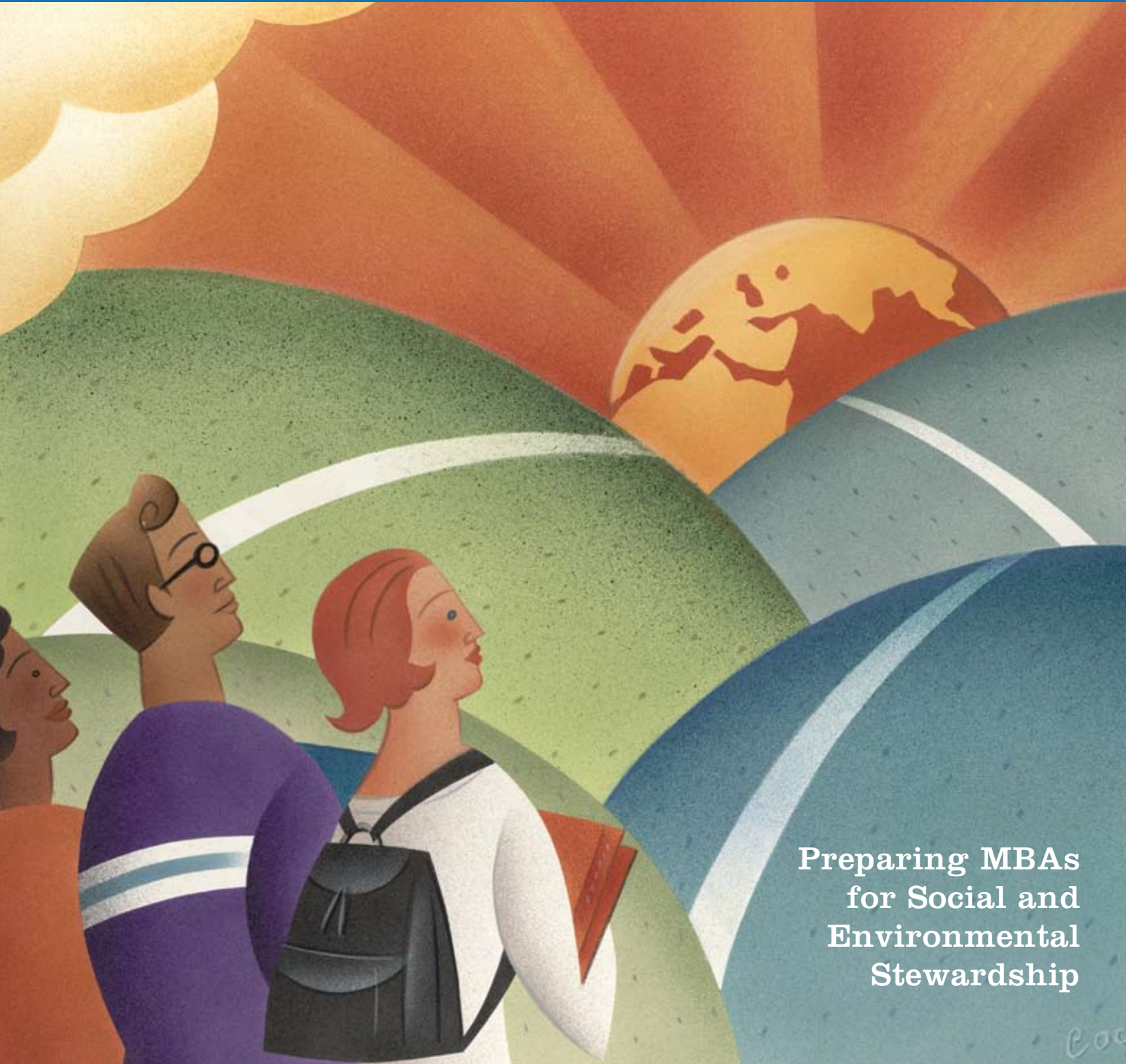




THE ASPEN INSTITUTE
CENTER FOR BUSINESS EDUCATION

Beyond Grey Pinstripes 2007-2008



Preparing MBAs
for Social and
Environmental
Stewardship

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BEYOND GREY PINSTRIPES is a research survey and alternative ranking of business schools that spotlights innovative full-time MBA programs leading the way in the integration of issues concerning social and environmental stewardship into the curriculum. These schools are preparing students for the reality of tomorrow's markets by equipping them with the social, environmental and economic perspectives required for business success in a competitive and fast changing global economy.

THE GLOBAL 100

The Beyond Grey Pinstripes ranking is the result of over 18 months of rigorous research — designing the survey, outreach to MBA programs around the world, data collection and analysis — looking at how well MBA programs incorporate social and environmental issues into the training of future business leaders. Over 40,000 pages of data were analyzed to come up with the 100 top MBA programs.



1	Stanford University	USA	1	11	2	3	26	Duke University	USA	23	74	33	9
2	University of Michigan	USA	10	27	4	1	27	Carnegie Mellon University	USA	32	8	58	35
3	York University	Canada	2	6	17	5	28	The University of Nottingham	UK	43	68	58	2
4	University of California, Berkeley	USA	4	32	1	5	29	University of California, Davis	USA	29	46	33	24
5	University of Notre Dame	USA	5	15	17	9	30	Wake Forest University	USA	13	41	27	52
6	Columbia University	USA	13	13	7	16	31	Babson College	USA	23	69	9	43
7	Cornell University	USA	6	24	11	20	32	Simmons College	USA	28	12	44	69
8	Duquesne University	USA	21	1	27	29	33	University of Wisconsin-Madison	USA	38	50	14	35
9	Yale University	USA	3	18	5	69	34	Univ. of S. Florida St. Petersburg	USA	56	3	58	52
10	Instituto de Empresa	Spain	8	5	7	52	35	University of Jyväskylä	Finland	38	31	17	52
11	New York University	USA	9	20	17	16	36	University of San Diego	USA	47	22	27	52
12	UNC, Chapel Hill	USA	19	55	3	4	37	San Francisco State University	USA	29	44	17	52
13	George Washington University	USA	6	29	14	22	38	Emory University	USA	29	40	44	35
14	ESADE Business School	Spain	10	16	5	52	39	Dalhousie University	Canada	12	82	23	52
15	Erasmus University Rotterdam	Netherlands	17	7	33	13	40	Monterey Inst. of Int. Studies	USA	26	35	13	81
16	University of Calgary	Canada	38	17	17	13	41	Copenhagen Business School	Denmark	54	58	44	22
17	Tecnológico de Monterrey	Mexico	16	10	27	29	42	Asian Institute of Management	Philippines	21	21	33	81
18	The University of New Mexico	USA	32	4	52	20	43	INSEAD	France	45	47	44	35
19	Brandeis University	USA	38	2	14	69	44	Thunderbird School	USA	60	51	33	29
20	University of Colorado at Boulder	USA	23	14	33	25	45	McGill University	Canada	36	26	58	52
21	University of Western Ontario	Canada	27	52	27	9	46	Boston College	USA	63	59	66	9
22	Portland State University	USA	49	33	9	25	47	University of Denver	USA	56	37	23	69
23	University of British Columbia	Canada	32	43	33	13	48	Illinois Institute of Technology	USA	45	38	11	81
24	University of Virginia	USA	38	79	23	5	49	Vanderbilt University	USA	43	66	52	25
25	Dartmouth College	USA	15	48	23	35	50	Pepperdine University	USA	20	23	52	81

QUICK FACTS AND TRENDS

- The percentage of schools surveyed that require students to take a course dedicated to business and society issues has increased dramatically over time, from 34% in 2001 to 63% in 2007.
- Since the last survey in 2005, the number of elective courses per school dedicated to social/environmental content has increased 20%.
- The proportion of schools offering general social and environmental content in required core courses has increased in most business disciplines – Accounting, Economics, Finance, Management, Marketing, Strategy – since the 2005 survey.
- However, the proportion of schools requiring content in core courses on how mainstream business can address social or environmental issues remains low.
- Of the 112 schools surveyed this year, 35 offer a special concentration or major that allows MBAs to focus on social and environmental issues inherent in mainstream, for-profit business.
- Change is still occurring slowly when it comes to published academic research on social or environmental topics. In 1999, even top schools had as few as three to four published research articles on these concerns across the entire faculty. In the 2007 survey, only 5% of the faculty at the surveyed business schools published research on these topics.

PROGRAMS WERE ASSESSED IN FOUR AREAS:

STUDENT OPPORTUNITY measures the number of courses with social and environmental content and asks: **How much opportunity do students have to take courses with this content?**

STUDENT EXPOSURE measures teaching hours dedicated to considering social and environmental issues, the proportion of the student body taking such courses and asks: **To what extent are students actually exposed to such content?**

COURSE CONTENT grants extra credit to selected courses and asks: **Does the course explicitly address the role of mainstream business in improving social and environmental conditions?**

FACULTY RESEARCH counts the relevant articles published in leading academic journals and asks: **To what extent do professors explore social and environmental issues in their research?**

Those interested in the research, and how we came up with the rankings, can download a full database from our survey. Contact us at pinstripes@aspencbe.org.



51	University of South Carolina	USA	49	56	33	43	76	Washington State University	USA	75	86	66	52
52	IMD	Switzerland	49	9	52	81	77	Seton Hall University	USA	82	30	81	81
53	University of Alberta	Canada	63	75	58	16	78	The University of Vermont	USA	75	63	58	81
54	Boston University	USA	60	65	33	35	79	Fundacao Getulio Vargas, Rio	Brazil	95	34	66	81
55	Bentley College	USA	52	80	66	16	80	Rhodes University	South Africa	85	73	44	81
56	Cranfield School of Management	UK	72	42	52	35	81	Iowa State University	USA	66	72	93	52
57	Case Western Reserve University	USA	36	19	58	81	82	Baruch College- CUNY	USA	82	81	93	29
58	Willamette University	USA	18	28	66	81	83	The University of Arizona	USA	85	92	66	52
59	Concordia University	Canada	47	39	81	43	84	Ashridge	UK	100	57	81	69
60	University of Bath	UK	72	45	93	8	85	Lamar University	USA	78	84	66	81
61	University of Geneva	Switzerland	35	25	66	81	86	The University of Texas at Dallas	USA	95	103	81	35
62	Loyola University Chicago	USA	75	53	27	69	87	Western Washington University	USA	85	62	93	69
63	University of Oxford	UK	60	71	33	69	88	National University of Singapore	Singapore	80	93	93	43
64	HEC School of Management, Paris	France	68	91	44	29	89	Oregon State University	USA	91	87	66	81
65	Wilfrid Laurier University	Canada	56	60	81	43	90	Audencia Nantes	France	85	70	93	69
66	University of Navarra	Spain	56	54	81	52	91	Curtin University of Technology	Australia	85	78	81	81
67	Rice University	USA	54	100	44	43	92	Washington Univ. in St. Louis	USA	82	89	66	81
68	North Carolina State University	USA	52	36	93	43	93	Univ. of California, Los Angeles	USA	80	105	81	69
69	Georgia Institute of Technology	USA	68	64	66	43	94	Michigan Technological University	USA	95	76	81	81
70	University of Stellenbosch	South Africa	68	49	66	69	95	Universidad de Los Andes	Colombia	91	85	81	81
71	Mass. Institute of Technology	USA	67	99	44	43	96	University of Cape Town	South Africa	91	104	52	81
72	University of Pittsburgh	USA	78	77	81	25	97	University of Florida	USA	100	88	81	81
73	Georgetown University	USA	74	95	33	52	98	Durham University	UK	85	110	93	29
74	Tulane University	USA	68	83	66	52	99	EADA	Spain	91	108	66	81
75	IESA	Venezuela	63	61	58	81	100	University of San Francisco	USA	95	106	66	81

TOP TEN LISTS

UNITED STATES

- 1 Stanford University
- 2 The University of Michigan
- 3 University of California, Berkeley
- 4 University of Notre Dame
- 5 Columbia University
- 6 Cornell University
- 7 Duquesne University
- 8 Yale University
- 9 New York University
- 10 University of North Carolina at Chapel Hill

EUROPE

- 1 Instituto de Empresa
- 2 ESADE Business School
- 3 Erasmus University Rotterdam
- 4 The University of Nottingham
- 5 University of Jyväskylä
- 6 Copenhagen Business School
- 7 INSEAD
- 8 IMD International Institute for Management Development
- 9 Cranfield School of Management
- 10 University of Bath

COURSEWORK

- 1 Stanford University
- 2 York University
- 3 Yale University
- 4 University of California, Berkeley
- 5 Instituto de Empresa
- 6 ESADE Business School
- 7 Duquesne University
- 8 The University of Michigan
- 9 Columbia University
- 10 University of Notre Dame

RESEARCH

- 1 The University of Michigan
- 2 The University of Nottingham
- 3 Stanford University
- 4 University of North Carolina at Chapel Hill
- 5 York University
- 5 University of California, Berkeley
- 5 University of Virginia
- 8 University of Bath
- 9 University of Notre Dame
- 9 University of Western Ontario
- 9 Duke University
- 9 Boston College

SMALL SCHOOLS

(fewer than 100 students enrolled in 2007)

- 1 Duquesne University
- 2 George Washington University
- 3 ESADE Business School
- 4 University of Calgary
- 5 Tecnológico de Monterrey
- 6 The University of New Mexico
- 7 Brandeis University
- 8 University of Colorado at Boulder
- 9 Portland State University
- 10 The University of Nottingham

The **Aspen Institute Center for Business Education** seeks to create business leaders for the 21st century who are equipped with the vision and knowledge necessary to integrate corporate profitability with social value. To that end, Aspen CBE offers programs that provide business educators with the resources they need to incorporate issues of social and environmental stewardship into their teaching, research and curriculum development.

As part of the **Aspen Institute Business and Society Program**, Aspen CBE maintains close ties with over 100 MBA programs in 23 countries. Its websites draw over 75,000 visits monthly and its events and networks attract over 1,000 participants each year.

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For more information on Aspen CBE programs and events, visit our website at

www.aspenCBE.org