LETTER OF RENEWED COMMITMENT

The Michael J. Coles College of Business at Kennesaw State University is pleased to renew its commitment to the Principles of Responsible Management Education (PRME). We are proud to be an early signatory to PRME and look forward to continuing to work with fellow members as we collectively strive to develop the next generation of globally responsible leaders.

Our faculty and administrators are aware of the global impact of leaders that do not maintain a sufficient level of responsible engagement. As such, we seek to educate students who will become capable, visionary, and ethical leaders in their chosen careers, and who are engaged citizens with global understanding and a love of learning.

We have made considerable progress since our last report in terms of positioning PRME as part of our institutional structure. This report provides an overview of the most important initiatives during the past two years, some of them having been part of our program for decades.

It is our goal for the PRME principles to become an increasingly important area of focus and to be more infused as a part of our culture of improving lives through business education.

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**PRINCIPLE 1 | PURPOSE**

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Mission**

Kennesaw State University provides exceptional undergraduate, graduate, continuing, co-curricular, and community educational opportunities. KSU educates students who become capable, visionary, and ethical leaders in their chosen professions and careers, and who are engaged citizens with global understanding and a love of learning.

The university’s research, scholarship, and creative activities expand knowledge, contribute significantly to economic development, and help improve the quality of life in the local community, Georgia, the nation, and the world. KSU students, faculty, and staff engage with local, state, regional, national, and international communities to improve those communities and the university.

Kennesaw State University promotes open and honest intellectual inquiry, and inspires professional, personal, and social excellence throughout the KSU community.

**Strategic Plan**

Kennesaw State University is an institution that has significant strengths and extensive opportunities. If it leverages its strengths and takes advantage of its opportunities to the fullest extent possible, KSU will overcome its weaknesses, surmount its challenges, and succeed in fulfilling its vision of becoming a nationally prominent university recognized for excellence in education, engagement, and innovation. KSU has the opportunity to leverage demand in professions for which our degree programs prepare students.

KSU must plan for additional growth; improve student-faculty and student-staff ratios; foster an environment that embraces inclusiveness and diversity; improve customer service; enhance relationships and engagement with alumni and surrounding communities; and expand its emphasis on recruiting the best and brightest students, staff, and faculty.

**PRINCIPLE 2 | VALUES**

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Quality Enhancement Program**

As part of KSU’s partnership with Southern Association of Colleges and Schools, SACS, KSU has developed a Quality Enhancement Program (QEP). The QEP aims to identify and implement an area of operation whose quality will be enhanced. The QEP also works as a tool for institutional improvement related to student learning and the learning environment. In 2013 KSU selected "Global Learning for Engaged Citizenship" as the topic and focus of our QEP. Over the next five years, we will expand opportunities for students, faculty, and staff to understand and participate in global affairs. This QEP goal is also a strategic imperative and as such is an integral part of KSU’s strategic plan.
PRINCIPLE 3 | METHOD
We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Social Entrepreneurship Program
Seventeen students participated in this program in Guatemala. The students study a social consignment model, live with local families, and serve as consultants to women who are trying to start their own businesses selling water filters, solar lamps, efficient wood burning stoves, and reading eyeglasses.

Business of Philanthropy Course
The focus is on engaging students on giving back to their communities and the many aspects of charitable giving. Course topics ranged from whom the donors and recipients are, to the different ways in which different organizations can and do use resources, to how businesses can interact with charitable organizations to make a positive impact around the world. Students are allotted $1000 for a total of $25,000, to direct toward a charity they researched as a practical benefit to their experience.

iSchool Initiative
A KSU student founded a company focused on digitizing the education system and preparing schools for the future. His of students and graduates travel the world educating and revolutionizing the education system.

Maya HealthCare Toolkit
Collaborating with Maya community leaders from across the United States, KSU students created a tri-lingual (Mayan, Spanish, English) source of information for medical providers. It is a network “clearing-house” that helps meet the challenges to healthcare services experienced by families of Maya origin living in the US. The toolkit has been downloaded over 27,000 times by hospitals in the United States.

Enactus
The award-winning student organization is engaged in projects focused on sustainability and education -- e.g., Bright Ideas Energy Solutions, C2R, Carbon Kicks, Center for Children and Young Adults, Edge Connection, Merit Badge U, Rescue Repurpose Redeem, Students for Environmental Sustainability and ArtsNspirEd).

Global Service Learning Project
KSU Executive MBA students partner with Executive MBA students in Romania. To work with schools in a village on a variety of service-learning projects.

The Junior Achievement Project
KSU students engage local high school students to improve their business acumen and ethical practices while they create their own business plans.

Education & Clean Water Initiatives
A service learning project that engages with an orphanage and school in Zambia on health and clean water initiatives and actions.
PRINCIPLE 4 | RESEARCH
We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Research & Development Committee
The Dean’s office in the Coles College of Business provides annual funding to faculty for research projects. Proposals are evaluated and funds are allocated by a faculty research committee. Many of the projects funded have been focused on PRME related topics.

PRME Related Published Research


Hermanson, D. R., J. Tompkins, R. Veliyath, and Z. Ye. 2013. What Are Compensation Committee Members Thinking About? Directorship (January)

Hermanson, D. R. Insights from Research on Accounting, Fraud, and Corporate Governance. The Institute of Internal Auditors, Atlanta Chapter (December 2013) & Georgia Society of CPAs Business and Industry Conference (November 2013) & United Parcel Service (November 2013)


Hermanson, D. R. Audit Committee Fraud Risk Oversight. Grant Thornton Peer-to-Peer Audit Committee Forum (March 2012)


PRINCIPLE 5 | PARTNERSHIP
We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

CIFAL-Atlanta
Dedicated to develop the capacity of government authorities and civil society leaders to implement the UN Millennium Development Goals (MDGs) and achieve sustainable development. It is part of a global network of 9 centers and is an arm of the United Nations Institute for Training and Research (UNITAR). Each Center is a regional hub for economic development.

In February 2013, KSU partnered with CIFAL-Atlanta to jointly provide training programs for leaders around the world. Through this partnership, CIFAL-Atlanta relocated its offices to our campus making KSU the first university worldwide to host a CIFAL training center.

Maya Heritage Community Project
An interdisciplinary “engaged university” program that works in partnership with Maya organizations and people of Maya heritage. The Maya Project has received national recognition as a model of “integrative and interdisciplinary programs that emphasize civic engagement.”

Projects include Service Learning, Participatory Action and Community-Based Research, Applied Anthropology, and relations with Maya partners based on equality and interconnected leadership.

Returned Peace Corps Volunteers (RPCVs) and the Paul D. Coverdell Fellows Program
This partnership with the Peace Corps provide RPCVs with tuition waivers and stipends. These students bring important cultural knowledge, language and leadership skills, and experiences that add to the diversity, depth and breadth of our graduate programs, and enrich classroom discussions. We have graduated 11 RPCVs and we currently have 11 enrolled.

They promote responsible global citizenship in ways that help develop an understanding and appreciation of the history and culture of the world’s many peoples and nations. RPCV Fellows gain an ability to communicate and interact across cultures, an appreciation of social justice, and a commitment to sustainable development. In addition to their curriculum requirements, the RPCV students are engaged with PRME related projects at the university and in the community.

Social Entrepreneurship Corps
This partnership offers international internship programs that support the creation, development, growth and impact of social innovations focused on intelligently and sustainably alleviating poverty in Central America.
PRINCIPLE 6 | DIALOGUE
We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Pathways to Peace
A lecture series promoting discourse on activities that significantly and meaningfully affect lasting peace across the globe. The audience is typically 200-500 students, faculty and community members. Past speakers include Jessica Jackley (Co-Founder of the microfinance non-profit website kiva.org), Jody Williams (Nobel Peace Prize Laureate), Nickolas Kristof (Pulitzer Prize journalist), and John Hunter (creator of the World Peace Game).

GAVE
The Georgia Advancing Veterans Education (GAVE) initiative is a structured series of programs designed to provide military veterans in Georgia with the opportunity to increase their business knowledge, develop their skills and assist them in meeting and overcoming their challenges. The programs are no cost to participants. Three programs are offered: Veterans Entrepreneurship Training, Veterans Sales Training, and Veterans Transition Training.

Breakfast Series Speaker
This Series is held the second Tuesday of every month and is open to the KSU and business communities and features influential speakers on business and innovation perspectives. In addition to the traditional business topics, PRME relevant speakers are often featured.

Tetley Lecture Series
A forum for some of the nation's great business leaders to interact with students and faculty. A great motivator was to provide a more casual forum for students to interact with some of the great role models from business and industry. In addition to the traditional business topics, PRME relevant speakers are often featured.

Anti-Corruption Working Group
Students work with the UN PRME Anti-Corruption Working Group, to develop comprehensive anti-corruption guidelines for a curriculum change for business schools and management-related academic institutions worldwide. The guidelines have been integrated into a single “toolkit” to provide a way to address the ethical, moral, and practical challenges students will face in the marketplace.

My Green Dream
Students engaged in the Green Dreams Initiative. To provide the opportunity for dialogue to share their vision of a sustainable world through short videos.

Americas Competitiveness Forum VIII
KSU and CIFAL-Atlanta co-hosted the Americas Competitiveness Forum in Colombia, which brings together leaders from most of the 34 countries across the Americas hemisphere to discuss economic, environmental and societal issues.

Airports Economic Development
KSU hosted the “Air Service Development and its vital link to Economic Development” conference in 2013 and 2014. The conference brought together the ten directors from the CIFAL Centers around the world, as well as airport representatives from 29 countries to discuss economic development and best practices for developing countries.
**NEXT STEPS**

**NAFTA®20 Conference**
In Fall 2014, Coles will partner with CIFAL-Atlanta, the Consul of Mexico and the Consul of Canada to host panel discussions on NAFTA. The focus of the sessions will be on the past 20 years of NAFTA, and more so, on the next 20 years in regards to sustainable goals that can lead to more and better economic development and trade.

**Anti-corruption Conference**
As a part the Africa-Atlanta initiative, Coles College will partner with the Metro-Atlanta Chamber of Commerce and CIFAL-Atlanta in Fall 2014 to host a panel discussion that is focused on anti-corruption measures taking place in Africa.

**Cooperativas Management Training**
In Spring 2015, Coles will partner with CIFAL-Atlanta, a university in Costa Rica (FUNDEPOS), ICA-Americas, CCC-CA, Cooperatives Confederation for the Caribbean – Central American and South and Cenecoop-Costa Rica to develop and deliver a 3 day workshop to educate and train managers of cooperatives in Central America. This conference will provide a forum for high-ranking government officials and high level decision makers in the cooperative movement in Latin America to discuss the undertaking of an ambitious integrative, macro, and systemic approach for cooperatives to become a significant force of economic development in the Latin America region. Academicians from USA, Canada, and Costa Rica will share their visions, on the development of an economic model for cooperatives. The aim is collaborate in several crucial areas for this economic development model: professional managerial training in the face of competition from globalization, access and development to internal and external capital markets, and the transition to a digital economy, as well as the need to rethink the regulatory.

**Global Food Security Conference**
In Spring, 2015, the Coles College will partner with Anhalt University (Germany) to host a panel discussion on global food security. It will include faculty from both institutions, and representatives from the Center for Disease Control (CDC), FAO, and the UN.

**Pathways to Peace**
In 2015, the keynote speaker will be Greg VanKirk, co-founder of the Social Entrepreneurship Corps.

**Base of the Pyramid (BOP) Challenge**
KSU students will participate in this upcoming global conference, consisting of two stages - the first one will be virtual, during which the students from various countries will "meet" online and be acquainted with each other as a team, and resolve particular issues related to favorable business practices. The second stage will entail the students traveling to Columbia for at least a week to work with a local small business to provide recommendations for sustainable growth.

**Social Entrepreneurship Program**
In addition to the program discussed in the section on Principle 3, in 2015 the Coles College will launch an undergraduate honors program whereby students must engage in a social entrepreneurship service-learning program in which Coles College will pay to send 20 students to Guatemala every summer to engage in the Social Entrepreneurship Corps program.
Research
The Coles College has appointed a new Director of Research to create an environment that fosters quality research, provides incentives for business-relevant work, provides support and advocacy for grant-writing, and provides incentives and support for translating research findings for business audiences. This new director will serve as the chair of the Coles Research & Development Faculty Committee, and a specific amount (to-be-determined) of research funds will be reserved for PRME related research. These funds will be provided by the Dean’s office.

For 2014-2015 two internal grants ($3,000 and $5,000) from KSU will be awarded to faculty in the Coles College of Business for research/projects on PRME related topics. The first grant is for research on a transnational study to improve the learning of empathy and ethics in business study abroad programs focused on social entrepreneurship in a local Mayan community in Georgia and Guatemala. The second grant is for a multi-national student business simulation competition focused on making effective, efficient and ethical strategic decisions in global/cultural context.

New Coles College Mission
The mission of the Coles College of Business is to be the highest-value provider of business programs and talent in its markets. Coles will be highly respected in the academic and business communities by achieving national prominence in selected areas and benefiting business practice.

Coles will achieve its mission by continuing its responsive offerings of affordable, quality business degrees and customized executive education. Effective, committed teaching and integrated career preparation will result in outstanding graduates and graduation rates, supporting sustained regional economic growth.

Coles will reinforce these efforts with entrepreneurial business engagement and with quality research focusing on relevant business issues and communicating findings in ways that impact management practice.

New Coles College Strategic Plan
The Coles College of Business is in the process of implementing its 2014-2019 Strategic Plan. The Plan honors our strengths, sets ambitious goals, and positions us toward our vision of being recognized as leaders in business education.

This Plan is the result of two years of thoughtful research by the Strategic Planning Committee and key university stakeholders. During this time we have examined our competitors, gathered input from current students, alumni and faculty, spoken with the business community and analyzed our position in the market. The resulting plan represents the principles and aspirations of Coles College of Business. Through this new Plan, Coles College will embark on an exciting journey to elevate our already world-class research, educate the next generation of leaders, and support economic growth in our region through engagement with the business community.

Strategic Initiative 2 – Business Engagement is central to our mission. The KSU strategic plan embraces the challenge of engaging the institution effectively in economic development. It is natural for Coles College to play the leading role in this area.