

Ethics, CSR, and Sustainability Education in the *Financial Times* Top 50 Global Business Schools: Baseline Data and Future Research Directions

Lisa Jones Christensen, Ellen Peirce, Laura P. Hartman, W. Michael Hoffman, Jamie Carrier
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OBJECTIVE:

This paper investigates how deans and directors at the top 50 global MBA programs (rated by the *Financial Times* in 2006) respond to questions about the inclusion and coverage of the topics of ethics, corporate social responsibility and sustainability at their respective institutions.

METHODS USED:

In order to limit the sample research population, we selected the *Financial Times* ratings because the organization includes and considers a larger number of global programs as compared to other ranking entities. The *Financial Times* ratings are known for its scope, rigor and detail and hence the 2006 version of the ratings were chosen for the survey. From these ratings, the top 50 global business schools were selected for interviewing.

The deans and directors of each of these selected schools were contacted through telephone for an interview. Those who were unavailable for a telephone interview, completed a written version of the survey.

In total, 44 of the 50 schools responded marking a response rate of 88%.

KEY FINDINGS:

- 84.1% of the schools that responded require students to take courses that address one or all topics i.e. Ethics, CSR and Sustainability.
- 25% of the respondents require MBA students to study ethics through a stand-alone course.
- Some of the respondents require students to learn ethics with a combination of CSR and/or sustainability. The most frequent combinations are ethics, CSR and sustainability (27.27%); ethics and CSR together (15.91%); and ethics and leadership (9.1%).
- 65.9% of the respondents said that they have a 'center' that focused on Ethics and its allied sectors like CSR, sustainability, etc.
- 54.55% of the respondents said that they integrate ethics in their curriculum.
- Net Impact (a popular club formerly known as Students for Responsible Business) is an important sponsor of various activities and special events related to ethics, CSR and sustainability. 72% of the top 50 schools have Net Impact chapters and all top 10 schools have a Net Impact chapter.

CONCLUSION:

The rise of ethics related teaching in the global top 50 business schools is evident from this survey. This has been made possible by a variety of factors like introducing courses strictly concerning ethics, CSR, etc., presence of centers specifically catering to ethics teachings, integration efforts and

immersion programs and finally student involvement in a particular club which generated interest in the subject.

LINKS:

[Full Document of the Survey.](#)