



BIANNUAL REPORT ON PRME INITIATIVES
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
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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.

CSUSB SUSTAINABILITY OFFICE NEWS

Lynniece Warren’s passion for

community well-being began as a child, then transformed into a dynamic public health career in California and Bermuda. She eagerly accepted Vice President Doug



Freer’s appointment to be the **Energy and Sustainability** Manager for the CSUSB Sustainability Office, and looks forward to infusing integrated thinking and holistic decision-making in all areas of CSUSB. For the

past ten years, Lynniece has provided policy positions and guidance to the Premier of Bermuda, his Cabinet Ministers, and other public service executives in areas of **sustainability** and health regulation. Her professional experiences in the Caribbean, United Kingdom and European Union will bring international best practices and standards to the Office of Sustainability which will allow us to showcase sustainability leadership in higher education and other enterprises.

Lynniece is not a stranger to Southern California having graduated from Loma Linda University and worked at UCLA and Kaiser Permanente West Los Angeles. “I hope to work with students and faculty in the **Jack Brown College of Business & Public Administration** to facilitate innovative

practical solutions for challenges on our campuses and also in neighboring areas” she said. She then spoke about curriculum integration, research and service opportunities around food, energy, water, transportation, land use and more.

Additionally, Lynniece anticipates working with campus groups to enhance awareness and personal accountability around

sustainability. She understands that influence begins by cultivating people that value the **triple bottom line**. "I am always willing to hear ideas and challenges, whether it's by phone, via email or over a hot cup of tea!", says Lynniece. You can contact her directly at lynniece.warren@csusb.edu.

Faculty Focus:



Professor Ying Cheng's classes bring to her students the importance of considering **ethics** in persuasion and message design, supporting PRME and AACSB values in the Jack H. Brown College of Business and Public Administration.

In her business communication classes, Dr. Ying Cheng introduces **Aristotle's** three classical persuasion modes, including **logos, pathos, and ethos**. She believes that in order to be an effective communicator, you need to utilize all three of these pillars of persuasion.

She has explained to her students that **ethos** is the Greek term for ethics and has evolved to represent a communicator's credibility. To achieve ethos or credibility, a communicator needs to have not only knowledge and expertise in a subject matter, but also trustworthiness--meaning that this person should be honest and consider audiences' best interests.

Logos is to appeal to rationality and logic. "Anytime you build a case by presenting logical reasons (causal explanations, syllogisms, etc.), you are using logos."

Pathos is the appeal to the emotions. "Anytime your writing has an emotional impact you are dealing with pathos. You can appeal to people's emotions in many ways. You can make them cry, you can make jokes, you can show outrage. Even the most seemingly objective writing styles will contain some element of pathos. A science text book, for instance, might instill feelings of awe and amazement at the beauty and complexity of the universe."

Another topic covered in Dr. Cheng's classes is compliance-gaining strategies, which have been applied extensively to sales and fundraising. Compliance gaining pertains to tactics of influencing people's

behaviors without changing their beliefs and attitude or coercing. She held a discussion to evoke students' thoughts about the extent to which it is ethical to use these strategies. Students came up with various responses ranging from "I don't mind a salesperson using any of these strategies to me as long as I get a quality product," to "It is okay to use these compliance-gaining strategies if they are used for charity causes," and to "Although I may not use these strategies, it is useful to keep them in my mind so that I can resist unwanted social influence attempts."



"Dignity does not consist in possessing honors, but in deserving them."

Aristotle

Dr. Sharon Pierce is an assistant professor at the JHBC CSUSB campus with the Public Administration Department. She has worked as a K-12 administrator for over



twenty years. She is also a business owner, and for the last couple of years was a lecturer at CSUSB.

The courses she teaches include government business relations and diversity management. A primary focus in her classes is to develop an **ethical vocabulary** that a student can model. She actively teaches about ethical principles in business and **ethical leadership**. This provides her

students the opportunity to talk about **ethics** and become comfortable with topics they may not otherwise discuss.

She states, "Thinking, discussing and experiencing ethics (and ethical failures) provides my students the opportunity to articulate their own values in a productive way and exposes students to other views. The course assignments are meant to encourage students to reflect on and evaluate what they have learned."

Furthermore, she adds "it is important to expose students to **ethical dilemmas** that allow them to develop their own ethical decision-making process by equipping them to better understand ethical dilemmas and how to approach them. "

Professor Ernie Silvers serves in the JHB College as Director of the renowned MBA program, in the Jack H. Brown College of Business and Public



Administration. He is also a professor of communication, organizational behavior, and small business management. The MBA program prepares students for today's global business environment by teaching specialized skills for industry, while instilling the ability to problem-solve,



communicate, and act in an **ethical** manner. Ethical reasoning is paramount throughout the program and stressed through curriculum integration, community involvement as well as various workshops and practical experiences. The MBA

program hosts student services trips, which give students the opportunity to apply **ethical reasoning** and problem-solving skills to real-life scenarios.



The MBA program works to ensure its students are prepared to navigate their chosen industry with rational thought and **ethical decision making**. The MBA program follows AACSB and PRME principles very closely.



Luck is what happens when preparation meets opportunity.
Seneca

DISTINGUISHED LECTURER EVENT: Public Administration



The distinguished investigative journalist **Lowell Bergman** was the keynote speaker, at "**The Abdication of Truth and the Decline of Public Trust**" event at CSUSB.

Mr. Bergman's awards include a Pulitzer, Emmys, Peabodys, and many others. He is the Reva and David Logan Distinguished Chair in Investigative Journalism, at the Graduate School of Journalism, UC Berkeley. His professional credits include executive producer and consultant on FRONTLINE, original producer of ABC's 20/20, senior producer of CBS News' 60 Minutes, as well as investigative reporter for the New York Times.

Bergman was interviewed by **Professor Thomas McWeeney** of the JHBC Department of Public Administration on "the **ethical mandate** for public leaders" and "**public sector ethics** and the Mueller report." Dr. Thomas McWeeney embraces PRME values of ethics and government accountability in his JHBC classes, research, and service activities.







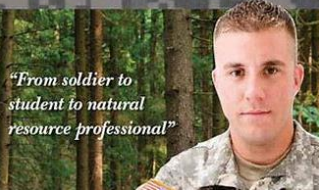
Dr. Thomas McWeeney



Dr. Coates,
Radio Host

ARCHIVAL SOUND CLOUD AUDIO:
Recent CSUSB SUSTAINABILITY SHOW on
Coyote Radio



https://soundcloud.com/user-83979802/tss11-green-citiesgreen-architecture-and-landscapes	1/25/2019	11
		
https://soundcloud.com/user-83979802/tss-12-sociallyresponsible-investing-and-green-finance	2/22/2019	12
		
https://soundcloud.com/user-83979802/tss13-sustainable-informationtechnology	3/22/2019	13
		
https://soundcloud.com/user-83979802/tss14-climate-change-the-green-new-deal	4/26/2019	14
		
https://soundcloud.com/user-83979802/tss15-sustainability-csusb-army-airforce-rotc-program	5/31/2019	15
		

The SUSTAINABILITY SHOW WILL BE SIMULCAST FROM
PAWS RADIO ON THE CSUSB PALM DESERT CAMPUS
IN 2019-2020

The **SUSTAINABILITY SHOW** featured **Professor Montgomery Van Wart**. He spoke on the subject of the Green New Deal on Friday, June 28, 2019.



Dr. Van Wart explained that **The Green New Deal** is really a manifesto calling for sweeping changes to American society. This proposed bill was put forward by Anastasia Ocasio-Cortez and Ed Markey, which is

currently being discussed in Congress. The plan has prominent Democratic backers, including Senators Cory Booker, Kirsten Gillibrand, Kamala Harris, Amy Klobuchar, and Elizabeth Warren. Many liberal and environmental groups are on board. Republicans say it reeks of “socialism.”

Parts of this bill includes the vision that everyone who wanted a good, well-paying, skilled job, would have one. Much of the

country's population would live in walkable neighborhoods using transit, and not dependent on cars. Electric cars would be subsidized. Factories would use recycled goods, not mined materials, helped by a Recycling Corps. Factories would produce goods that are designed to be reused. Virtually all energy would come either from electricity produced by renewable energy, or geothermal sources. Food would be produced without pesticides or artificial fertilizers, much of it in or near cities and towns, and a Civilian Conservation Corps would restore ecosystems. Professor Van Wart explained that the Green New Deal emphasizes specific government strategies, such as market versus nonmarket instruments; use of financial disincentives—such as taxes; and incentives—such as subsidies; it proposes using general fund money to re-align the U.S. market. Key goals include cutting greenhouse-gas emissions to net zero over 10 years and guaranteeing jobs for all.



Student Focus:

Ms. Naveen Bellam, who just graduated from the JHBC MBA program, was a guest on the **SUSTAINABILITY SHOW**, on Coyote Radio on June 28, 2019, when she reported on her trip to India in early Spring 2019, to study climate change. She spoke about one entrepreneurial venture, Flourish Purefoods, in Ahmedabad, India. This is a company that practices strategic **corporate social responsibility (CSR)**. She explained that the owners have wanted to focus on the environmental impacts of their business, and to reduce harmful effects.

She related to the Coyote radio listeners that Flourish Purefoods is a company built on strong **ethical** values. Their main goal is to



provide nutritious products to their customers. They supply mainly milk and dairy products which include milk, flavored drinks, curd,

ghee, ice creams, etc. Flourish has a shared vision of sustainable business practices. They are inspired to develop products that provide a robust life to their customers. This farm produces a wide range of milk products. They have their own cattle with



over 1000 cows to produce milk. Their main goals are to ensure that the milk is nutritious and to avoid adulteration. They own around 30 outlets within the city which are all company-led with ethical milk production as their goals. One of the key strengths and opportunities that Flourish has is its business model that embraces cultural values and **ethics**.

Flourish Purefoods say that they follow “a **shared vision of sustainable business practices** to allow future generations to



impact and make a positive change in the well-being of customers. They want to maximize value for their shareholders by following sustainable best practices.”

Ms. Bellam observed that “some companies see CSR as social service or waste of time. They think it’s the job of the Non-Profits to

enjoy the benefits of what we do today,” said Naveena. “Flourish was formed to

worry about CSR. However, **CSR is a way for companies to benefit themselves by benefiting the society.**” CSR will actually help a company in different ways. CSR can push the organization think innovatively. It helps in cost savings, brand differentiation, and recognition, long-term planning, customer and employee engagement. One such company that follows CSR in their business model is Flourish Purefoods—“that’s why I was so interested in them,” said Naveena Bellam.

Following the CSR initiatives and the company’s goal, Flourish changed its business model. Just like their competitors and others in this business industry, Flourish



used to purchase milk from different milk vendors to make their products. They believe that milk is a way of life for good health and well-being. Hence, they strategized and

did something different from their competitors to gain competitive advantage from differentiation—a focus on clean milk extraction processes

Flourish Purefoods have set up their own cattle farm with ventilated windows, equipment following international standards, with bedded barns, clean drinking water, special eating areas with balanced nutritious food. They follow the CMP (no human touch) milking process, to ensure clean milk production. Veterinary care and quality tests are done periodically to ensure the safety of the cows and to provide the customers with quality milk.

She emphasized that an opportunity for Flourish Purefoods and other cow-based businesses, is the possibility of converting animal waste into methane bio-gas. India

can use cow bio-gas to power millions of homes across the country.

One cow alone can produce enough waste in one day to generate 3 kilowatt hours of electricity. In Texas, biogas is saving almost 1,000 barrels of imported oil by switching to methane bio-gas. The United Kingdom and China are also venturing into this area. The problem for India is lack of seed capital to do this.

Ms. Bellam suggests Indian government intervention in the form of grants may be the solution to help its farmers achieve this important goal, and in the end, to help Indian people breathe safe air.



“Climate change is destroying our path to sustainability. Ours is a world of looming challenges and

increasingly limited resources. Sustainable development offers the best chance to adjust our course.”

Ban Ki-moon UN Secretary General

Maureen Ajoku, MBA student,



presented her class assignment in Mgmt 685 with a concentration on corporate social responsibility, specifically, on how secrecy in the oil & gas sector in her native Nigeria, as well as the use of anonymous shell

companies led to hundreds of millions of dollars being diverted away from Nigeria’s citizens and into the hands of a convicted money-lauderer. Her focus was on how Nigerian subsidiaries of Royal Dutch Shell and Italian oil giant



Eni, agreed to pay US\$1.092 billion for one of Nigeria’s most lucrative oil blocks,



OPL245. The payment was made by Shell and Eni to the Nigerian government who had a separate agreement to

pay the same amount to Malabu Oil and Gas, controlled by convicted money-lauderer,

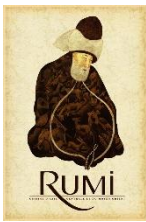
and former Oil Minister Chief, Dan Etete. during the regime of the corrupt dictator General Abacha,



Maureen

Ajoku emphasized that hidden company

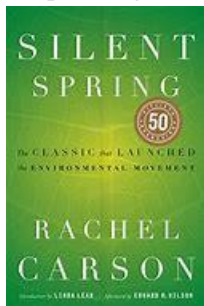
ownership in Nigeria and elsewhere, allows for the large scale state looting of the public's wealth. New laws in the U.S. and EU now require extractive companies to report payments they make to governments for natural resource deals, on a country-by-country, and project-by-project basis. This new global standard allows citizens of source rich countries to identify what deals are being made on their behalf for their natural assets.



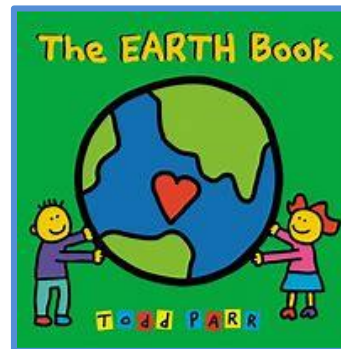
"Yesterday I was clever, so I wanted to change the world.
Today I am wise, so I am changing myself."
Jalal ad-Din Muhammad Rumi

SUMMER READING; BOOKS ON SUSTAINABILITY:

SILENT SPRING: It is time to revisit, conservationist Rachel Carson's classic book, *Silent Spring*. It is an arresting account of Carson's research on the effects of pesticides on the environment, particularly its effect on the bird population, *Silent Spring* serves as Carson's indictment of the chemical industry, accusing them of spreading disinformation and accusing public officials of unquestioning acceptance when it comes to the use of pesticides. Carson, a lifelong environmentalist, explored themes of the **delicate balance of nature**, man's negative influence on the environment, and the butterfly effect of the introduction of foreign



elements into nature. *Silent Spring* was met with strong opposition by chemical companies, but spurred a national environmental movement that led to the creation of the EPA and a nationwide ban on the pesticide DDT.



THE EARTH BOOK (a book for children)
"I take care of the earth because I know I can do little things

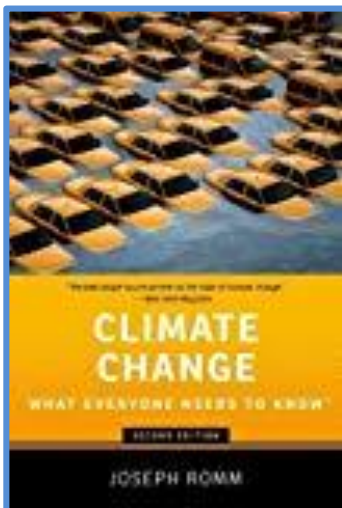
every day to make a BIG difference..."

With his signature blend of playfulness and sensitivity, Todd Parr explores the important,

timely subject of **environmental protection and conservation** in this eco-friendly picture book. Featuring a circular die-cut Earth on the cover, and printed entirely with recycled materials and nontoxic soy inks, this book includes lots of easy, and smart ideas on how we can all work together to make the Earth feel good - from planting a tree and using both sides of the paper, to saving energy and reusing old things in new ways.

Best of all, the book includes an interior gatefold with a poster with tips/reminders on how kids can "**go green**" every day. Equally whimsical and heartfelt, this sweet homage to our beautiful planet is sure to inspire readers of all ages to do their part in keeping the Earth happy and healthy.

Climate Change, What Everyone Needs to Know. This book is part of the highly regarded Oxford University Press series of primers on subjects ranging from China to Islam, which all share the same subtitle. For its climate change book, Oxford chose Dr. Joseph Romm, the founder of the popular blog



ON LEADERSHIP:

He who is not a good servant will not be a good master. Plato

ClimateProgress.org. Romm, a physicist and former U.S. Energy Department official, writes as easily on climate science as he does on solutions.

This book makes the case that those who understand the basics of climate change and clean energy will be the “smart money” in the coming years. Those who don’t, however, will make bad decisions for themselves and their families. They might, for instance, end up holding coastal property after prices have begun to crash due to the growing twin threats of sea level rise and storm surge. In short, **climate change** isn’t just something every educated person *ought* to know about because it will impact future generations or because everyone is talking about it, it is something everyone *needs* to know about now because “Climate change will have a bigger impact on your family and friends and all of humanity than the Internet has had.”

FILMS:

Once Was Water:

Las Vegas provides an example to the world of how any city can and must create its own sustainable water solutions.



Las Vegas, in the middle of the Mojave Desert, is the driest city in America, yet it leads the United States in **sustainable water conservation**. The efforts of Las Vegas, in its search for sustainability, have produced promising solutions, technological, political, and financial--providing an on-going global model for any city creating their own sustainable water system.

Everything to do with Las Vegas's water supply and disposal is watched, measured and checked;. Forty percent of the water is recycled for indoor use. Every drop is monitored acoustically to detect possible leaks within 6,500 miles of pipes. The film follows the story of Patricia Mulroy, the controversial founder of the Southern Nevada Water Authority, whose leadership is shaping Colorado River politics, providing a path to safety in the face of intensifying water scarcity.

In addition to a complex and visionary system of **recycling wastewater**, Southern Nevada's conservation efforts have generated a keen public awareness, and spawned hands-on programs in the public schools to teach about food-growing and water use in the desert.

The Medicine in Marijuana



What we know, and what we don't know, about the most popular new medicine in the U.S.:

This year, 55 million Americans will spend about 55 billion dollars on the medicine in marijuana. In 32 states and the District of Columbia, they will use it for a myriad of medical conditions, depending on anecdotal advice about the frequency and dosage of cannabis, a plant with over 400 different chemical molecules. It's a messy mix of

medicine, policy and politics--while cannabis is still federally classified as a Schedule 1 drug.

Based on the 2017 National Academy of Sciences report about the effectiveness of cannabis for treating the side-effects of chemotherapy, chronic pain, epilepsy, and PTSD, *The Medicine in Marijuana* film tells patients' stories, and those of the practitioners and researchers involved in their care: an infant with unremitting seizures; a man with an inoperable cancer; a woman with chronic pain; a veteran of 5 tours of duty with PTSD. Across centuries and cultures, people have told stories about the healing powers of cannabis, but the plural of anecdote is not evidence. Now, the science is catching up with the stories, and **The Medicine in Marijuana** tells it like it is.



Complicit: A benzene-poisoned, Foxconn factory worker takes his fight against the global smartphone industry



from his hospital bed in China to the international stage. Yi Yeting is struggling with occupational leukemia and trying to obtain compensation from his employer. Wanting to help others, he begins working for a non-profit that assists workers with occupational illness and injuries. He discovers there are dozens of workers in his local area who were poisoned while making smartphones. Through research in the community, he discovers a leukemia cluster in the neighborhood surrounding Apple's main supplier Foxconn. Yi's research leads him to several workers and their families trying to survive while burdened with their health care costs. Powerful forces are unleashed as he confronts local factories, putting his own safety at risk.

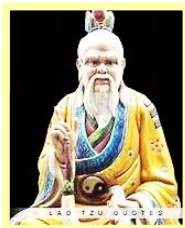
<http://www.bullfrogfilms.com/catalog/cmpl.html>



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 Guterres, United Nations Secretary-General

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



"Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step." Lao Tzu
