit from this degree as well as international students interested in an American business education who do not meet the experience requirements for an MBA program.

<https://cba.lmu.edu/academics/grad/management/>

Master of Business Administration

The MBA Program at Loyola Marymount University develops agile, innovative, and impactful leaders for a changing global business landscape. Our part-time, AACSB-accredited program features small classes in the evenings, personalized attention, global study, and customized career services. Ranked 12th in Entrepreneurship, 23rd in Marketing, and 27th in Management by U.S. News & World Report, the LMU MBA Program provides students with the skills and experience students need to take their career to the next level.

Students will further their education, whether considering a job change or career advancement, our program can help students realize their full potential with our small classes, outstanding faculty and strong academic reputation. Focused on developing business leaders, our small class sizes allow personalized attention and close interaction with faculty.

Embracing the Jesuit ideal of "educating the whole person," our curriculum is designed to make students an engaged participant — giving them the ability to tailor their degree to meet their own personal needs and professional aspirations. In addition to core business skills, graduate students receive leadership training, develop communication skills and gain practice in case analysis and ethical reasoning.

Students will grow as a person, not just as a professional and learn from professors who care about their success as an individual and as a leader. Students earn more than an MBA degree at LMU; they gain a valuable and intimate experience that plays a large role in paving a successful career path.

Ranked 19th in Entrepreneurship and 21st in Marketing by U.S. News & World Report, the LMU MBA Program is at the forefront of providing students with the best graduate-level career advancement education in the nation.

<https://mba.lmu.edu/experience/>

Bachelor of Science in Accounting

The Bachelor of Science in Accounting program is designed to prepare students for a career in public, corporate and governmental accounting. Students learn the basic definitions, concepts and techniques of accounting, as well as the role accounting plays in society. Over 90 percent of our graduates are able to start their graduate studies or careers in accounting at entry-level professional positions.

Students majoring in accounting will be able to:

1. Prepare and analyze financial statements
2. Identify relevant authoritative guidance to apply appropriate professional judgments
3. Apply data analytics for use in business decisions
4. Explain, apply and evaluate relevant topics related to federal income tax
5. Explain and apply an ethical conceptual framework to address real-world ethical problems

The LMU Department of Accounting organizes the [Paul A. Grosch Lecture Series](#), which brings prominent executives and local business leaders to campus to recount their experiences and share their knowledge on some of the biggest issues in accounting, ethics and global business today.

<https://cba.lmu.edu/academics/undergrad/accounting/whychoose/>

Bachelor of Business Administration in Entrepreneurship

LMU was one of the first universities in the U.S. to offer an Entrepreneurship program. We're also considered one of the best – consistently ranked among the top programs in the nation by The Princeton Review, Entrepreneur and U.S. News & World Report. We are proud of our track record of developing ethical and socially responsible entrepreneurial leaders who make a positive impact on the world. We are fortunate to be located in the center of Silicon

Beach, an ecosystem for tech and innovation that offers our students an abundance of internships, job opportunities and industry connections. All LMU entrepreneurship programs are supported by the [Fred Kiesner Center for Entrepreneurship](#).

The Entrepreneurship major at LMU provides students with the fundamental theories, critical thinking skills and real-world awareness necessary to develop their entrepreneurial capacities. The focus of the major is to equip students with an entrepreneurial mindset, managerial and leadership skills, and practical experiences to support their launch into careers as startup entrepreneurs, social entrepreneurs and corporate entrepreneurs. Beginning freshman year, LMU's [state-of-the-art curriculum](#) enables students to hone their entrepreneurial talents. Entrepreneurship majors are also introduced to new developments in science and technology to expand their perspectives and open doors to new opportunities. Students can choose from a large number of innovative elective courses including "New Venture Creation," "Managing New Ventures," "Business Incubation," "Social Entrepreneurship," "Corporate Entrepreneurship," "Entrepreneurial Acquisition" and "Real Estate Development," to name a few.

Our co-curricular programs provide opportunities to connect with successful entrepreneurs, visit innovative companies, participate in pitch competitions, and develop hands-on experience in building a business.

<https://cba.lmu.edu/academics/undergrad/entrepreneurship/whychoose/>

Bachelor of Business Administration in Management & Leadership

The Management and Leadership major provides students with the theoretical foundation, applied skills and project-based learning to develop into professionals capable of managing their own careers and leading global organizations. Students learn the principal methods, models and concepts of management, and how to apply them to real-world settings.

Coursework incorporates theory, strategy, and applied and experiential learning opportunities where students work with non-profits, the local community and global teams. Students gain the knowledge, skills and experiences necessary to support their entry and ongoing career success as ethical and socially responsible leaders who are prepared to thrive in today's changing global business environment.

Management & Leadership helps students develop the necessary skills to run a business in an effective, efficient manner. LMU offers a unique curriculum that prepares students to jump into a wide range of industries, setting them up for long-term success. Students can expect to learn about organizational behavior, human resources management, recruiting, and most importantly, managing yourself.

Management & Leadership at LMU puts a strong emphasis on developing a global perspective and strong ethical beliefs: overlooked attributes that are needed more than ever in this increasingly connected world.

<https://cba.lmu.edu/academics/undergrad/management/whychoose/>

Bachelor of Business Administration in Marketing

LMU's Marketing major helps students focus on activities that facilitate exchange between individuals and organizations. Students learn the art and science of defining opportunities and persuading people to try the products or services an organization offers. The Marketing major provides students with the option to focus on specific areas such as consumer behavior, market research, brand management, international marketing, promotion management, and global marketing strategy, among others.

In response to today's fast-changing and complex marketing landscape and born from our location in the heart of Silicon Beach, the Department of Marketing launched a progressive curriculum that prepares students to be future-proof and real-world ready in careers such as marketing research and analytics, advertising and promotion, interactive digital and social media marketing, brand planning and strategy, marketing and product management, global marketing, diversity marketing, retailing and sales management. Marketing majors choose among four career-focused pathways: [Applied Learning in Societal Transformation \(A-LIST\) Pathway](#), [Congruity of Interests \(COIN\) Pathway](#), [Marketing Analytics \(MA\) Pathway](#), and [M-School Pathway](#).

LMU Marketing graduates will:

1. Know the core concepts of creating customer and company value and developing and executing the marketing mix (consisting of product, pricing, promotional, and place/distribution strategy) within the broader context of business, society, and culture.
2. Understand the environmental, psychological, technological, socio-cultural, and competitive factors impacting businesses and consumers within marketing and exchange processes in the 21st century.
3. Understand the impact of present and future technological change (e.g., digital and social media marketing, e-commerce, virtual and augmented reality, machine learning and artificial intelligence) on both consumer behavior and marketing strategy and practice.
4. Understand the ethical and legal implications of both customer and business decision-making processes and outcomes.
5. Acquire analytical and critical thinking skills, both qualitative and quantitative, for addressing challenges and optimizing the decision processes for businesses and consumers.
6. Develop effective oral and written communication skills.
7. Learn to collaborate and work effectively in teams.
8. Develop confidence in expressing, articulating, and championing both their creativity and their ethical principles in addressing business and organizational opportunities and challenges.
9. Understand how marketing activities impact the financial performance of a firm (such as profitability) and the economic outcomes for society.

<https://cba.lmu.edu/academics/undergrad/marketing/>

Certificate in Executive Education

LMU's nationally ranked College of Business Administration offers executive education courses and certificate programs to help professionals remain relevant and competitive in today's ever-changing marketplace. Our classes are taught by world class faculty and industry professionals, preparing today's leaders for tomorrow's challenges.

Loyola Marymount University is in the business of creating dynamic, transformative leaders who can adapt to change. We collaborate with organizations to bring executive education courses, certificate programs and custom programs to the workplace. Classes are taught by our world-class faculty and industry professionals. From emerging technologies to conscious capitalism to workplace culture, our programs prepare the leaders of today for the business of tomorrow.

<https://execed.lmu.edu/>

Course-Level RME Learning Goals

MBAE 651 Ethical Issues in Business

This course will identify and examine critical business ethics issues for the 21st century enterprise, studied through the frameworks of (a) applied organizational ethics and, (b) sustainable development and the Sustainable Development Goals (SDGs). Special emphasis will be placed on ethical leadership, ethical reasoning and decision-making, the skills of ethical leadership, and the imperative of sustainable development as a lens for examining business as a force for good.

Department

Business Administration

Learning Object Subject

MBA

Educational Level

Graduate

Learning Outcome

Upon completion of this course, students will be able to: Determine business ethics issues with the ability to investigate the ethical dimensions of the issue(s). Implement a comparative analysis of one's business practices to an integrated applied ethics framework. Identify the relationship between personal values, decision-making, and ethical leadership. Apply ethical

reasoning to the imperatives of social and environmental responsibility and the practices of sustainable development. Identify the links between the Sustainable Development Goals (SDGs) and organizational strategy and reporting.

Interactivity Type

Active

Learning Object Description

This course will identify and examine critical business ethics issues for the 21st century enterprise, studied through the frameworks of (a) applied organizational ethics and, (b) sustainable development and the Sustainable Development Goals (SDGs). Special emphasis will be placed on ethical leadership, ethical reasoning and decision-making, the skills of ethical leadership, and the imperative of sustainable development as a lens for examining business as a force for good.

MBAE 651_Summer I_2024 SYLLABUS Final View document  Download document 

BCOR 1910 Business for Good

The course is an immersive and interactive experience with the following elements. It involves the major global challenges that students will face in their professional careers, such as poverty and the environment, and brings out the role of business in being a force for good in addressing these challenges, as well as in a broad array of issues. It involves a group project where teams will design a business plan to launch a product for low-income (i.e., subsistence) customers in domestic or international markets, while achieving economic sustainability as well as social and environmental sustainability. It involves doing good as being at the heart of the business rather than as corporate social responsibility. And most importantly, it will involve examining personal values as it relates to doing good in the professional and personal realms. The course will culminate in a final presentation to internal and external stakeholders.

Department

Business Administration

Learning Object Subject

Business Core

Educational Level

Undergraduate

Learning Outcome

Understand the needs of consumers in subsistence marketplaces as it relates to new products or services. Develop a plan for a product or service to benefit consumers in subsistence marketplaces to achieve triple bottom-line outcomes. Assess whether a business is working as

a force for good in society. Reflect on your values as it relates to doing good in the professional and personal realms. Understand and apply the bottom-up approach to enable emergent understanding and design for business for good. Apply the learning from Business for Good to the rest of the curricular and cocurricular experiences at LMU

Interactivity Type

Active

Learning Object Description

The course is an immersive and interactive experience with the following elements. It involves the major global challenges that students will face in their professional careers, such as poverty and the environment, and brings out the role of business in being a force for good in addressing these challenges, as well as in a broad array of issues. It involves a group project where teams will design a business plan to launch a product for low-income (i.e., subsistence) customers in domestic or international markets, while achieving economic sustainability as well as social and environmental sustainability. It involves doing good as being at the heart of the business rather than as corporate social responsibility. And most importantly, it will involve examining personal values as it relates to doing good in the professional and personal realms. The course will culminate in a final presentation to internal and external stakeholders.

BCOR-1910-Syllabus-Spring-2024-Absolute
Final

[View document](#)  [Download document](#) 

MRKT 3521 Marketing for Good Project

Imagine if The Apprentice and Shark Tank had a baby. That's basically what the M-School's Marketing for Good initiative is. Halfway through the course, they pitch their ideas to a panel of C-Suite marketing judges for feedback and Idea Accelerator funding to actually execute and launch their product or campaign in real life throughout the second half of the semester.

<https://cba.lmu.edu/academics/undergrad/marketing/mschool/mfg/>

Department

Business Administration

Learning Object Subject

Marketing

Educational Level

Undergraduate

Learning Outcome

The theme of the project is "Marketing for Good," where students will have an opportunity to use marketing powers to address a current challenge in their lives or community related to one of the United Nations' 17 Sustainable Development Goals (SDGs). Teams may create and launch an actual product or a messaging campaign to shift people's attitudes, perceptions, and behaviors toward a specific issue.

Interactivity Type

Active

Learning Object Description

Imagine if The Apprentice and Shark Tank had a baby. That's basically what the M-School's Marketing for Good initiative is. Halfway through the course, they pitch their ideas to a panel of C-Suite marketing judges for feedback and Idea Accelerator funding to actually execute and launch their product or campaign in real life throughout the second half of the semester.

[Supporting Links](#)

New World Fall 2023 Syllabus

View document  Download document 

BCOR 4150 Accounting Ethics, Professionalism and Public Interest

Accountants and the accounting profession play an important role in society. The role is examined through an in-depth study of accounting ethics, professionalism, and the public interest. Students learn about and analyze the history, legal, and ethical responsibilities of professionals and the profession. The course also will expose students to stakeholder theory and global sustainability issues. Major ethical theories are introduced and analyzed before applying them to ethical and justice issues, moral reasoning, and ethical decision making. Students are encouraged to adopt the objectivity, integrity, and ethical standards necessary to serve society as an accounting professional.

Department

Business Administration

Learning Object Subject

Accounting

Educational Level

Undergraduate/Graduate

Learning Outcome

The goals of this course are: to review and come to a common definition of what ethics and ethical reasoning are; to examine the role and purpose of ethics in business; to present methods of moral reasoning, case analysis, and of resolving ethical dilemmas; to present the

ethical values considered especially relevant to business activity - respect for human dignity, honesty, fairness, and the development of trust; to present the concept of corporate social responsibility, and explore its relevance to ethical business activity; to investigate the ethical obligations and ethical ideals present in the relationship between employers and employees; to investigate whether ethics sets any boundaries on competition, marketing, sales and advertising; to consider any moral obligations of businesses to the environment and to people in other countries.

Interactivity Type

Active

Learning Object Description

This course deals with in-depth discussions of ethical reasoning formats, ethical decision-making and the obligations of accounting professionals. We will examine the issues of ethical reasoning in both an overall environmental and philosophical aspects. Through a series of readings and case studies, we will study the creation of ethical and effective corporate governance structures; professional ethical codes; legal, regulatory and professional obligations; and corporate social responsibility.

ETHICS SYLLABUS MSPRING 2024

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BCOR 4910 Business Ethics and Sustainability

Business Ethics and Sustainability focuses on the interaction and importance of social, political, economic and environmental forces in business and society. Using the framework of the UN Sustainable Development Goals, students will study the moral responsibility of business for societal and environmental impacts. Emphasis is placed on applying ethical decision models to a variety of stakeholder issues, which will include a substantial investigation into the underlying normative ethical theories and socio-political factors that impact business' broader responsibilities.

Department

Business Administration

Learning Object Subject

Business Core

Educational Level

Undergraduate

Learning Outcome

Students will be able to explain the interaction and importance of social, political, economic and environmental forces within and upon business and society. Students will be able to identify and resolve ethical dilemmas in business situations. Students will demonstrate critical thinking skills by defining, modeling, analyzing and evaluating complex business problems. Students will be able to integrate core concepts from different disciplines and apply them to a business situation. Students will understand the major ethical theories—virtue ethics, utilitarianism, deontology, natural law, various theories of justice, and so forth, and understand the difference among them by investigating ultimate grounds of their validity. Students will value the importance of striving to be virtuous, ethical, and just, as well as the importance of rational reflection and engaged discourse with diverse perspectives in such striving. Students will understand and make recommendations to address business decision-making problems based upon concepts of “service of faith and the promotion of justice” and “works of justice.” Students will understand businesses' impacts on the natural environment, learn to view the natural environment as an important business stakeholder with rights of its own, and to understand businesses' responsibilities to the natural environment, as well understand strategies for reducing corporate environmental impact. Students will communicate effectively on business topics in written and oral form. Students will demonstrate effective interpersonal skills in teamwork settings.

Interactivity Type

Active

Learning Object Description

Business Ethics and Sustainability focuses on the interaction and importance of social, political, economic and environmental forces in business and society. Using the framework of the UN Sustainable Development Goals, students will study the moral responsibility of business for societal and environmental impacts. Emphasis is placed on applying ethical decision models to a variety of stakeholder issues, which will include a substantial investigation into the underlying normative ethical theories and socio-political factors that impact business' broader responsibilities.

BCOR 4910.04 and .05._Spring
2024_Thies_Syllabus_Final

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MGEM 6303 Social Entrepreneurship

In this course, students are introduced to the field of social entrepreneurship - the process of using entrepreneurial mindset and business skills to create innovative approaches to societal problems. The course will explore various concepts and examples of social entrepreneurship

(both not-for-profit and for-profit models) through theoretical discussion and case studies. Moreover, students will utilize their creativity to explore their own solutions to the social problems of their choice.

Department

Business Administration

Learning Object Subject

Entrepreneurship

Educational Level

Graduate

Learning Outcome

Prepares students for a successful and rewarding (social) entrepreneurial career in the real world. Help students identify their passions and encourage them up to want to make a huge difference in the world. Familiarize students with a wide range of social, environmental and other issues affecting the world. Examine the latest innovations and best practices in business models, legal forms, financing alternatives, and management strategies among for-profit and not-for-profit social ventures. Examine the challenges and rewards of entrepreneurship and management in creating and developing social purpose organizations.

Interactivity Type

Active

Learning Object Description

In this course, students are introduced to the field of social entrepreneurship - the process of using entrepreneurial mindset and business skills to create innovative approaches to societal problems. The course will explore various concepts and examples of social entrepreneurship (both not-for-profit and for-profit models) through theoretical discussion and case studies. Moreover, students will utilize their creativity to explore their own solutions to the social problems of their choice.

MGEM630301SocialEntrepreneurship
Syllabus_10215_SummerI2024 (1)

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RME is in the signatory's educational vision, so that it drives the signatory's business model and all educational efforts, courses, programs, degrees, and non-degrees

Educational Vision

CBA's mission is to ensure that we infuse responsible management education (RME) into all our educational efforts - curriculum, programs, degrees and business models.

CBA has used our mission and strategic plan to frame curriculum and programs, and invite engagement with like-minded individuals and organizations with shared values for societal impact. Our vision for business education sees business as central to creating a world that advances economic, social and environmental flourishing. Our core values define who we are and enhance an understanding of our mission, vision and integration of human flourishing in the development of our personal and professional growth, seeing business as a force for good, including the Jesuit values of educating the whole person, a commitment to social justice and integrating moral courage, and ethical decision making to positively impact leadership in doing the right thing in business and society.

These concepts and principles are reinforced throughout the curriculum in such classes as "[Marketing for Good](#)," "Accounting Ethics," and "Business Ethics and Sustainability." Additionally, our [CBA Advantage](#) program—a graduation requirement, infuses RME in extracurricular and co-curricular live and asynchronous activities. Students reflect on their experiences in CBA Advantage (tied to a competency that captures the RME pedagogical approach) and through those reflections, reinforce the application of triple bottom line orientation to business.

We are committed to integrating the work of the SDGs into our classrooms, research, co-curricular/extra-curricular and community engagement opportunities and our degree programs. We firmly believe that business schools play a key role in shaping the knowledge, skills and abilities of future leaders who will drive corporate and societal sustainability. RME is explicitly addressed in our CBA first year experience—Business for Good. Students participate in an immersive and experiential program learning about the SDGs and applying them, using business for good principles (or RME) to create a business opportunity and/or solve for a challenge experienced in developing countries or marginalized communities in the US. Students learn the "exchange model" which is infused with a triple bottom line orientation. Students are also encouraged to take opportunities to integrate what they have learned in and take it beyond the LMU community.

Our graduate programs are also shaped by our commitment to RME. For example, the M.S. in Taxation prepares skilled, ethical tax professionals for a complex, strategic and evolving environment, while the M.S. in Entrepreneurship and Sustainable Innovation, run in collaboration with LMU's Frank R. Seaver College of Science and Engineering, is shaped by a commitment to sustainable practices when developing new technologies and systems.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

RME Elements in Research

Loyola Marymount University incorporates responsible management education into its research endeavors through 4 different methods:

Required Research Reporting

Faculty Publications

Faculty publications that engage topics that pertain to ethics, sustainability, and/or one or more of the SDGs.

CBA uses the Faculty Success, a Watermark software product, to track all faculty activities: publications, presentations, research, and service. Faculty are required to update their activities twice a year,

Chapters

Journal articles

This is a list of faculty publications.

Faculty Publications

Faculty Publications

Relevant Stakeholders

College of Business Administration

Purpose

Faculty research that advances RME and SDGs

Journal Articles Draft

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Books and Chapters

List of published books and book chapters by LMU faculty.

Books and Chapters

Book chapters and books published by CBA Faculty

Relevant Stakeholders

College of Business Administration

Purpose

To show the research of CBA Faculty

Book Publications

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Dedicated Research Funding

Research Funding for Responsibility

The purpose of these centers is to advance research in responsible management, both on a domestic and global focus. This research also seeks to promote the sustainable development goals and business ethics.

- The Institute for Business Ethics and Sustainability (IBES) Faculty Opportunity Fund distributes awards of up to \$4,000 each year to faculty members whose research supports PRME Principle #4 and the work of business advancing any of the Sustainable Development Goals (SDGs). This is then shown through the focus areas of the institute, which are in business ethics, social responsibility and sustainable development. More information on this center can be found [here](#).
- LMU's Center for International Business Education (CIBE) invites full-time LMU faculty to submit scholarly research or an internationalized curriculum development proposal on issues related to enhancing the global competitiveness of U.S. companies and/or industries. This center is responsible for research in responsible management with a global focus. This is shown through the 5 focuses of CIBE, which are 1) innovative global marketing; 2) global talent development and foreign business language education; 3) international entrepreneurship; and 4) global sustainability and business ethics; and 5) cybersecurity. More information on CIBE can be found [here](#).

Research Conferences

Responsibility-related Conference Presentations

Listing of faculty conference presentations from 2022-2024

Date

June, 2022 - May, 2024

Location

Various

Speakers

Various

Responsibility related conference presentations

Responsibility Related Conference
Presentations

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Research Awards Program

California 100 Research Grant

[California 100](#), a statewide initiative that seeks to build a vision and strategy for the state's long-term future, awarded CBA a research grant to examine scenarios that have the potential to shape California in the next century.

With the \$90,000 grant, LMU marketing professors Richard Tang, Sijun Wang and Madhu Viswanathan took a bottom-up approach to studying the business climate over time, and across regions and industries in California, with a focus on diversity, economic and social impact. Providing historical context to the trends that have ensued, these findings are intended to simulate future scenarios and devise policy interventions that enhance California 100 Initiative's throughlines.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Partnership Approaches for RME

Loyola Marymount University partners with external stakeholders to advance responsible management education through 4 different approaches:

Knowledge Translation and Dissemination

Partnering: Informing

CBA engages with business leaders and entrepreneurs to share their knowledge and current information with our students, each other, and the wider business community.

CBA sponsors speaker series, symposiums, and discussion panels to help disseminate information about current trends, practices and research of relevance to sustainable development and the business community.

Chapters

ACCOUNTING

[Paul A. Grosch Lecture Series](#) is named for the eminent accounting educator, Paul Grosch, who was a professor at Loyola Marymount University for 32 years. His unique teaching philosophy has produced distinctive accounting graduates who are able to address complex business issues with insight, integrity and good judgment. Professor Grosch's vision for educating competitive and ethical accounting professionals is still at the core of LMU's accounting program. More than 130 of Paul's friends, admirers and former students have contributed to an endowment that funds this lecture series. Past speakers include Peter Kaufman in January 2024, Richard Brookbanks in April 2023, and Sara Mijares Del Fium in December 2022.

[Dreier Chair in Accounting Ethics Distinguished Speaker Series](#) brings prominent executives and local business leaders to campus to recount their experience and share their knowledge on some of the biggest issues in accounting ethics, governance and the public interest. This elite program allows students, faculty, alumni, staff and members of the community the opportunity to hear firsthand about the complexities of the business world, while inspiring them to seek new ways to meet the challenges of tomorrow. Speakers in this reporting period include Tayika M. Dennis CPA, principal at CliftonLarsonAllen (CLA) and Nicolai Lundy, Chief of Marketing Relationships at Value Reporting Foundation.

BUSINESS ADMINISTRATION

[D.K. Kim Foundation Lecture Series](#)

The Center for Asian Business received a major grant over a five year period from the D.K. Kim Foundation to provide a lecture series and movie screenings for the LMU community—students, alumni faculty, staff and local community. The D.K. Kim Foundation is dedicated to promoting education as the path to success and a better world by supporting institutions of higher learning and its students.

- [**"How to Promote Export and Foreign Direct Investment in California"**](#) (January 2024)
 - webinar featuring panelists Maurice Kogon, international trade consultant and Henan Li, Asian Trade and Investments Representative, Governor's Office of Business and Economic Development (GO-Biz).
- [**"Impact of Technology on Global HRM"**](#) (November 2023) - panel webinar featuring Kevin Klowden, chief global strategist, Milken Institute, and Jonathan Woetzel, senior partner, McKinsey & Company. This webinar addressed how some Asian countries have become the most digitally competitive and what we can learn from their success. Co-sponsored with the Center for International Business Education and moderated by Yongsun Paik, director of LMU CIBE and Center for Asian Business.
- [**"Digitalization of the Asian Economy: Lessons for the U.S. and the State of California"**](#) (October 2023) - webinar panel featuring Kevin Klowden, chief global strategist, Milken Institute, and Jonathan Woetzel, senior partner, McKinsey & Company. Moderated by Ellen Ensher, LMU professor of management.
- [**"70 Years of the US-Republic of Korea Alliance: Current State and Future Prospects"**](#) (September 2023) - webinar featuring Troy Stangarone, senior director and fellow, Korea Economic Institute, and Andrew Yeo, Ph.D., senior fellow and SK-Korea Foundation Chair, Center for East Asia Policy Studies, Brookings Institution.
- [**"Hilton Entrepreneur Lecture: How to Become a Global Entrepreneur"**](#) (February 2023) - webinar about Chang Kim, founder and former CEO of Tapas Media, and moderated by David Choi, Hilton Chair of Entrepreneurship and Director of Fred Kiesner Center for Entrepreneurship
- [**"How Korea, Japan and China Can Get Along Better: A National Identity Perspective"**](#) (January 2023) - Eunbin Chung, Ph.D., assistant professor of political science, University of Utah; moderated by Jennifer Ramos, LMU professor and interim chair of political science and international relations
- [**"Living the Dream as a Digital Nomad: Reflections on My Journey"**](#) (November 2022)
 - panel webinar co-sponsored with Study Abroad Office in celebration of International Education week. Panelists included Rosalyn Vargas '08, talent development manager, DISQO; Max Banton '20, content creator, Max Takes On The World; and Steve Tsentsersensky, contributor, World Nomads. Moderated by Ellen Ensher, LMU Management faculty.

- ["Sustainable Electrification Strategy: Hyundai's Progress for Humanity"](#) (November 2022) - Gilbert Castillo, senior group manager, Product Strategy & Regulatory Compliance, Hyundai Motor North America; Kristin Gomez, senior group manager, Regulatory Strategy and Eco-Mobility, Hyundai Motor North America; moderated by Ed Kim, president and chief analyst, AutoPacific, Inc.
- ["Global Energy: Current Predicament and Geo-Political Implications from the Russia-Ukraine War"](#) (September 2022) - Robert Koepp, founder, Geoeconomix; and Ismael Rueda, professor, Pardee RAND Graduate School; moderated by Anatoly Zhuplev, Professor of Management, LMU

ENTREPRENEURSHIP

[Hilton Distinguished Entrepreneur Lecture Series](#) sponsored by the [Fred Kiesner Center for Entrepreneurship](#), brings outstanding entrepreneurs from all fields to campus to share their life and work experiences with students, alumni, faculty and staff.

- **Sean Kane '99** (April 2024), LMU alumnus and co-founder of The Honest Company, Hello Bello, and Launched.LA! Sean has always been focused on creating a better, safer world through his entrepreneurial pursuits.
- [Chang Kim \(February 2023\)](#), founder and former CEO of Tapas Media, a digital storytelling platform for content lovers that was acquired in 2021 by Korea's Kakao Entertainment at a \$510M valuation. Moderated by David Choi and co-sponsored by the [Center for Asian Business](#), [D.K. Kim Foundation Lecture Series](#), [Center for International Business Education](#), and [Fred Kiesner Center for Entrepreneurship](#).

[International Business Lecture Series Webcasts](#) sponsored by the [Center for International Business](#).

- [How to Bridge Business Opportunities between U.S. Companies and Asian Markets](#) (March 2024) - panel webinar co-sponsored with the [Center for Asian Business](#) featuring Celine Chai '20 and Bryant Lin '20 co-founders of NinetyEight; Ivy Arias, founder and CMO of Brand LA; and John Costello '00, group account director, Team One. This webinar explored business opportunities between U.S. companies and Asian markets and how Asian companies can unlock new markets and opportunities.
- [From Global to Local and Local to Global: Unlocking New Markets and Opportunities](#) (March 2024) - The world is big and diverse, with different countries, cultures and languages. Today, the explosion of media outlets and micro-influencers that are driving customer behavior requires brands to be as agile as ever. The challenge for companies and brands is how to ensure that brand positioning remains relevant across markets. This webinar explores how large and small brands unlock new markets and opportunities through global and local marketing. Presented by LMU CIBE and [Brand LA](#).

SUSTAINABILITY

The SDG Student Ambassadors program is jointly sponsored by CBA's [Institute for Business Ethics and Sustainability](#) and the Office of Local-Global Affairs (currently restructured as [International Programs and Affairs](#)). SDG Student Ambassadors gain a strong understanding of the United Nations Sustainable Development Goals (SDGs), deepen their knowledge of environmental and social responsibility, design and create the structure of the SDG Student Ambassador Program, and enhance their professional development skills. During the past 2 years, Student Ambassadors help launch the LMU Net Impact Undergraduate Chapter and designed an online tool kit to to teach about the SDGs. [Business as a Force for Good Annual Ethics Symposium](#) sponsored by the Institute for Business Ethics and Sustainability (IBES), which enables the exchange of knowledge, ideas and opportunities between students, alumni, faculty and employers to advance the Principles in Management Education (PRME) and the Sustainable Development Goals (SDGs).

- [Climate-Related Financial Disclosures and the Economics of Climate Change](#) - Eight industry speakers industry leaders examined the new rules, identified stakeholders and discussed the economic impacts of climate change from a number of perspectives.
- [Moving from Sustainability to Restoration](#) - Keynote speaker journalist Esha Chhabra shared insights from her book *Working to Restore: The Power of Regenerative Business to Heal the World,* followed by Greg Warman of ExperiencePoint for a hands-on workshop in design thinking, that showed how business leaders can use restoration and regeneration as a model for business innovation.

[CBA Ethics and Sustainability Series](#) sponsored by the Institute for Business Ethics and Sustainability (IBES), which enables the exchange of knowledge, ideas and opportunities between students, alumni, faculty and employers to advance the Principles in Management Education (PRME) and the Sustainable Development Goals (SDGs).

Global Sustainability Summit, co-sponsored with the [Center for International Business](#)

- [Gaming and ESG Impact](#) (April 2024) - Dan Goldenberg, former head of sustainability/VP, CSR & ESG, discussed his accomplishments at Activision Blizzard regarding in ESG initiatives and reporting, especially related to carbon footprint tracking and disclosure, mitigation initiatives supporting its net zero goal, and leading social and philanthropic programs. Management faculty Melissa Fitzpatrick and Junghoon Park also provided additional insights.
- [Agtools: Increasing Global Food Supply Chain Efficiency and Sustainability through Big Data and AI](#) (April 2023) - Agtools CEO and co-founder Martha Montoya addressed the role that Agtools plays in reducing food and resource waste. A worldwide SaaS platform that gathering real-time government and institutional market data for more than 500 specialty crops commodities, Agtools provides up-to-the-moment statistics — like time, cost, supply, demand,

alternatives, and more – so that supply chain stakeholders can better manage decisions such as forecasting and purchase orders, seeding, harvesting and delivery schedules.

CBA Night at the Movies

- - **Earthbound: Nzambi Matee** (March 2024) explores the life of Kenyan entrepreneur Nzambi Matee and shines light on a possible solution to the waste crisis facing our planet while transforming an environmental disaster into both environmental and economic opportunities for the affected communities. Post screening panel: Farhoud Meybodi, Director and founder, Ritual Arts; Dr. Emily Jarvis, LMU Professor of Chemistry and Biochemistry; and Ruth Amanuel, MBA, MBA '23, Founder of Vireo LLC.
 - **California's Watershed Healing** (November 2022) sheds light on the current conditions of California's forests and viable solutions that can be implemented immediately for sustainable land management and restoration of the Sierra Nevada Watershed. Post-screening panel: James Thebaut, Director and President and Founder, The Chronicles Group; Doug Walters, Chief Sustainability Officer and Chief Resiliency Officer, City of Los Angeles; Eric Strauss, LMU President's Professor of Biology and Executive Director, Center for Urban Resilience

CSJ Center Symposium conference presentations, conference hosted by LMU's CSJ Center for Reconciliation and Justice

- - **Water Stewardship, Public Impact and the Work of Los Angeles Sanitation and the Hyperion Water Reclamation Facility** (January 2024) - Doug Walters, P.E. BCEE, Chief Sustainability Officer and Chief Resiliency Officer, Olympics Planning Committee, Los Angeles Sanitation and Christina Jones, Environmental Engineer, Water Recycling Implementation Division (WRID), Hyperion Water Reclamation Plant, Los Angeles Sanitation discuss important work of the Hyperion Water Reclamation Facility and LA city's leadership in water stewardship to reduce dependence on imported water. Moderated by Jeff Thies, Director, IBES.
 - **The Homeboy Way: A Radical Approach to Business and Life** (February 2023) - Tom Vozzo, CEO Homeboy Industries, presented the topic of his book "The Homeboy Way: A Radical Approach to Business and Life." reflecting on leadership and organizational life designed to impact lives as he learned "The Homeboy Way." Leading with heart, authenticity and purpose, Thomas Vozzo provides a clear path to a new bottom line—including 55 rules to break—bringing the Homeboy Way to life as the perfect anecdote to the massive tidal currents of social injustice and inequities.

AI: Our Biggest Tool or Blinding Crutch (February 2024) - Tools such as ChatGPT can offer many advantages to students; however, there is a question of how to use them ethically and effectively. A student-facilitated panel of LMU faculty from the disciplines of computer science, business, history, and sociology discussed issues and answered student questions. Panelists: Dr. Anna Farzindar, CSE Clinical Professor of Computer Science; Dr. Elizabeth Drummond, BCLA Associate Professor of History; Dr. Arvin Mesgari, CBA Associate Professor of Information Systems and Business Analytics; Dr. Sarah Adeyinka-Skold, BCLA Assistant Professor of Sociology. Facilitators: Naomi Alvarado, CSE 26' Statistics and Data Science Major; Wesley Ng, CSE 26' Computer Science Major.

Building a Career in Sustainability - An Evening with LMU Alumni (November 2023) - An evening of conversation and networking with five LMU alumni who are building impactful careers in sustainability. Students learned how these past Lions started and developed sustainability-focused careers in diverse fields such as textiles, fashion, technology, electronics, and construction. Panelists: Emily Hand CSE '14 – Director and Chief of Staff, Verdical Group; Mara Ley CSE '18, MBA '22 – Sustainability Manager, Vuori Clothing; Saul Menjivar-Pena CBA '18 – Corporate Partnerships Manager, Plug and Play; Will Portman CBA '22 – Graphic Designer, Ambercycle; Ernie Roberts CSE '10 – Head of Global Sustainability, Belkin International.

[International Business Lecture Series Webcasts](#) sponsored by The LMU Center for International Business Education (CIBE), funded by the U.S. Department of Education, supports programs, instruction and research on issues of importance to U.S. trade and competitiveness.

Sustainable Electrification Strategy: Hyundai's Progress for Humanity (November 2022) - panel webinar co-sponsored with the Center for Asian Business that explored the current state of electrification and the role of emerging technology for a more sustainable and equitable future. Hyundai strategists shared best practices in overcoming electrification barriers and future plans for the clean energy revolution as an automaker and smart mobility solutions provider. Panelists included: Gilbert Castillo, Hyundai Mother North America and Kristin Gomez, Hyundai Motor North America. The moderator was Ed Kim, President and Chief Analyst of AutoPacific, Inc.

Global Energy: Current Predicament and Geo-Political Implications from the Russia-Ukraine War (Sept. 20, 2022) - panel webinar co-sponsored with the Center for Asian Business on the emerging trends in the global energy sector, with an emphasis on regional energy security in Europe and Asia, geo-political and economic implications and geo-regional impacts of the military conflict in Ukraine for the Asia region. Panelists included Robert Koepp, founder, Geoeconomix; Ismael Rueda, professor, Pardee RAND Graduate School; and Anatoly Zhuplev (moderator), professor, LMU.

Partner: Problem-Solving

Part of LMU's mission as Jesuit institution is to be an active participant in the world, collaboratively working with local communities to better our society. CBA carries this forth by working with local communities and businesses to empower citizens to be self-sufficient and successful entrepreneurs in society.

LMU partners with local community impact organizations in order to address community-based problems for impact.

Chapters

FAMILY BUSINESS ENTREPRENEURSHIP PROGRAM

The [LMU Family Business Entrepreneurship Program](#) was started to meet the needs of businesses, alumni, and students looking for a community and resources to help address the unique challenges and opportunities faced by family-run businesses. LMU's [Fred Kiesner Center for Entrepreneurship](#) partnered with [Business Consulting Resources](#), one of the leading family business consultancies in the country, to create a unique program that provides education and community-building opportunities to support its members. The program's mission is to help family enterprises innovate and thrive, thereby strengthening families, businesses and communities. This is accomplished by creating a collaborative community, expanding their entrepreneurial mindset, providing tangible resources and educational opportunities, and supporting the role of family enterprises in the broader community.

SIFI FINANCIAL LITERACY PROGRAM

A partnership between the [FoolProof Foundation](#) and the [Fred Kiesner Center for Entrepreneurship](#), the [Save It Forward Initiative](#) is a social venture that combines FoolProof's industry-leading online financial literacy platform with the near-in-age peer mentoring of LMU undergraduate students, who work with small groups of middle and high school students on learning about the real-world applications of money management and making wise financial decisions. Under the guidance of Professor Jason D'Mello, LMU students assisted with gamifying the curriculum, bringing in YouTube celebrities as guest speakers, and offering prizes donated by LMU alumni.

ASCEND PARTNERSHIP LA

CBA is the educational partner of [ASCEND LA](#) a collective of partners that have joined forces to drive small business growth and job creation across LA County. Funded by JP Morgan Chase and led by Local Initiatives Support Corporation LA, other partners include the County of Los Angeles and the CMG Alliance. Through entrepreneurial mindset management and leadership education; financial and marketing training; and capital and contracting opportunities, ASCEND LA has helped to empower diverse small businesses to

grow their businesses to the next level. CBA faculty, industry professionals and mentors provide training and coaching to program participants, and participants gain access to expertise in landing government and other large contracts. These entrepreneurs also benefit from meeting other motivated business owners experiencing similar challenges and finding a support network within their cohorts. In 2023, the program graduated a fourth cohort of 93 entrepreneurs with an average increase in revenue of 35%.

CIBER CONSORTIUMS

LMU CIBE is a member of CIBER consortiums whose goals are to increase support of international business education at minority serving institutions and community colleges in the United States.

[Consortium of Minority-Serving Institutions and Community Colleges \(CMCC\)](#) a consortium of 14 CIBERs acting as a resource multiplier to support minority serving institutions (MSI) and community college (CC) faculty, administrators and students across the country who aim to develop, expand and strengthen international business education. CMCC funds professional development, scholarly research, curriculum development and program development.

[Minority Serving Institution \(MSI\) Consortium](#) is a collaborative effort among 10 CIBERS, led by GSU, which supports minority serving institutions (MSIs) with faculty development, study abroad, grant writing and pedagogical resource sharing activities.

Collaborative Change Action

Partner: Acting

CBA partners with Los Angeles-based business development organizations to enhance local and global business.

CBA collaborates with the Los Angeles Economic Development Corporation ([LAEDC](#)) and the [World Trade Center Los Angeles \(WTCLA\)](#), bringing scholarship and research to advance their work.

Chapters

Los Angeles Economic Development Corporation (LAEDC)

LAEDC is a non-profit organization that champions equitable economic growth across the Los Angeles region through collaboration with community, government, business, labor and education partners. Its vision is to drive action in support of a reimagined Los Angeles regional economy that is growing, equitable, sustainable, resilient, and provides a healthy and high standard of living for all. Dean Dayle Smith serves on the [Board of Governors](#) and LMU faculty have been invited to present at regional meetings.

World Trade Center Los Angeles (WTCLA)

WTCLA is non-profit organization dedicated to attracting foreign direct investment and facilitating business opportunities between Los Angeles and international companies. WTCLA provides business assistance services to international companies seeking to locate or expand their business operations in the Los Angeles region and to local companies seeking to export products or services to international markets. As part of the Center for International Business Education's continued collaboration with WTCLA, CBA has produced and presented a Foreign Direct Investment Report since 2022, a collaborative effort of LMU faculty and graduate students led by Zhen (Richard) Tang, Ph.D., Assistant Professor of Marketing.

- [2024 Foreign Direct Investment in California Report](#)
- [2023 Foreign Direct Investment in California Report](#)

External Community Dialogue

Partnering: Dialoguing

CBA engages in active conversations with members of the business community to 1) promote the flow of ideas and information between academia and the business community, 2) encourage business leaders to share their knowledge with the CBA community, and 3) provide input for curriculum and program development.

CBA engages in dialogues with the business community through our Technical Advisory Councils, programs and conferences we sponsor.

Chapters

Targeted Affinity Councils

CBA has 11 Targeted Advisory Councils and the Dean's Executive Council to provide guidance, advice, and feedback on departmental and college-wide priorities, planning, and trends within the given fields of business.

[Dean's Executive Council](#) - The Dean's Executive Council is comprised of key business leaders who represent a wide range of industry/sector experience. The council meets twice a year and is engaged in strategic planning activity alongside Dean Dayle Smith. The council advises the dean on CBA priorities, strategic direction and identifying opportunities in the global business landscape

[Accounting Advisory Board](#) - The LMU Accounting Advisory Board provides guidance, advice and feedback to the LMU Department of Accounting. The board meets twice a year to discuss business and employment trends, assess program objectives and advise the department on how to improve the accounting curriculum to better serve the needs of our students.

[Entrepreneurship Advisory Council](#) - The LMU Entrepreneurship Advisory Council provides guidance, advice and feedback to LMU Entrepreneurship programs. The council meets to discuss business and employment trends, assess program objectives and advise programs on how to improve the entrepreneurship curriculum to better serve the needs of our students.

[Finance Targeted Advisory Council](#) - The LMU Finance Targeted Advisory Council (FTAC) provides guidance, advice and feedback to the LMU Department of Finance. The council meets to discuss business and employment trends, assess program objectives and advise the department on how to improve the finance curriculum to better serve the needs of our students.

[ISBA Advisory Council](#) - The LMU ISBA Advisory Council provides guidance, advice and feedback to the LMU Department of Information Systems and Business Analytics. The board meets to discuss business and employment trends, assess program objectives and advise the department on how to improve the ISBA curriculum to better serve the needs of our students.

[MELM Advisory Council](#) - The Master in Entertainment Leadership and Management Advisory Council comprises top entertainment professionals in Los Angeles. These members contribute to the success of the LMU MELM Program by making a positive impact on young talent in the business of entertainment field through advising curriculum design and capstone projects.

[MSBA Advisory Board](#) - The Master of Science in Business Analytics (MSBA) Advisory Board is comprised of top data analytics professionals in Los Angeles. These members contribute to the success of the LMU MSBA Program by making a positive impact on young talent in the business analytics field through advising curriculum design and capstone projects.

[MSESI Advisory Board](#) - The Master of Science in Entrepreneurship and Sustainable Innovation Advisory Board contains some of the brightest and boldest entrepreneurs, venture capitalists and innovation experts in the area of sustainability.

Members advise faculty on industry standards, needs and potential areas of innovation to help inform curriculum. Our board directly supports student development by providing resources and opportunities for programming, including mentorship for our [capstone project](#).

[M-School Advisory Board](#) - M-School courses are developed and taught in conjunction with industry "rockstars," those on the front lines of what's happening and what's next in the world of branding, advertising and marketing. The M-School Advisory Board includes marketing leaders from such companies as TOMS Shoes, Dollar Shave Club, Deutsch, Team One, Electronic Arts, Ignited, ThinkLA, Horizon Media, RPA and many other incredible partner companies and organizations.

[Real Estate Advisory Council](#) - The LMU Real Estate Advisory Council (REAC) provides guidance, advice and feedback to LMU College of Business Administration on business and employment trends in real estate. The council offers direction on how to improve the real

estate curriculum and partners with the Real Estate Society to organize extracurricular activities to educate LMU students about careers in real estate and current trends. REAC awards scholarships to students interested in real estate, hosts an annual Real Estate Career Day, provides internships and job opportunities, and organizes networking events to engage real estate professionals. The council also spearheads the [Real Estate Certificate Program](#) for undergraduate and graduate students.

[Sustainability Advisory Committee](#) is a small, selective group of Los Angeles sustainability executives, from the private and public sectors, to advise the Institute on critical and evolving trends to inform our work with our students and the broader community. Members work with students and are a resource for Institute programming and related projects. Its focus is to help the Institute understand the business, operational realities and developing trends in sustainability leadership to inform curriculum, programming and student professional development.

ALUMNI & INDUSTRY ENGAGEMENT

CBA hosts a number of student competitions that employ alumni and local business leaders as judges, enabling a 2-way flow of information as students apply their ingenuity to existing business issues and receive feedback and advice from the executive judges.

[International Business Ethics and Sustainability Case Competition](#), sponsored by the [Institute for Business Ethics and Sustainability](#), is a hybrid competition that hosts an average of 50 teams from over 30 universities as they compete in a 25 Minute, 10 Minute, and 90 Second competition, either online or in-person on the LMU campus. Presenting on a current business topic of their choosing, teams are judged by executive panels made up of operations, ethics and sustainability executives, who question the presenters and then provide feedback. The back and forth between and panelists reinforces ethical leadership for sustainable development for both students and judges. This program received the PRME Chapter North America Innovators award in June 2024.

[LMU Annual Datathon](#) launched in 2023 by Ana Mangal, CBA Clinical Associate Professor of Information Systems and Business Analytics, hosts interdisciplinary teams of undergraduate and graduate students who use real world data from ongoing projects to create their final presentations and showcase their skills in storytelling with data. The competition is judged by industry leaders from Fortune 500 companies and LMU alumni.

[Techstars Startup Weekend](#) hosted every fall semester by the [Fred Kiesner Center for Entrepreneurship](#) provides an exciting opportunity for students to sharpen their skills in formulating and launching a business concept. Participants work collaboratively in teams to create a prototype of an idea, validate the business idea, and presenting at the Demo Day dinner, where teams receive invaluable one-on-one time from experienced entrepreneurs - local tech and startup leaders who take part in as mentors and judges.

[**New Idea Pitch Competition**](#) is held every spring semester, in which participants submit a one-page description of a new business idea that solves a problem. Finalists have 90 seconds to pitch a business idea to a panel of judges composed of startup executives and investors, and winners receive cash prizes.

- [2024 Winners](#)
- [2023 Winners](#)

[**LMU Stock Pitch Competition**](#) - Started by Professor of Finance Josh Spizman and now organized by student groups [Finance Society and Lion Investing Society](#), the Stock Pitch Competition gives LMU students an opportunity to practice and build their valuation and presentation skills while showcasing their investing talents. Student teams choose a public company and make the case to a panel of judges why they should buy that stock. The judges, made up of LMU finance alumni and [Finance Targeted Affinity Council](#) members, have a set of criteria such as how well the valuation is done, how good the “story” is, how well the presentation is, and whether or not they would actually make the investment. The winning teams receive cash prizes.

FACULTY EDUCATION PROGRAMS

[**Faculty Development in International Business South Korea Program**](#) co-sponsored by the [Center for International Business Education](#) and [CIBER](#) at Florida International University, is designed for educators interested in developing a greater understanding of doing business in Korea and exploring how Korean companies such as Samsung, Hyundai, LG, SK and Lotte have emerged as global competitors. Participants travel to Korea for 2 weeks and visit top multinational companies, providing them with an opportunity to interact with executives and senior managers as well as scholars from Korean universities.

CONFERENCES

[**World Trade Week Southern California Conference**](#) co-sponsored by the the [LA Chamber of Commerce](#) and the [Center for International Business Education](#).

- [2024 Conference - Global Trade: The Future Starts Now](#)
- [2023 Conference - Global Trade: Building a Future Ready Supply Chain](#)

[**LMU Family Business Entrepreneurship Conference**](#) is an annual event sponsored by the LMU Family Business Entrepreneurship Program to bring together family businesses, thought leaders and business experts.

- [2023 Conference Theme: Family Advantage](#)
- [2024 Conference Theme: Minding the Gap - Bridging the Generational Divide in Family Businesses](#)

[**Fourth Annual Virtual Subsistence Marketplaces Conference**](#) co-sponsored by CIBE and the newly established D.K. Kim Foundation Business for Good Program in 2023, the conferences are chaired by international educators and typically have 80+ researchers and practitioners from over 20 countries sharing their experiences and research concerning subsistence

marketplaces. The conference purposefully includes a blend of virtual interviews with subsistence consumers and entrepreneurs in different countries, plenary sessions, participatory workshops, special topical sessions and paper presentations.



Practice

We adopt responsible and accountable management principles in our own governance and operations.

RME Policy Implementation

Loyola Marymount University has implemented 4 policies to support its commitment to responsible management education:

Employee equity, diversity, inclusion

Policies on employee (including faculty) equity, diversity, inclusion

“Diversity, Equity and Inclusion defines inclusive excellence as: Institutional excellence that fully integrates values of diversity, equity, and inclusion in all aspects of its work including: · Mission, vision, and strategic planning · Curriculum and co-curriculum · Campus climate and community · Infrastructure, policies, and processes By intersecting the values of Diversity, Inclusion, Equity, Equity-Mindedness, and LMU's Mission, we work to cultivate an institutional climate that promotes inclusive excellence. As part of a broad effort to fulfill our mission to promote educational excellence, the education of the whole person, service of faith and the promotion of justice, we will: · Promote a diverse LMU community at all levels: boards, administrators, faculty, staff, and students. · Support academic success for all students, acknowledging the importance of retaining and graduating students from underrepresented groups and first generation college students. · Support Faculty and Staff retention and promotion, acknowledging the importance of underrepresented groups. · Enhance curriculum, pedagogy, scholarship and creative work, to involve students and faculty in the learning process and to prepare them to engage issues of diversity as concerned citizens of the world. · Provide ongoing education and development about creating an inclusive climate for the university community where all can thrive. · Provide resources to create and sustain a culture of evidence that emphasizes assessment, critical analysis, and the identification of solutions. The Recruiting and Hiring Teacher-Scholars for Mission Initiative includes systematic efforts to recruit and hire an ethnically diverse, gender-balanced faculty which enhances the university's educational goals, strategic objectives, and adds to the overall quality of the institution. Simultaneously, the Initiative provides professional development for search committee members on a variety of topics including the history of LMU, reflections on LMU's Catholic identity, the Catholic intellectual tradition, ethnic diversity and religious identity in U.S. Catholic universities, benefits of faculty diversity, the definition of hiring faculty for mission, and legal and ethical principles and strategies for recruiting and hiring faculty. Links to more information can be found here: <https://resources.lmu.edu/dei/initiativesprograms/recruitmentretentioninclusiveclimate/> and <https://resources.lmu.edu/dei/initiativesprograms/recruitmentretentioninclusiveclimate/recruitinghiring/>

Scope

Campus

Enforcement Date

November, 2022

Revision Date

November, 2022

Number Of Pages

1

Publisher

LMU DEI

Media

Website

[Supporting Links](#)

[Supporting Links](#)

Student equity, diversity, inclusion

Student EDI

By intersecting the values of Diversity, Inclusion, Equity, Equity-Mindedness, and LMU's Mission, we work to cultivate an institutional climate that promotes inclusive excellence. As part of a broad effort to fulfill our mission to promote educational excellence, the education of the whole person, service of faith and the promotion of justice, we will:

- Promote a diverse LMU community at all levels: boards, administrators, faculty, staff, and students.
- Support academic success for all students, acknowledging the importance of retaining and graduating students from underrepresented groups and first-generation college students.
- Enhance curriculum, pedagogy, scholarship and creative work, to involve students and faculty in the learning process and to prepare them to engage issues of diversity as concerned citizens of the world.
- Provide resources to create and sustain a culture of evidence that emphasizes assessment, critical analysis, and the identification of solutions. Links can be found here: <https://resources.lmu.edu/dei/initiativesprograms/recruitmentretentioninclusiveclimate> <https://resources.lmu.edu/dei/sshurp/>

Scope

LMU student body

Enforcement Date

November, 2022

Number Of Pages

1

Publisher

LMU DEI

Media

website

[Supporting Links](#)

Travel

Alternative Transportation Incentive Program

Scope

Campus

Enforcement Date

June, 2018

Revision Date

June, 2018

Number Of Pages

3

Publisher

LMU Department of Parking and Transportation Policies and Procedures

Media

Policy

Transportation Policy

View document  Download document 

Buildings/real estate

Policies on building/real estate

LMU Student Housing is committed to making our residential facilities sustainable and we continually work to find ways to make our buildings green. Link here: <https://studentaffairs.lmu.edu/housing/studenthousing/aboutlmu-studenthousing/sustainability/>

Scope

Campus

Enforcement Date

May, 2014

Number Of Pages

1

Publisher

LMU Sustainability

Media

Policy

[Supporting Links](#)

Institutional Aspiration Targets

Loyola Marymount University has set aspiration targets in 7 different areas:

- ❖ Building and Real Estate Targets
- ❖ Internal Transportation Targets
- ❖ Employee EDI Targets
- ❖ Student EDI Targets
- ❖ GHG Emission Targets
- ❖ Responsible Investing (Responsible Investing Program)
- ❖ Water Conservation Targets



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Loyola Marymount University operates with the following approach:

Limited Transparency Disclosure

Performance on Meeting Policies

To transparently report success and failures on policies related to RME.

CBA and LMU generate reports on performance and areas of improvement regarding our strategic plans and review them with stakeholder panels, both internal and external. These are not compiled together in a way to allow transparent access to the report information.

SIGNATORY

Loyola Marymount University



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United States of America



Website

<https://cba.lmu.edu>