



BIANNUAL REPORT ON PRME INITIATIVES
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
 VOL. 8, ISSUE 2, January 2020
 Editor: Breena E. Coates, Professor, PRME Coordinator, CBPA

CBPA, AACSB, & PRME

In Spring 2012, CBPA became a signatory to PRME—Principles for Responsible Management Education. These Principles for Responsible Management Education were launched in in 2007 as an initiative of six academic institutions (including AACSB International) and the United Nations Global Compact. PRME seeks to establish a process of continuous improvement among institutions of management education in order to develop in our students a new generation of business leaders who view corporate strategy within a broader perspective of all stakeholders over traditional shareholder value. Guided by the PRME philosophy, CBPA’s mission is to inspire and champion ethical and responsible management education, research, and thinking for global leadership. At CBPA, we endorse conscious capitalism. We are continuously embedding PRME values into our Educational Value Chain. We highlight some of these endeavors in reports like this.

Faculty Focus:

Professor Gilna Samuel teaches Business Finance (FIN 313) and Corporate Financial Management (FIN 314). These classes are a requirement for all business majors. The finance industry has been plagued with numerous cases of fraud, scandals and managerial misconduct.

Dr. Samuel says that “ethical conduct among financial professionals, managers, organizations etc. is essential for the viability of global capital markets. The CFA Institute defines ethics as “a set of moral principles or rules of conduct that provide guidance for our behavior when it affects other.” The inclusion of ethics in finance courses is important so that students become ethical business professionals in the future. In the introductory finance courses, my goal is to

introduce students to ethical issues and get students to think critically about ethical practices. I include various case scenarios related to many ethical issues and ask students to discuss what actions they would take in different scenarios and why. I also include discussions on various regulations designed to reduce misconduct and their real effects.”



Professor Samuel also indicates that it is important to remember that ethics should be practiced on a day-to-day basis in even the smallest financial management capacities.

Perhaps the most effective way to ensure adherence to ethical principles on a daily basis is to consider the needs of all of the organization's many stakeholders, from employees and vendors to shareholders and CFOs, and attempt to balance those needs throughout the decision making process.

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JHBC Launches a Sustainability Course in its 2020 General Education Offerings

The Admin 1002 course focusing on Sustainability and Ethics was designed and



launched for the New Q2S General Education offerings by the Jack H. Brown College of

Business and Public Administration. The purpose of Admin 1002 is to help students better understand the many questions surrounding the term "Sustainability".

Some of these are: *How can we meet the needs of our current global population—in terms of energy, food, water, and other resources—without sacrificing the needs of future generations? How can we achieve economic vitality without sacrificing environmental health and social equality?*

These are some of the most pressing questions facing society today. The course will examine how organizational leadership meets these global challenges. In this course, students will critically examine and explore how environmental and cultural changes in the twentieth century have affected current

ecosystems and human communities, and then they will think ahead to consider how the past might help to inform future decisions.

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Environmentally sustainable economic growth refers to economic development that meets the needs of all without leaving future generations with fewer *natural resources* than those we enjoy today. The essence of this form of development is a stable relationship between human activities and the natural world, which does not diminish the prospects for future generations to enjoy a quality of life at least as good as our own.

The idea of environmentally sustainable economic growth is not new. Many cultures over the course of human history have recognized the need for harmony between the environment, society and economy.



Course Instructors are JHBC Professors **Brena Coates, and Vipin Gupta**. This course is focuses on all the PRME PRINCIPLES and more.

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Professor Joon Son is currently an associate professor in the department of information decision sciences at California State University San Bernardino (CSUSB).



Prior to joining CSUSB, he worked as a software engineer in Silicon Valley and as an information security scientist at Johns Hopkins Applied Physics Lab (JHAPL). His

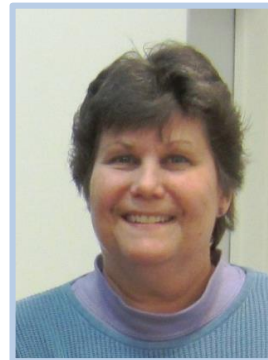
research interests include security policy specification, formal methods, ontology-based applications, and Information Technology and Cyber Security education. His current research project is to develop a formal framework that would allow largely distributed domains to convey both *trust* and authorization policies, learn about trust and authorization policies for external domains, and provide a mechanism to securely disseminate Multi-Level Secure (MLS) data.

Dr. Son previously served as co-chair of the Information Security, Compliance & Emerging Technologies (ISET) committee for several years. As the diversity and ever-expanding use of IT applications have created a variety of **ethical issues** such as privacy, accuracy, property, and accessibility, the ISET committee considers ethics as an important issue when reviewing and developing information security and privacy protection policies and standard for the CSUSB campus.

In his courses on cybersecurity and computer network, he teaches ethical hacking skills and covers topics related to privacy and security regulations such as HIPAA that highlight the ethical

responsibilities of users in the use of information technology. In addition, his lecture aims to provide students with an understanding of how underlying security technologies and methods (e.g., cryptography, security protocols, access control, etc.) are used to protect privacy and to comply with federal security standards and privacy regulations.

Professor Kathie Pelletier, winner of Golden Apple Award for Best CSUSB Teacher of the year (2018), is shown (left)



on her yearly field trip with students to the Museum of Tolerance. Dr. Pelletier, one of the national leaders on toxic leadership in organizations, takes her students to this Los Angeles venue to talk about how

cruelty of toxic leadership impacts not just organizations, but world communities.



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JHBC SUSTAINABILITY SHOW: Native Americans: Their Respect for the Environment



In the October 25, 2019 the **SUSTAINABILITY SHOW** on Coyote Radio program focused upon Native American culture, spirituality, and respect for the natural environment. These values were spotlighted in the articulate discussions of **Dean Cesar Caballero** and **Professor James Fenelon**—Dean of Pfau Library, and Professor of Native American studies, respectively.



They taught us about the Native American culture as a whole and in particular emphasized that it was a culture that for centuries has learned to live in harmony with nature. We were reminded that Native Americans can be regarded as the first *American environmentalists*--by their practices that illustrate their understanding of nature-as-a-community. This is a community to which humans as well as every other thing on this planet belongs. The Native Americans, while using the fruits of nature, respected its limits, and they understood the need to restrain human impacts on the planet.

CSUSB learned that when the American government sought to buy his land, the astute Indian leader, known as **Chief Seattle**,



proclaimed: *“The earth does not belong to us, we belong to the earth”* and he also declared : *“We do not inherit the earth from our ancestors; we borrow it from our children.”* It was communal ethics that was practiced by these indigenous tribes. This showed up in the belief that land, water and air, and everything in those spheres belong to *all* earth’s inhabitants. Not just to certain individuals, or groups, or even to humans alone, but to all living



things and non-sentient entities as well.

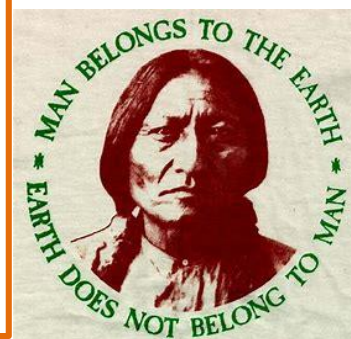


From this belief comes the idea that nature was to be tended, to be carefully and lovingly maintained, to be respected, and not dominated. They professed the ideology that the natural resources on the earth would continue to produce year after year – to provide the *all* things needed for survival when treated with respect. For traditional tribal culture, the idea of owning land, water, or other fruits of the earth was unthinkable, ownership of nature appeared morally wrong in their eyes, and even a form of slavery. **Standing Bear** of the Sioux wrote that it was better to *hunt* wild creatures, because to domesticate and keep

animals, was enslaving them, which deprived them of their right to live, to multiply, and to know freedom.



The **SUSTAINABILITY SHOW** is sponsored by the Jack H. Brown College of Business and Public Administration, and The College of Arts and Letters. It is hosted by Professor Emerita Brena E. Coates.



THE CSUSB COMMUNITY GARDEN:



Addressing students' food insecurity is a complicated problem, both in securing healthy food resources and reducing the stigma around being food-insecure. A partnership between ASI, the Department of Housing and Residential Education, and Recreation and Wellness created an innovative campus garden to help remedy student food insecurity. The community garden teaches students how to use inexpensive resources to grow and harvest healthy vegetables, and the Obershaw DEN pantry provides a distribution site, vegetable peelers and easy recipes with garden ingredients.



The commitment of the campus and community partnerships has driven the success of the garden from students, staff and faculty involvement. This includes maintenance of the garden, grant writing and securing of donations both of time and materials from the CSUSB Greenhouse, the City of San Bernardino Municipal Water Department, the Inland Empire Resource Conservation District, and the American Heart

Association's Teaching Garden program. The goals are to demonstrate that gardening can combat the stigma associated with food insecurity, that garden-grown vegetables are both nutritious and delicious, and that valuable life skills can be learned through growing one's own food.

In the **Jack H. Brown College** classes on strategic management and organizational behavior have introduced students to food insecurity and poverty in regions around the world, and the corporate social responsibility to address these concerns.

CSUSB Hosts Leading Ecology and Conservation Scholar— Dr. Mathis Wackernagel

The Jack H. Brown College of Business and Public Administration since joining PRME IN 2012, has not only influenced its own faculty and students on the importance of sustainability, and ethical principles but has motivated interest in ecology and conservation. Throughout the campus. In this regard, **Dr. Mathis Wackernagel**, president of the Global Footprint Network, an international sustainability think tank, served as the keynote speaker at the California State University San Bernardino’s Symposium on November 14, 2019. The Symposium was part of the opening ceremonies for the new Center for Global Innovation building. Mathis Wackernagel explained to a campus audience what ethical global citizenship in the 21st Century looks like, and the U.N.’s global effort in the Global Compact with businesses.

Dr. Wackernagel explored a variety of topics including *Earth Overshoot Day*, which fell on July 29--the earliest it has ever been in a given year. This means, as of July 29, humanity had already used up nature’s resource budget for the entire year. According to Mathis Wackernagel, we are using 1.75 earths--in other words, this means that demand for the planet’s resources exceeds the supply, and humanity is thus living on borrowed time. *“The regenerative capacity of the planet is truly the limiting factor that determines materially how we can live on this planet,”* Dr. Wackernagel said. *“The amount of fossil fuel that we have on the ground is not the limiting factor –we actually have too much compared to what the regenerative capacity of the planet can take up – it’s the competition for the big farm called planet earth.”*



Dr. Wackernagel explained the concept of the “ecological footprint. An ecological footprint is the impact of a person or community on the environment expressed as the amount of land required to sustain their use of natural resources. By means of ecological footprint analysis, it became possible for the first time to discuss sustainability systematically. This analysis was jointly developed by Professor William E. Rees at the University of British Columbia and Dr. Mathis Wackernagel.



The ecological footprint discussed in this Symposium is a concept that is consistent with **PRME** values. The event featured a panel discussion with **Dr. Breena Coates**, professor, global strategy, The Jack H. Brown College of Business & Public Administration; **Dr. Kevin Grisham**, associate professor and chair, Department of Geography and Environmental Studies; **Ms. Helen Martinez**, executive vice president, Associated Students Inc.; **Dr. Rafik Mohamed**, Dean, College of Social and Behavioral Sciences; and **Dr. Ahlam Muhtaseb**, professor, communication studies.

If you would like to calculate your own global footprint, and see how much planetary resources you are consuming, log on to: <https://www.footprintcalculator.org/>

Do You Fly a Lot for Work?

Then Plant a tree to help offset your carbon footprint!

Take one round-trip flight between New York and California, and you've generated about 20 percent of the greenhouse gases that your car emits over an entire year. The ICAO has developed a methodology to calculate the carbon dioxide emissions from air travel for use in offset programs.¹ We can't get away completely from flying—most of us need face-time at professional conferences and meetings. However, in certain instances a virtual conference presentation might be feasible.



Most scientists agree that the least expensive and perhaps the easiest way for individuals to help offset the CO₂ that they generate in their everyday lives is to plant a tree...any tree, as long as it is appropriate for the given region and climate. Trees of any shape, size, or genetic origin help absorb CO₂².

Dave Nowak, a researcher at the U.S. Forest Service's Northern Research Station in Syracuse, New York, has studied the use of trees for carbon sequestration in urban settings across the United States. A 2002 study he co-authored lists the common horse-chestnut, black walnut, American sweetgum, ponderosa pine, red pine, white pine, London plane, Hispaniolan pine, Douglas fir, scarlet oak, red oak, Virginia live oak, and bald cypress as examples of trees especially good at absorbing and storing CO₂. Nowak advises urban land managers to avoid trees that require a lot of maintenance, as the burning of fossil fuels to power equipment like trucks and chainsaws will only erase the carbon absorption gains otherwise made.

An initiative launched by The CSUSB Sustainability Office, and the **Jack H. Brown College** to increase tree planting on the campus was captured in short talks, leaflets, and posters in a Sustainability Booth, that was organized outside the Convocation building on September 13, 2019. Among the many visitors who stopped by Tree Planting" booth on the lawn outside the CSUSB campus, were the Jack H. Brown College visitors to the booth were Dean **Lawrence C. Rose**, Professor **Kathie Pelletier**, Dr. **David Baker**, Dr. **Jake Zhu** (and other JHBC faculty)—who provided insights for sustainability initiatives on the campus.

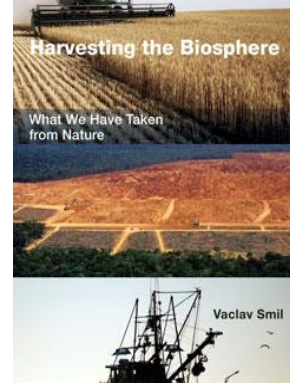
¹ The ICAO's (International Civil Aviation Calculator) Carbon Emissions Calculator allows passengers to estimate the emissions attributed to their air travel. It is simple to use and requires only a limited amount of information from the user. The methodology applies the best publicly available industry data to account for various factors such as aircraft types, route specific data, passenger load factors and cargo carried.

² Those who wish to help larger tree planting efforts can donate money or time to the National Arbor Day Foundation or American Forests in the U.S., or to the Tree Canada Foundation in Canada.

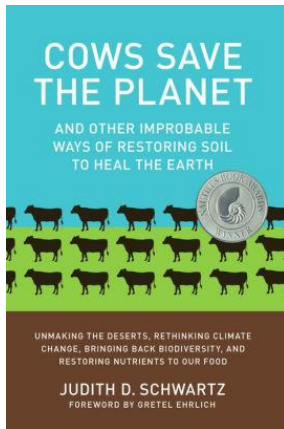
BOOKS ON SUSTAINABILITY:

The biosphere — the Earth’s thin layer of life — dates from nearly four billion years ago, when the first simple organisms appeared. Many species have exerted enormous influence on the biosphere’s character and productivity, but none has transformed the Earth in so many ways and on such a scale as *Homo sapiens*.

The Textbook Strategic Sustainability examines how organizations can implement environmental sustainability science, theories, and ways of thinking to become more competitive. Including examples and ideas implemented in various countries. This is based on known scientific principles about the natural world and organizational principles focusing on the work domain. The intersection of these two realms of research creates a powerful and new approach to comprehensive, seemingly contradictory issues.



The author, Daniel S. Fogel draws from disparate fields and creates a story about organizations, their future and how people are part of the problem and, more importantly, part of the solution.



In *Cows Save the Planet*, journalist Judith D. Schwartz looks at soil as a crucible for our many overlapping environmental, economic, and social crises. Schwartz reveals that for many of these problems—climate change, desertification, biodiversity loss, droughts, floods, wildfires, rural poverty, malnutrition, and obesity. She asserts that there are positive, alternative scenarios to the degradation and devastation we face. In each case, our ability to turn these crises into opportunities depends on how we treat the soil.

Drawing on the work of thinkers and doers, “renegade “scientists and institutional whistleblowers from around the world, Schwartz challenges much of the conventional thinking about global warming and other problems. For example, land can suffer from *undergrazing* as well as *overgrazing*, since certain landscapes, such as grasslands, require the disturbance from livestock to thrive. Regarding climate, when we focus on carbon dioxide, we neglect the central role of water in soil—“green water”—in temperature regulation. And much of the carbon dioxide that burdens the atmosphere is not the result of fuel emissions, but from agriculture; returning carbon to the soil not only reduces carbon dioxide levels but also enhances soil fertility.

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FILMS:

From Seed to Seed



Through a group of Canadian organic farmers—both large-scale and small-scale—we can experience a full growing season with all of its rewards as well as the challenges of a changing climate.

When Terry and Monique left the opera to pursue their true passion—ecological, small-scale farming—their story of community and resilience took center stage. FROM SEED TO SEED follows their young family and a diverse group of farmers in Southern Manitoba, for a season of challenges

and rewards. Scientists are working with these farmers using a blend of ancient traditions and cutting edge science to develop improved methods for growing food ecologically and in a changing climate. This hopeful story provides a Canadian perspective on a global social movement that regenerates the land, farming, and communities toward a healthier future for us all.

Web Page: <http://www.bullfrogfilms.com/catalog/fsts.html>

Oyster

This film observes the daily life of a family running an oyster farm in a lake on the South Eastern coast of Australia, as they deal with climate change, pollution, and the fickleness of consumers. It captures the daily routines, chaos and drama in the lives of Dom and Pip Boyton, a lively and hard-working second generation oyster farming family on Merimbula Lake on the southeast coast of New South Wales, Australia.



The film watches as Dom and Pip juggle the demands of parenting two precocious young boys with the long hours, logistical decision-making and labor required to keep their crop of Sydney rock oysters healthy and thriving. The Boytons and the other members of their oyster farmer collective face a host of challenges, from climate change and the threat of environmental disaster to the capriciousness of the buyers and luxury markets that the collective depends on. Oysters have been called "*the canaries of the estuaries*" due to their importance as bio-indicators, and as we watch Dom and Pip combat threats to their vulnerable operation—such as the proliferation of the invasive Pacific oyster and bacterial contamination triggered by severe "east coast low" storms and an influx of vacationers—OYSTER presents a unique and intimate look at a business whose fortunes are entwined with the health and stewardship of the environment.

Web Page: <http://www.bullfrogfilms.com/catalog/oys.html>

Overload--

America's Toxic Love Story

Before starting a family, Soozie Eastman, daughter of an industrial chemical distributor, embarks on a journey to find out the levels of toxins in her body and explores if there is anything she or anyone else can do to change them. Soozie has just learned that hundreds of synthetic toxins are now found in every baby born in America and the government and chemical corporations are doing little to protect citizens and consumers.



With guidance from world-renowned physicians and environmental leaders, interviews with scientists and politicians, and stories of everyday Americans, Soozie uncovers how we got to be so overloaded with chemicals and explores whether there is anything we can do to take control of our exposure.

Just as she feared, extensive blood testing reveals alarming levels of chemicals such as organophosphates and PBDEs in her body, so she undertakes dietary and lifestyle changes, including making informed product choices followed by a rigorous detox regimen, designed to manage and minimize her toxic body burden. She's determined to find out the answer to this question: *Can we hit the reset button, or is it too late?*

Web Page: <http://www.bullfrogfilms.com/catalog/over.html>

My Country No More



The oil boom in N Dakota sets off a crisis in a rural community, forced to confront the meaning of progress as they fight for a disappearing way of life.

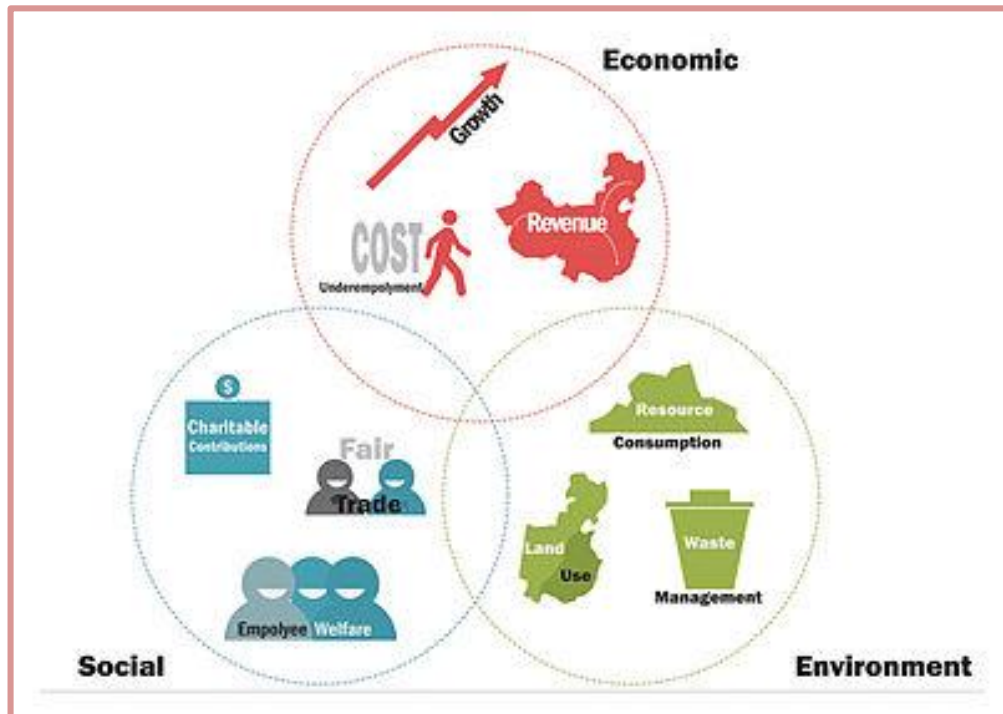
Between 2011 and 2016, drilling for oil in America reached an unprecedented peak, setting off a modern-day gold rush in one of the most rural communities in the country: Trenton, North Dakota. Kalie Rider and her older brother Jed are both striving to rebuild

farming in their family, having suffered the foreclosure of their parents' farm during the traumatic 1980s farm crisis.

When their uncle Roger makes a decision to sell a piece of his land, it sets off a domino effect of industrialization in Trenton. Now, with the church being eyed for a diesel refinery, the community becomes driven by competing interests. While Jed faces the possibility of having to uproot his young family and move away, Kalie learns to organize and resist.

Through its lyrical core, the film challenges the notion of "progress" as it questions the long-term human consequences of short-term approaches to land use--decisions that ultimately affect all Americans, rural and urban alike.

Web Page: <http://www.bullfrogfilms.com/catalog/myco.html>



PRME AND THE UNITED NATIONS:

PRME:

"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." Antonio Gutierrez, United Nations Secretary-General



PRME's Vision and Mission

Business and management schools as well as other management-related higher education institutions play a key role in shaping the mindsets and skills of future leaders, and can be powerful drivers of corporate sustainability. PRME's vision is to realize the Sustainable Development Goals through responsible management education. Our mission is to transform business and management education, and develop the responsible leaders of tomorrow.

THE UNITED NATIONS



The UNITED NATIONS **Sustainable Development Goals (SDGs)** are a collection of 17 global goals designed to be a "*blueprint to achieve a better and more sustainable future for all.*" Faculty are urged to inform JHBC Students of these goals—as appropriate, within your teaching initiatives.

The Sustainable Development Goals are:

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy

8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reducing Inequality
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life On Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals

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An Urgent Reminder to our Busy Faculty:

Dear Colleagues:

Every 2 years the JHBC must send a “Status-in-Progress” report to the PRME SECRETARIAT, at the United Nations detailing PRME-RELATED efforts by the College, in order to keep its PRME status. A call went out in Fall 2019 to JHBC faculty to update their research efforts since 2018, on ethics and sustainability issues. Our JHBC report is due in February 2020. Thank you!

Breena E. Coates, Professor

***CALL for SUBMISSIONS
to the PRME BULLETINS & ARCHIVES
send to bcoates@csusb.edu***
