



Widener University

School of Business Administration



Sharing Information on Progress
United National Global Compact Initiative

Forum on Principles for Responsible Management Education

PRME

Principles for Responsible Management Education

Spring 2020



Widener University

School of Business Administration

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Letter from the Dean

February 21, 2020

The Widener University School of Business Administration (SBA) is pleased to submit its report on progress on the Principles for Responsible Management Education.

The business school faculty are committed to the principles of sustainability, global social responsibility, and responsible leadership. Through our curriculum, activities for students, research and engagement with the business and larger community, we seek to influence and learn from stakeholders.

The following report provides an overview of how the School of Business Administration incorporates the principles of responsible management into its teaching, research and community partnerships. It reflects the School's commitment to the PRME principles.

Jayati Ghosh, Ph.D.
Dean

Six Principles

Widener University's School of Business Administration declares its support for the principles articulated in the Principles for Responsible Management Education initiative and embraces them in its curriculum, research, and extra-curricular activities.

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.

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.

Principle 3- Method: We will create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.

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.

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.

Principle 6- Dialogue: We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups, and stakeholders on critical issues related to global social responsibility and sustainability.

Widener University and the School of Business Administration

Widener University is a nationally recognized, private independent university providing five colleges/schools, each of which offers undergraduate and graduate degrees including two law schools that offer the Juris Doctor among other master's level degrees.

The University also provides courses in a variety of formats, including traditional in-class settings, online delivery, and hybrid versions that combine online and in-classroom delivery.

Classroom sizes are intentionally small, with a 13:1 student-faculty ratio, thus allowing for tight knit relationships between faculty and students. The SBA grants one undergraduate degree, the Bachelor of Science in Business Administration, with seven (7) majors and four (4) graduate degrees, all at the master's level. Additionally, five (5) graduate dual degrees are offered.



Career Display at Widener School of Business Administration

Widener University is accredited by the Middle States Association of Colleges and Schools. Additionally, all professional schools are accredited by their respective accrediting agencies. Widener students enrich their learning by helping communities in the Philadelphia region, across the U.S., and around the world. The Widener community includes quality teachers, renowned researchers, and students who are passionate about learning, leadership, and making a difference. When they are not engaged in experiential learning assignments, our students and faculty members lend a hand through community service projects in our hometown of Chester and in communities around the world.



Student Community Service Project in Crozer Park, Chester

Widener is consistently recognized for achieving academic excellence and a commitment to leadership and civic engagement.

- The Wall Street Journal listed Widener among the top 10 of the more than 100 Philadelphia-area colleges and universities, with a high score of 8.7 out of 10 for career preparation in its annual list of top U.S. colleges.
- Payscale ranked Widener among the top 18% of universities nationwide on the basis of mid-career salaries of alumni.
- The U.S. Department of Education's annual College Scorecard ranked Widener 11th out of the top colleges and universities in the Philadelphia region in the category of median post-graduate salary of young alumni.
- Widener undergraduates are 14% more likely to participate in a practicum, internship, or other hands-on experiences compared to students at other colleges, according to the National Survey of Student Engagement (NSSE).
- Widener has been named to the President's Higher Education Community Service Honor Roll every year and recently was listed with distinction.
- Widener is recognized as a Top Military Friendly Institution by VIQTORY.
- The University offers leadership academic programs through the Oskin Leadership Institute.

MBA Program Rankings

- Thebestschools.org ranked Widener #9 for the Best Online MBA Healthcare Management program.
- Widener has been ranked 12th on OnlineMBAToday.com's list of the 25 best online MBA programs in Pennsylvania.
- Widener's MBA is ranked in the 11 Best Healthcare Administration Online Master's programs for 2018-19 in the country by HealthCareAdministrationedu.org.
- Widener's MBA is ranked in the Top 35 Most Affordable Healthcare Administration Master's Degree Programs for 2018-19 by HealthCareAdministrationedu.org.
- Bestmastersdegrees.com ranked Widener in the 10 Most Affordable Top-Ranked Online MBA Information Systems programs in 2018.
- SAP ranks Widener's School of Business one of the best in the world for process improvement programs.
- The MS in Taxation and Financial Planning (MSTFP) program has been ranked 7th by TaxTalent.com and 30th in the nation by valuecolleges.com

The School of Business Administration is one of the oldest schools at Widener, offering degrees since 1918. The School prepares students for successful careers and leadership positions in business. Widener's School of Business Administration holds accreditation from the prestigious Association to Advance Collegiate Schools of Business (AACSB International), the premier accrediting body for business education. Only five percent of business schools worldwide hold this accreditation. In addition, the Healthcare MBA program is accredited by Commission on Accreditation of Healthcare Management Education (CAHME).

The school also has been designated as a "Principles for Responsible Management Education" (PRME) university for adopting the principles of the United Nations Global Compact. PRME seeks to establish a process of continuous improvement among institutions of management education in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and

society in the 21st century.

The SBA's mission is to prepare Widener students for successful careers and leadership positions in business. We provide a challenging educational environment that promotes life-long professional and personal growth through experiential learning and service learning. Our commitment to ethics and to diversity of thought, experience and background inspires our students, faculty, and staff to become proactive and socially responsible citizens. As teacher-scholars, we value scholarship and generate knowledge that is valuable to our profession and the business community. We embrace the interests of our stakeholders and engage them in our programs and activities.

Our Vision is to be a premier business school in the region recognized for challenging, trend-setting programs for educating future business leaders. This challenging educational environment is evident in the seven (7) majors offered in the SBA, which include accounting, business analytics, economics, finance, international business, management and marketing.

Both the finance and economics programs are registered with the Certified Planning Board (CFP®) Board of Standards, which enables students to take the CFP® Board of Standards certification exam upon completion of their degree. Our curriculum prepares a student for such an exam. Additionally, the capstone course in the finance program prepares students to take the Securities Industry Essentials exam. Accounting students have multiple options that allow them to complete the 150-hour credit requirement for the CPA exam. Accounting students are also encouraged to earn the Certified Management Accountant (CMA) designation.

Finally, the Quick Center Finance Lab with Bloomberg Terminal, features the same advanced technology and programs professional financial planners and investors use, giving students the opportunity to experience the speed of the financial market and understand market concepts and behaviors through simulated activity and analysis. Real-time investing exercises enabled by the lab will give students a grasp of such concepts as diversification, financial analysis, portfolio construction, and big data management.

Values, Goals, and Activities Embodying Principles 1, 2 and 3

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.

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.

Principle 3- Method: We will create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.

Vision and Goals

As a preeminent metropolitan university, Widener aspires to be a dynamic, inclusive academic community, transforming students into scholars, leaders, and globally engaged citizens.

The University's goal is to promote student transformation and success through:

- Rigorous academic expectations and high-impact educational practices that support intended learning outcomes.
- A dynamic campus environment that immerses students in meaningful curricular, co-curricular, and extra-curricular experiences.
- A culture of leadership that inspires students, faculty, and staff to have a positive influence on their workplaces, professions, communities, and the world.
- A diverse university community that champions a culture of respect, civility, and inclusivity.
- Scholarship by faculty and students that enriches learning and advances knowledge within and across disciplines.
- Civic engagement that furthers the university's national and global leadership in educating engaged citizens and in contributing to the vitality and well-being of the communities we serve.
- Institutional agility and innovation that make the university attractive, accessible, and sustainable.

The School of Business Administration helps to achieve the University goal of student transformation and success through:

- Challenging in-class and out-of-class experiences in graduate and undergraduate programs, preparing SBA students for personal and professional growth leading to successful careers.
- Curricular, co-curricular, and extra-curricular experiences, engaging faculty and alumni in preparing SBA students for career success.
- Encouraging and rewarding SBA students, faculty, administration and staff to take advantage of leadership development opportunities offered by the University.
- Encouraging SBA faculty and staff to participate in diversity programming and through active recruitment of a diverse student body and faculty, to prepare students for success in a diverse and global society and workplace.
- Supporting faculty and student scholarship.
- Enhancing student learning and SBA impact through civic engagement.
- Developing and aggressively promoting a reputation for preparing students for career success.

Educational Activities and Curriculum

The School of Business Administration offers undergraduate degrees in accounting, business analytics, economics, finance, international business, management and marketing. It also offers the following master's programs: MBA, Healthcare MBA, MS in Business Process Innovation, and MS in Taxation and Financial Planning.

The SBA offers a variety of opportunities for experiential learning that include service-learning, civic engagement, internships, cooperative education, and study abroad. All SBA students are also strongly encouraged to participate in the cooperative education program. This program is designed to allow students to complete two (2) co-op work periods, one four and one eight-month, and still graduate in four (4) years. The Executive Director of Career Design and Development coordinates these efforts. Currently, in the undergraduate program, the finance and economics majors require students to complete internships, and business analytics major and the sports management concentration strongly encourages it. Accounting majors are encouraged to either have a coop or internship experience before they graduate. All students must complete at least one experiential learning activity as a graduation requirement.

Virtually all majors are making use of Widener's Small Business Development Center which gives students additional opportunities to engage in business practices that help the surrounding small business community.



Widener Small Business Development Center housed in Leslie C. Quick Center

Learning Goals

The SBA's Learning Goals are consistent with those of PRME. With regard to knowledge, SBA students will demonstrate the knowledge that is appropriate to the business discipline.

Knowledge

SBA students will demonstrate the knowledge that is appropriate to the business discipline.

- a) Core business disciplines – Students will demonstrate proficiency in accounting, business law, economics, finance, information systems, international business, management, marketing, operations, and quantitative analysis.

Leadership

SBA students will apply leadership skills in the development of business decisions.

- a) Collaboration – Through teamwork, students will demonstrate the ability to collaborate with others to accomplish tasks that lead to decisions.
- b) Communication of ideas – Students will demonstrate the ability to prepare and deliver business information with regard to audience and setting.

Application of Concepts and Technologies

SBA students will be competent in the application of core business concepts and technologies.

- a) Critical thinking – Through course assignments, students will demonstrate the ability to effectively incorporate both qualitative and quantitative methods in the development of business solutions.
- b) Technology – Students will use the appropriate technology in the analysis and development of business solutions.

Social Responsibility

SBA students will utilize social responsibility principles in decision making.

- a) Diversity and Multicultural Issues - Students recognize the complexity and interconnectedness of diverse or international groups of businesses, people, and societies through participation in exercises designed to showcase these issues.
- b) Ethics and Social Awareness Issues - Students will recognize the ethical, social, and environmental impact of business decisions through participation in exercises designed to showcase these issues.

Curriculum Embodying the PRME Principles

The curriculum for SBA undergraduates and graduate students encompasses required and elective courses that incorporate core values of ethics, global perspectives, diversity, sustainability and socially responsible leadership.

Ethics

The consideration of ethics in business decision-making is integrated throughout the undergraduate curriculum. The core curriculum for SBA undergraduates includes a Business Law course on the Legal and Ethical Environment of Business, International Business, and Leadership.

The SBA's introductory management course, *Understanding and Working in Organizations* (MGT 100), encompasses stakeholder expectations and ethical responsibilities. In the Principles of Microeconomics and Honors Principles of Microeconomics (EC 202 and EC 104) courses, topics include external costs, public goods, the free-rider problem, income inequality, and poverty. In Microeconomic Theory (EC 311), topics include strategies for providing incentives for adjusting output when social benefits and costs deviate from private benefits and costs. In Women, Men, and Work (EC 315), topics include labor market discrimination and the resulting inefficiency and inequity. Discrimination is discussed with respect to sex, gender identity, sexual orientation, race, and ethnicity. Disparate treatment and disparate impact of organizational policies are addressed. Also examined is workplace harassment on the basis of sex and LGBT status.

The Legal and Ethical Environment of Business (BLAW 150/250) integrates ethical case studies throughout the course and focuses on the development of a Manager's Moral Compass in business decision-making. *Management Information Systems* (MIS 290) incorporates ethics exercises for managers.

General education requirements include *Business Ethics* (PHIL 352) which provides additional exposure to ethical considerations in business decision-making. Every undergraduate also takes a course in Cultural Anthropology (ANTH 105), studying similarities and differences among world cultures.

SBA students in introductory Financial Accounting (ACCT 105) are made aware of the role that the external auditor plays in financial reporting and the ethical issues often confronted by company management and the auditors.

Sustainability, Innovation, & Entrepreneurship (MGT 355), is an integrative course in which students learn how businesses can innovate by offering environmentally sustainable products and services, and how to employ socially responsible business practices and business models. Students study the relationship among energy, population growth, technology, and climate change. Additionally, they learn how to critique social responsibility reports.

Accounting students are introduced to ethical issues confronted by professional accountants and study the Institute of Management Accountants Code of Professional Conduct in sophomore courses. At the senior level, topics in international accounting and reporting cover financial reporting needs by decision makers in multinational business entities. A senior course in auditing covers accountants' professional responsibilities including the AICPA Code of Conduct. An internal auditing elective course includes topics on professional practice and Code of Ethics for internal auditors. In addition, every February Beta Alpha Psi hosts the IMA Student Night where practicing professionals discuss the ethics requirements for CMAs.

In June 2018 and 2019, the SBA hosted and co-sponsored a special CPE Seminar funded by Timothy P. Speiss through the Endowed Fund for the Promotion of Global Business Principles. The 2018 keynote address was given by Timothy Reddick who spoke on Developing Ethical Guidelines in Today's Multi-Cultural Environment.

Ethical considerations in business decision-making are integrated throughout both the Master of Business Administration (MBA) and Master of Science in Tax and Financial Planning (MSTFP) programs. Students in both programs learn to recognize the ethical dilemmas inherent in many business actions and they develop the ability to make ethical decisions that protect the rights of a broad group of stakeholders.

One of the primary goals of the MSTFP program is to ensure that students will be knowledgeable on the ethical responsibilities of tax practitioners. In addition, the MSTFP program places emphasis on the study and application of the Ethical Cannons established in IRS Circular 230 and the CFP Code of Ethics.

The *Leading Organizations and People* course (BUS 605) in our MBA program prepares students to lead with integrity. They learn to apply ethical analysis techniques to examine the impact of business decisions on multiple stakeholders and to ensure that proposed actions are consistent with the rights of stakeholders, the duties of managers, industry best practices and organizational values.

Global Business and Partnership

In the undergraduate program, the SBA offers a number of courses that have substantial global content. All SBA majors are required to take *Cultural Anthropology* (ANTH105), which is offered by the College of Arts and Sciences, and *International Business* (MGT 365), which is offered by the SBA. In addition, many SBA students take the following courses as electives: *International Human Resource Management*, *Economic Issues in a Global Environment*, *International Economics*, *International Marketing*, *International Accounting and Reporting*, and many other courses offered through the College of Arts and Sciences.

In the MBA program, students develop a global perspective on business and recognize how cultural and social differences among nations can alter or magnify the impact of business decisions. In the *Managing for Results* course (BUS 675), students are able to apply a multi-dimensional approach to developing global strategy that is also cognizant of and consistent with local needs and cultural norms.

The SBA fosters international faculty and student exchanges. We expand our global footprint by promoting both short-term and long-term study abroad experiences.

- An inter-university project between Widener University and Saarland University, Germany has been established where students in a BPI course learn how to develop inter-organizational processes.
- Through participation in the X-Culture project (x-culture.org), Widener students have participated in a global virtual team with students from other countries to complete a consulting project for a multinational organization.
- The SBA has partnered with Windesheim University, The Netherlands to develop project whereby students in the International Business course from both universities will analyze business case(s) and be part of virtual student teams.

London: The SBA fosters international faculty - student exchanges through promotion of both short-term and long-term study abroad experiences. During spring break of 2018, two faculty travelled with students to London. The students were enrolled in the Global Business Study Abroad class. Selected highlights during the 10-day trip included visits to Deloitte, Bloomberg, and Stonehenge.



Students and Faculty at The Deloitte Office in London



Students and Faculty at The London Stock Exchange

Costa Rica: From May 30th through June 5th, 2019, The Widener University Small Business Development Center and the School of Business Administration were invited by the National University of Costa Rica (UNA) to present our Small Business Development Center model to UNA's leadership, various government officials, including the vice president of the country, and business leaders. During the visit, representatives from the delegation toured local businesses and cooperatives, met with representatives from the United States Embassy, and presented to UNA faculty and Costa Rican government officials.



School of Business Administration and Small Business Development Center Delegation at U.S. Embassy



Delegation Pictured with Representative from National University of Costa Rica

Diversity

Widener University celebrates diversity and embraces multiculturalism as it strives to maintain an inclusive and welcoming campus community. The University encourages all students, faculty, staff members, and guests on campus to respect the dignity of every individual and honor the value of their contribution to our community.

The senior Human Resources course, *Managing Diversity in the Workplace*, examines the rapidly changing workplace in the US and around the world. A graduate course, *The Strategic Management of Diversity*, views managing diversity as a source of sustainable competitive advantage to achieve the strategic goals of an organization. Additionally, International Human Resource Management course explores global HR issues.

During Fall 2019 and Spring 2020, the SBA has invited speakers from Mass Mutual, Citizens Bank, BNY Melon to speak to the female college students regarding negotiation, financial literacy, cyber security, workplace harassment, and other issues. This provided an opportunity for our female students to network with each other, faculty, staff and industry professionals.

Sustainability

Widener University recognizes the importance of the sustainability and conservation of natural resources. The University's strategic plan, *Vision 2021*, has among its seven strategic goals, a strategic goal devoted to institutional agility. The last objective of this goal states the following:

Adopt policies and practices that promote efficient use and conservation of natural resources.

The SBA offers several required and elective courses that contain significant content on sustainability and corporate social responsibility. At the undergraduate level, *Understanding and Working in Organizations* (MGT 100) and *Leadership in Business* (MGT-310), which are required for all business majors, have theoretical and practical coverage of these topics. *Sustainability, Innovation, and Entrepreneurship* (MGT 335) is a very popular elective. *Senior Project* (MGT 451), which is required of management, marketing, international business, and business analytics students, has many real-life projects dealing with sustainability and environmental awareness.

In cooperation with the Science Division, the SBA created two undergraduate minors: (1) Minor in Sustainability Management (for environmental science majors) and (2) Sustainability Management Minor (for SBA majors). Three of the required courses have substantial coverage in sustainability and corporate social responsibility.

The MBA program prepares students to be socially responsible leaders, who can appreciate the environmental consequences of business decisions and choose more sustainable alternatives that meet organizational goals while also minimizing the negative impact on society. In the *Accounting and Managerial Decision-Making* course (BUS 645), students evaluate organizations' corporate governance principles and codes of ethics to determine if they are in the best interests of multiple

stakeholders. In the *Strategic Financial Management* course (BUS 655), students are able to assess the social implications of the economic choices and decisions made by businesses.

Business Law is one of the undergraduate SBA courses that allows students to learn about the discipline of law by doing special projects on contemporary legal and social policy problems. The SBA has collaborated with Clean Water Action, a national non-profit organization that addresses environmental problems that affect our water supply in an effort to work together to educate the public on important environmental issues.

Leadership

The University promotes leadership throughout the various schools and colleges, and much of this is assisted by the Oskin Leadership Institute. Students can earn a Leadership Certificate by participating in 18 one-hour leadership workshops. They may also study for an undergraduate minor in Leadership Studies. In order to facilitate students' busy academic and co-curricular schedules, some leadership certificate workshops are scheduled within the context of an existing course, including some in the School of Business Administration. Many of the core SBA courses, such as *Understanding and Working in Organizations* (MGT 100), *Foundations of Management*, (MGT 210) *Leadership in Business* (MGT 310), integrate workshops from the Oskin Leadership Institute into the class, which provides students with the opportunity to develop leadership skills.

Experiential Learning

The School of Business Administration provides opportunities for students to serve the community while learning business concepts. These opportunities range from class projects and assignments with local nonprofit organizations to assisting entrepreneurial start-up operations in the area.

Management 451

The SBA continues to work closely with the Small Business Development Center (SBDC). The SBDC provides opportunities of real-world learning experiences for both Widener graduate and undergraduate students. Each year the students in MGT 451 work with businesses and provide nearly 2000 consulting hours.

Through the senior project course, students have the unique opportunity to interact with clients, learn about the operations of a business and apply their talents and knowledge towards creating real business solutions. Student interaction via our unique experiential learning opportunity builds our community and empowers our businesses. Via the Business Administration Senior Project course, students develop business, marketing, financial plans and assist clients to launch or expand their businesses.

MGT 451 students engage in real world, hands on learning opportunities and small business owners from the local community get access to high level research and analysis under the guidance of experienced faculty advisors to help set the strategic direction for their business.

One recent example of how MGT 451 impacts the local business community can be seen through the case of SBDC client Deborah Davis. Based on the in-class project, Debbie was pointed in the direction of the government marketplace. Her LLC, created with assistance of the SBDC, allowed her to become registered on the System for Awards Management, which is required for government contracting. Debbie is now working with the Widener Procurement Technical Assistance Center (PTAC) for additional assistance succeeding in the government market segment.

The experience not only provided a report with tangible recommendations for launching her business, it also provided focus for the client as she continues to work with their SBDC and PTAC consultant to develop and implement their growth strategies.

Through the first half of 2019, seven different SBDC clients participated in the MGT 451 course where they interacted with over 50 Widener University School of Business Administration students and received over 1,200 hours of student work.

Community Engagement

Apart from delivering quality programs in the school, the SBA is active in the community. Our faculty, board members, SBDC staff, and alumni collaborate to offer workshops to high school students and the neighboring community.

Young Women's Leadership Workshop:

In 2019 the SBA hosted an Academic Workshop for Young Women. This day provided an opportunity for young women to attend a workshop focused on leadership, networking, and preparation for university. The mission of the Young Women's Leadership Workshop is to bring together local high school women to build a foundation of leadership skills that will assist in building their personal and professional goals while encouraging them to explore new paths in business. The program focuses on helping women leaders understand their unique strengths and barriers to success; create action plans to overcome systemic barriers and grow leadership skills; learn negotiation skills critical to career success; and learn how to build a network with other women leaders. The participants had an opportunity to meet SBA faculty, industry representatives, and graduate and undergraduate students. The workshop was sponsored by UPS and The Boeing Company.



Hosted High School Students Interact with Officials from UPS and The Boeing Company

Financial Literacy Workshop:

On November 9, 2018 the SBA held a workshop for high school students in Lathem Hall. The theme of the Program centered on financial literacy and personal branding. Widener faculty and alumni presented to over 70 high school students and their teachers. The program is designed to help students learn how to manage money, make money grow, and learn how to manage debt.



Workshop for High School Students in Lathem Hall, Widener University

SBA Summer Camp:

In July 2018 and 2019, the SBA hosted high school students from the region for an educational focused program that focused on personal branding. In addition, the three-day camp gave students the opportunity to visit the Small Business Development Center to learn about entrepreneurship and how branding works. The camp taught students how to market themselves. Not only did Widener staff and faculty speak with the students, outside speakers from different companies were invited to speak as well. The students also visited UPS in Philadelphia. The camp was a wonderful chance for high school scholars to come on campus and learn about the various and different business disciplines that included accounting, economics, marketing, finance, analytics and management. Student learned what it takes to run a business and how to brand.



2018 Summer Camp Attendees



2018 Summer Camp Attendees

Intellectual Contributions Embodying Principle 4

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.

The following publications and presentations by School of Business Administration embody the principles of responsible management education.

Publications

- Boylan, D., Wendling, K., Hanak, R., & Goeke, R. (2019). Gender Biases in the Collegiate Education System. *Business Education & Accreditation*, 11 (1), 19-27.
- Hargadon, J. M., Fuller, L. R., & Lawson, R. (2019). Aligning Academic Courses and Selected Degree Programs with the 2020 CMA Examination. *Management Accounting Quarterly*, pgs. 1-20.
- Leppel, Karen (2020). Labor Force Status of Transgender Individuals. In K. F. Zimmermann (ed.), Handbook of Labor, Human Resources and Population Economics, https://doi.org/10.1007/978-3-319-57365-6_83-2
- Li, D (2019). Effect of Psychological Ownership on Consumer Happiness. *Proceedings of American Marketing Association Winter Academic Conference*.
- Shoemaker, M. (2020). Developing Formative Measures for Understanding The Use of Social Media by Salespeople. *Journal of Selling* (forthcoming).

Presentations

- Hargadon, J. M. (2019). *How to Motivate & Teach Millennials (Gen Y). But Look Out for Gen Z: Can Old School Still be Effective?* Invited Presentation at Institute of Management Accountants, King of Prussia, Pennsylvania.
- Larson, Brian V., Peter Hornberger, and Lenin Agudo (2019), “The Experiential Flipped Classroom: Anatomy of Interdisciplinary Mentorship,” International Association of Business Disciplines 31st Annual Conference, Jacksonville, FL, (April).
- Larson, Brian V., (2019), “The Experiential Classroom: SBA-SBDC Interactive Leadership/ Mentorship,” Widener University Costa Rica Delegation Mission to Universidad de Nacional, San Jose, Costa Rica, (May 30-June 5).
- Larson, Brian V., Robert O’Brien, Peter Hornberger, and Lenin Agudo (2019), “SBA-SBDC Peer Leadership/Mentorship,” Widener University High Impact Practice Fair, Chester, PA.
- Larson, Brian V. (2018), “Your Future Brand,” Leadership Camp, Widener, Chester, PA, (Sum.)

Larson, Brian V. (2018), Forging Invincible Businesses Seminar, SBDC-Sponsored business training, Valley Forge, PA (June 17, 2018).

Larson, Brian V. (2018), "International Learning Collaboration: A Model of Drivers and Outcomes," International Association of Business Disciplines Conference, San Francisco, CA.

Larson, Brian V. and Daniel Whitney (2018), "International Marketing: Salute To Service", Presented at Widener University High Impact Practice Fair, Chester, PA.

Shoemaker, M. (2019). A Comparison of Social Media Usage by Industrial Buyers and Sellers: A User Objective/Goals Perspective. Presented at National Conference in Sales Management.

Engagement Embodying Principles 5 and 6

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.

Principle 6: Dialogue: We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups, and stakeholders on critical issues related to global social responsibility and sustainability.

Civic Engagement

Small Business Development Center (SBDC)

Community Engagement Projects:

Secret Shopper Program – During the fall semester, the SBDC partnered with the SBA to design a secret shopper program. Utilizing high impact learning practices, eight teams of freshmen students, of the marketing 100 class, participated in the program. Students chose a small business in media, visited the store and generated a report.

Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) – The School of Business Administration and the SBDC became Widener Representatives to the Hispanic Chamber of Commerce events and educational programs. We teamed up with Finanta and the GPHCC to design, develop and deliver educational programming to assist entrepreneurs achieve the Million Dollar threshold in sales. We believe these initiatives will strengthen the Widener Brand amongst minority groups in Greater Philadelphia. Widener University Trustee Lou Rodriguez is also chairman of the GPHCC board and has been an advocate for this progress.

The Ella Emprende graduation ceremony celebrated 20 female entrepreneurs on April 16, 2019. The ceremony featured Finanta President Luis Mora, Greater Philadelphia Hispanic Chamber of Commerce President and CEO Jennifer Rodriguez, and Widener SBDC Director Lenin Agudo as

speakers.



Finanta Graduation Ceremony at Widener University- April 16th, 2019



**Ella Emprende Graduation Ceremony Celebrating
20 Female Entrepreneurs- April 16th, 2019**

SBDC Award for Excellence and Innovation

Widener University's Small Business Development Center (SBDC) received the Pennsylvania Small Business Development Center Excellence and Innovation Award from the U.S Small Business Administration.



**Widener University Small Business Development Center Receives Pennsylvania
Small Business Development Center Excellence and Innovation Award**

Design Thinking for Growth Master Class

In June 2019, the SBDC partnered with the United States Small Business Administration to create and deliver: Design Thinking for Growth Master Class. The master class, delivered to alumni from the SBA's Emerging Leaders program, focused on lessons learned from big businesses and translated them for small business leaders. As a follow up, several workshop attendees will continue working with the Widener SBDC to utilize the center's "Testing Library" that operates within the SBDC Next-Gen Lab to create tests that will fuel the design thinking cycle of Design, Test, Learn, and Evolve.

SBDC Success Lab & SAP Next Gen Lab

In 2018, the Widener University SBDC created an updated meeting space to engage clients in contemporary and active consulting sessions known as The Success Lab. With the success of the lab space proven over several months of meetings with clients, the Widener SBDC applied to be designated by SAP as a Next-Gen Lab for Design Thinking and Analytics. In January of 2019, SAP selected the application for Widener University's School of Business Administration and Small Business Development Center (SBDC) Success Lab to become an SAP Next-Gen Lab for design thinking and analytics. As a result, Widener SBDC became the first SBDC in the country to have an SAP Next-Gen Lab.

The Next-Gen Lab expands on the original Success Lab's philosophy of Design, Test, Learn, and Evolve. The Next-Gen Lab utilizes Design-Thinking methodology to help clients achieve business growth and expand opportunities to connect the university with leaders in industry and academia.



Ribbon Cutting Ceremony Celebrating Opening of SAP Next-Gen Lab



Faculty and SAP Representative at Ribbon Cutting Ceremony

On November 8th, 2019, in an effort to support the United Nation's Sustainable Development Goals, the Widener University Small Business Development Center (SBDC) and the School of Business Administration visited with representatives from the Organization for Poverty Alleviation & Development (OPAD) in New York City. The connection was made via the SBDC client, Ana Pariona, who received SBDC assistance to start her business Stylos TV, LLC which exposes the world to the cultural and social contribution of the Hispanic population in the northeast United States. Through her work with the SBDC, Ana, obtained a contract to promote OPAD as they carry out their mission of improving the standard of living for all people by recognizing them as resources, not victims through working with the United Nations.

During the visit SBDC and SBA representatives including Dean Ghosh and SBDC Director Lenin Agudo, met with Former UN Ambassador and current President and CEO of OPAD, Carlos Garcia. They discussed how the SBA and SBDC were supporting the UN SDGs by providing economic development assistance to local businesses and how that model might be replicated and championed by OPAD and similar organizations.



Widener Delegation Meeting with OPAD Officials



Leslie C. Quick Jr. Center at Widener University