

2025 Sharing Information on Progress **(SIP) Report**

Clark University School of
Business

September 2025

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About Clark University School of Business

Since its founding in 1982, the School of Business at Clark University continues to embody its mission to prepare leaders for a lifetime of success founded on the principles of social responsibility, sustainability, and ethical business practice.

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.





Getting Started

This section provides foundational information about Clark University School of Business, including key details and basic institutional data.

Mission

Mission: The Clark University School of Business prepares leaders for a lifetime of success founded on the principles of social responsibility, sustainability, and ethical business practice. We benefit society through scholarship and active engagement with the world around us.

Vision: The Clark University School of Business will be nationally acknowledged as a leader in offering progressive graduate and undergraduate business education which couples business skills with a focus on social good and innovation. We are “Business Driven, Socially Focused” with a vision of re-imagining the future of business.

Vision

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Strategy

Clark University School of Business Core Values

The mission, vision and core values of the School of Business are consistent with those of the university and intended to guide future planning and major decisions of the school.

Core Values

Our core values are consistent with who we are and with our mission:

- The Clark University School of Business holds itself to a high standard of ethical behavior.
- We value personal integrity, collaboration, and creativity.
- We value critical thinking and insight gained from impactful research.
- We commit to diversity, equity, and inclusion as principles that benefit business, enhance learning, and strengthen connections to the world.
- We actively engage with our local, national, and global communities.
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Strategy Alignment

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Institutional History

CUSB Commitment to PRME

Sustained commitment to the UN's Principles for Responsible Education

Clark University's School of Business is a long-time signatory to the United Nations' Principles for Responsible Education (PRME), reflecting our commitment to education, research, and collaboration that fosters on sustainable social, economic, and environmental change. The United Nations' 17 Sustainable Development Goals (SDGs) – including the promotion and protection of human rights, access to education, climate change and business sustainability, conflict resolution, poverty reduction and other critical social concerns—are integrated into our academic programs.

Clark University and the School of Business are now part of the United Nations Academic Impact Initiative, a network of 1700 institutions in 156 countries, and one of just 253 in the United States, who work with the United Nations to promote global priorities.



Graduates & Enrollment

2024 Statistics	Number
Graduates	232
Faculty & Staff at the University	428


2024 Statistics	Number
Student Enrollment at the University	3839
Student Enrollment at the Institution	565
Undergraduate Attendance	247
Masters-Level Postgraduate Attendance	314

Degrees Offered






Bachelor Programs

 Bachelor of Business Administration (B.B.A.)
  Bachelor of Science (B.Sc. or B.S.)








Masters Programs

 Master of Business Administration (M.B.A.)
  Master of Science (M.Sc. or M.S.)

Undergraduate Degree Programmes

 UG Accounting
  UG Business Economics
  UG Finance
  UG Business Administration
 UG Marketing

Masters Degree Programmes

 MS Finance
  MS Management
  MS Marketing
  MS Marketing Analytics
 MS Accounting
  MS Accounting Analytics
  MS Business Analytics



Purpose

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

Letter of Commitment

GRADUATE DEGREES

The Clark MBA
The Clark MBA — Online, Part-Time
M.S. in Accounting
M.S. in Accounting Analytics
M.S. in Business Analytics
M.S. in Finance* (Fintech concentration option)
M.S. in Management
M.S. in Marketing
M.S. in Marketing Analytics
MBA/M.S. in Accounting
MBA/M.S. in Finance
Business Analytics Certificate
Post-MBA Certificate

UNDERGRADUATE DEGREES

Major or Minor in Business Administration
Major or Minor in Finance
Major or Minor in Marketing
Major in Business Economics
Minor in Entrepreneurship and Innovation
Business Data Analytics Concentration
Accelerated B.A./M.S. in Accounting
Accelerated B.A./M.S. in Accounting Analytics
Accelerated B.A./M.S. in Business Analytics
Accelerated B.A./M.S. in Finance
Accelerated B.A./M.S. in Management
Accelerated B.A./M.S. in Marketing
Accelerated B.A./M.S. in Marketing Analytics
Accelerated B.A./MBA

GRADUATION 2025

In May 2025, the University conferred 975 master's and 39 doctoral degrees to a class that included graduates from 41 states and 35 countries. The University presented 468 degrees to undergraduate students. 177 students earned graduate degrees from the School of Business, and 55 earned undergraduate degrees in business-related majors.



Definition of Purpose

The School of Business continues to be guided by its mission to prepare leaders for a lifetime of success founded on the principles of social responsibility, sustainability, and ethical business practice. We are "Business Driven. Socially Focused."

Institutional Engagement

76% - 100%

of faculty at Clark University School of Business actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

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



How We Define Values

Responsibility and accountability to our businesses, communities, and environments are part of the mission of our School of Business.

Who Champions Responsible Management Education at Our Institution

- ❖ Disciplinary efforts within business school
- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization

Student Voices

The following narrative demonstrates how Clark University School of Business has influenced students' academic journey and personal growth.

Values - The Clark Collective

The Clark Collective

The Clark Collective remains a place where Clark University student entrepreneurs showcase their products and ventures to the campus and area community.

Innovation and Entrepreneurship program students continue to operate Clark's Community Thrift Store, which serves area Worcester residents.

Student Awareness

76% - 100% of students at Clark University School of Business are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at Clark University School of Business actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Values - The Analytics Competition PRME Award

The Student Business Analytics Competition PRME Award: The annual Business Analytics Competition for students remains one of the most popular of every year. Up to 20 students vie for cash prizes, awarded by a group of college alumni who evaluate the students' analytics projects. Students must present their findings formally and are then judged on their presentation and projects. CUSB has continued its tradition of presenting a Business Analytics Competition PRME Award to honor a student whose research best reflected PRME principles in CUSB's annual Business Analytics Competition.

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

PRME Report 2025- values

View document  Download document 



Teach

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



How We Define Teach

Since becoming a PRME member, our School of Business has been proud of the ways that our faculty have weaved the concepts of both the PRME principles and the SDG's into their classrooms, curricula, and research. We also ensure that our staff mentions the PRME principles and SDG's at various events, including new student orientation.

Courses that support RME

Clark University School of Business reports 6 courses in 2024 that support responsible management education and sustainable development goals.

Responsible Management in the Global Economy

| MGMT 4053

Responsible Management in a Global Economy This course will expose graduate business school students to the challenges of decision-making in a complex global context. It will highlight ethics, social responsibility, and sustainability as described in the United Nations Principles for Responsible Management Education (PRME). Skills to be developed include critical thinking, creative problem-solving, perspective-taking, global mindset, change management, practice-oriented research, and the social responsibility of business in the 21st century. . As one of the first courses students take in the MBA and MSM graduate programs, this course will introduce students to graduate-level case analysis, fundamental business & societal concepts, and skills needed to succeed in the classroom and the workplace. The teaching approach will include discussion, scenarios, case studies, writing assignments, and readings. Students will be exposed to techniques, knowledge, and resources used in management consulting, governments, think tanks, social enterprises, and businesses. This graduate-level course also explores the inextricable relationship that exists between the 3 sectors of our economic system: the private sector (i.e., business); the public sector (i.e., government); and the citizen sector (i.e., NGO's, nonprofits, people etc.) with a focus on the interplay between business and community and the role that business leaders and managers play in driving profits for their companies while concurrently responding to the ever growing demands society has on business to "give back".

The graduate course Responsible Management in the Global Economy touches upon all of the 17 SDG's and requires students to complete a research paper connecting one or more of the SDG's to the various business & society issues discussed throughout the term.



UG: Art & Science of Management

| MGMT 100

The Art and Science of Management This course is designed to encourage students to consider how business is embedded into the larger society and how managers solve problems. It will introduce students to basic management skills and the context in which they are applied. For students interested in management, entrepreneurship, and marketing, this required course provides an introduction to the topics they will study in greater depth in their future course work. For students not majoring in a management-related discipline, it provides an opportunity to learn basic skills that will be helpful in their current and future activities in organizations. The course structure includes readings, lecture, service learning, teamwork, case analyses, experiential exercises, and writing assignments. The course involves considerable interaction between the professor and students, and among students, because the practice of management is about working with, listening to, and respecting people who have different backgrounds, views, and experiences.

The undergraduate Art & Science of Management foundational course includes community-based learning projects, where student teams partner up with local organizations and non-profits to help advance their missions.



Investment Strategies

| FIN 5401

Investments This course provides an introduction to the financial market, investment theory, and security valuation. The topics covered include equity and bond pricing, portfolio analysis, capital asset pricing model, option pricing, and ethics in investment management. Emerging topics such as ESG (Environmental, Social and Governance) investing, FinTech, and Cryptocurrency, will be briefly discussed. The lectures and examinations will focus both on conceptual and quantitative foundations. Note: MPA 3003 fulfills this course requirement for Pathway students.

Investment Strategies course included a lecture and discussion on "impact investing", students discussed how investors can incorporate these ESG factors in investments.



Sustainability Marketing

| MKT 5487

The business landscape of the 21st century is evolving to encompass a rapidly expanding segment of consumers concerned with their impact on the global quality of life. This awakening breed of new consumers has created the need for a new marketing paradigm; under the current title of “Sustainable Marketing”. This new cutting edge course will define the role of Sustainable Marketing and its key objectives. It will also examine segmentation strategies and marketing activities to produce opportunities for Green products, services and socially positive brands. Major topic areas covered within this course include: The definition and evolution of Sustainability Marketing The changing role of corporations in sustainability Sustainable consumer behaviors Sustainability Branding strategies Sustainable Packaging Sustainable Sourcing and Product Creation Sustainable Supply Chains Communications and Story Telling

Topics, along with current global trends in Sustainable Marketing will be incorporated into a learning environment that involves in class discussions and lectures using new textbook concepts and current market trends and in class strategic teams of students creating marketing solutions for actual global sustainable market areas.

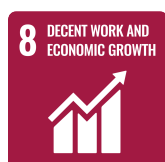


UG Ethics and Law

| BLAW 262

This course explores current controversial issues at the intersection of business, law, and ethics. We will study how the law continually evolves in reaction to cultural, economic and political forces often raising controversial ethical issues. The selected legal cases and readings present unique controversies that allow students to practice applying critical thinking skills to ethical decision making in the business world. By combining theory with practical application, students will gain an understanding of how to approach difficult ethical decisions they confront as business professionals and global citizens.

The undergraduate Ethics and Law course covers social responsibility, environmental sustainability, and business ethics as they relate to business law.



Operations and Supply Chain Management

| OM 4600

Operations and Supply Chain Management Operations management involves the efficient use of resources to create goods or services that satisfy the needs of customers and clients. In both the profit and nonprofit sectors, successful management requires economically rational decisions regarding the design and operation of processes that transform such resources into goods or services. The course develops students' abilities to identify and structure operating problems and to identify appropriate techniques for resolving them. Examples of topics covered include: process analysis, capacity management and utilization, inventory management, quality management, lean operations, queue management, and supply chain management.

Operations Management students investigate and explain how a wide range of ethical issues can occur, where operational failures are, and which parties are at fault. They also judge the ethicality of the main parties from the standpoint of utilitarianism, deontology, and virtue ethics.



Teaching Awards

In 2024, 1 award was given to faculty and educators at Clark University School of Business.

KNIME Distinguished Educator Award

Granter: KNIME

Grantee: Dr. Hamidreza Ahady-Dolatsara

Award Description:

The Distinguished Educators Award from KNIME is a global-level recognition for Dr. Ahady-Dolatsara's work with students. His engaging educational initiative integrated into his class provided students with real-world data science experience. Supported by KNIME, students were encouraged to tackle practical analytics problems using the KNIME Analytics Platform, allowing them to bridge the gap between academic theory and hands-on analytics application.

Educator Recognition

At Clark University School of Business, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Faculty promotion and tenure consideration

- ❖ Financial incentives
- ❖ Institutional recognition events
- ❖ Student-nominated teaching awards
- ❖ Professional development opportunities
- ❖ Publication or research support

Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

Experiential Learning



To a great extent

Teaching and learning at our institution strongly encourage experiential learning.

Learning Mindset



To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

Method of Teaching and Learning



In person

Traditional classroom-based learning with face-to-face instruction.



Research

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

Research vs Research for RME/Sustainable Development

24 Peer-reviewed articles were published by Clark University School of Business from this past calendar year.

vs

8 Peer-reviewed articles were published by Clark University School of Business from this past calendar year in support of RME.

Research Funding

In 2024, Clark University School of Business was awarded funding for research that is:



Local



Regional



National



International

Socializing Research

In 2024, Clark University School of Business contributed research findings to:

- ❖ National media
- ❖ Local media
- ❖ Open-access platforms
- ❖ International media
- ❖ Industry and business networks
- ❖ Government and policy makers



Partner

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

How We Define Partner

Our business school partners with organizations that align with our mission and serve in the interests of our students.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ Aspen Institute
- ❖ Graduate Management Admission Council (GMAC)
- ❖ Quacquarelli Symonds (QS)

Student Organization Partnerships

- ❖ Hillel International

Partnerships

The following provides more details on 1 key partnership at Clark University School of Business.

ROMBA (Reaching Out MBA)

In a move toward fostering diversity and inclusion in business education, [Clark University's School of Business](#) has announced its new status as a [ROMBA](#) (Reaching Out MBA) school.

Over its 20-year history, ROMBA “has grown to include a range of programming that educates, inspires, and connects an increasingly diverse LGBTQ+ MBA community,” the organization notes. As a member school, the School of Business will select up to two incoming MBA students each year as ROMBA Fellows — one for the fall semester, the other for the spring semester.

The Fellows will receive a tuition scholarship and participate in the prestigious ROMBA Fellowship Retreat, as well as have free admission to all other ROMBA events and access to a network of Fellows, alumni, club leaders, and corporate partners. In addition, Clark joins an elite group of just 67 ROMBA schools and be featured in the organization’s recruitment events.

Partner Voices

The following statement from our partners demonstrates ways in which our collaborations at Clark University School of Business support sustainability and responsible management education.

Partner - PCG Partnership

The Public Consulting Group (PCG) continued its partnership with CUSB with a select group of its employees completing the MBA program. As noted on its web site, "PCG is guided by an unwavering commitment to our clients and the communities they serve."



Practice



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

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents

Policy Documents Related to RME and/or Sustainability

PRME Report 2025- practice

View document  Download document 

Practice Awards

In 2024, Clark University School of Business received 1 award for responsible and/or sustainable practices.

PRME Alumni Award

Granter: School of Business at Clark University

Grantee: Alumna/us of the School of Business

Award Description:

Every year, the School of Business awards its Principles for Responsible Management Education (PRME) Alumni Award. The annual award, presented as part of the University's commitment to this United Nations-supported initiative, recognizes an alumna or alumnus whose career or volunteer efforts focus on responsible leadership, ethics, social responsibility, sustainability, and/or positive change in communities.



Share

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

Engagement Opportunities

Clark University School of Business offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Student and staff volunteer programs

Communication Audiences

Clark University School of Business communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Prospective and current students

Sharing Voices

The following statement from stakeholders at Clark University School of Business demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

PRME Principle- Share

Previous PRME Reports Shared

Previous PRME Report are utilized by a number of faculty to highlight the PRME and SDG- related activities of the School of Business.

Social Media

CUSB's social media accounts continue to grow and expand its reach. The pages regularly share news and information on PRME-related topics with alumni, staff, faculty, organizations, current students, and the community. The growth of all social media accounts has been enhanced and made greater by the PRME-related content shared each week.

SIGNATORY

Clark University School of Business



Address

950 Main Street, Worcester, MA, 1610

United States of America



Website

<https://www.clarku.edu/schools/business>