

3rd National Conference on Science, Policy and the Environment
Education for a Sustainable and Secure Future

Business Education

Transforming Education at Business Schools

Chairs: Rick Bunch, Gib Hedstrom

Recommendations: ***** = top 2 choices

- 1) Learn from past attempts to alter curriculum– an RFP that seeks proposals to develop an analysis of a past attempts to inculcate change, especially for sustainability, into curriculum and analyze the factors that led to success or failure – NAS funding? Examples of past attempts might focus on quality, international business, women’s studies, - also how sustainability has been infused into other subjects than business
- 2)*****school accreditation -- the addition of a standard that would require or infuse sustainability into AACSB or other accreditation standards
- 3) Focus and articulate employment demand for managers who understand sustainable business. Many businesses talk about sustainability but relatively few hire people who understand it.
- 4)*****Mentoring and Persuading Academics with expert speakers and credible groups to make the case/legitimize : respected academics, program chairs and deans, representatives from industry.
- 5)Use biz associations as proxy voice for sustainability: groups like Businesses For Social Responsibility, Global Environmental Management Initiative, Business Roundtable, The Conference Board.
- 6)Advisory roles of companies – company representatives who sit on business school advisory boards should be more assertive advocates for sustainability. Implement through business associations mentioned above.
- 7)Improve curriculum resources through support and recognition for teaching cases, infusion to textbooks
 - Funding for case study development
 - Funding to support presentation of sustainability case studies at academic conferences
 - Special editions of peer reviewed case study journals
 - Develop full range of sustainability annexes to leading disciplinary textbooks
 - Identify “zero content tradeoff” options for infusing sustainability into main body of leading textbooks.