

# Clark University *School of Business*

**PRME** Principles for Responsible  
Management Education

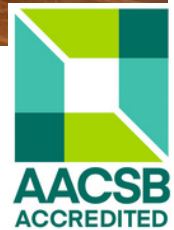
## 2025 REPORT ON PROGRESS

Business  
Driven.  
Socially  
Focused.



School of Business  
CLARK UNIVERSITY





# ABOUT THE SCHOOL OF BUSINESS

## *MISSION:*

The Clark University School of Business prepares leaders for a lifetime of success founded on the principles of social responsibility, sustainability, and ethical business practice.

We benefit society through scholarship and active engagement with the world around us.

## *VISION:*

The Clark University School of Business will be nationally acknowledged as a leader in offering progressive graduate and undergraduate business education which couples business skills with a focus on social good and innovation. We are “Business Driven, Socially Focused” with a vision of re-imagining the future of business.

## *CORE VALUES:*

Our core values are consistent with who we are and align with the PRME principles:

- The Clark University School of Business holds itself to a high standard of ethical behavior.
- We value personal integrity, collaboration, and creativity.
- We value critical thinking and insight gained from impactful research.
- We commit to diversity, equity, and inclusion as principles that benefit business, enhance learning, and strengthen connections to the world.
- We actively engage with our local, national, and global communities.



## *GRADUATE DEGREES*

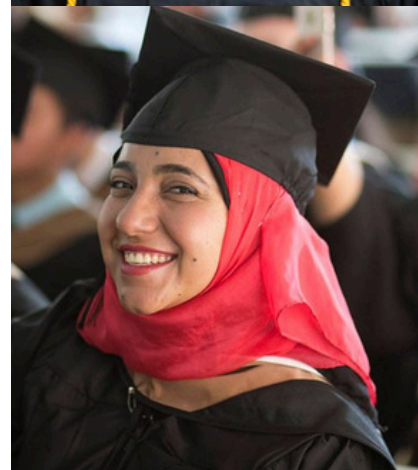
The Clark MBA  
The Clark MBA — Online, Part-Time  
M.S. in Accounting  
M.S. in Accounting Analytics  
M.S. in Business Analytics  
M.S. in Finance (w/Fintech concentration option)  
M.S. in Management  
M.S. in Marketing  
M.S. in Marketing Analytics  
MBA/M.S. in Accounting  
MBA/M.S. in Finance  
Business Analytics Certificate  
Post-MBA Certificate

## *UNDERGRADUATE DEGREES*

Major or Minor in Business Administration  
Major or Minor in Finance  
Major or Minor in Marketing  
Major in Business Economics  
Major in Accounting  
Minor in Entrepreneurship and Innovation  
Business Data Analytics Concentration  
Accelerated B.S./M.S. in Accounting  
Accelerated B.S./M.S. in Accounting Analytics  
Accelerated B.S./M.S. in Business Analytics  
Accelerated B.S./M.S. in Finance  
Accelerated B.S./M.S. in Management  
Accelerated B.S./M.S. in Marketing  
Accelerated B.S./M.S. in Marketing Analytics  
Accelerated B.S./MBA

## *GRADUATION 2025*

In May 2025, the University conferred 975 master's and 39 doctoral degrees to a class that included graduates from 41 states and 35 countries. The University presented 468 degrees to undergraduate students. 177 students earned graduate degrees from the School of Business, and 55 earned undergraduate degrees in business-related majors.



# LETTER OF COMMITMENT

*From our Interim Dean, Dr. Jing Zhang*



I am honored to present the Clark University School of Business' (CUSB) 2025 Update Report on the United Nations' Principles for Responsible Management Education.

The School of Business continues to be guided by its mission to prepare leaders for a lifetime of success founded on the principles of social responsibility, sustainability, and ethical business practice. Being “Business Driven. Socially Focused.” means that our students graduate not only with the technical skills

and real-world experience that employers demand—in areas like finance, accounting, analytics, marketing, business administration, and entrepreneurship – but also leave CUSB with an understanding of what it means to lead with integrity, compassion, and with a commitment to being a force for positive change.

The future of work in nearly every industry is infused with artificial intelligence, and skills leveraging AI technologies are in high demand. Our programs deliver knowledge and skill in both technical as well as applications aspects of AI to help prepare students for its deployment and use in the work place. Indeed, our students learn from faculty who are experts in their fields, active researchers and dedicated mentors who deliver hands-on and experiential learning opportunities. Central to all of our programs remains our commitment to PRME. We are especially proud of how the PRME principles are infused in the framework of the education we deliver, as well as of our annual PRME Alumni Award, which formally recognizes the influence of the PRME principles on graduates throughout their careers. A PRME Award is also given in our popular student Business Analytics competition.

CUSB is energized by the challenge of continuously improving our approach to responsible business education to help guide us toward our goal to graduate students who are a force for positive change in their companies and communities. I am happy to share our progress here.

Sincerely,  
Jing Zhang, PhD  
Interim Dean, School of Business

**PRME** Principles for Responsible  
Management Education



# PRINCIPLE 1: PURPOSE

*We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.*



## PRINCIPLE IN PRACTICE

### New Undergraduate & Graduate Programs:

- BS in Accounting
- BS in Business Economics
- BS in Finance
- BS in Marketing
- MS in Marketing Analytics
- MS in Finance - FinTech Concentration

### Accreditations and Rankings:

- AACSB
- US News & World Report - Best MBA
- Princeton Review
- CFA Institute University Affiliation Program for the MS in Finance program
- Chartered Alternative Investment Analyst (CAIA) Association

### Activities:

- The Stevenish Career Management Center began offering new, specialized training for international students seeking to improve their communication skills. The sessions garner a wait list every semester.
- Graduate students in various CUSB programs took part in our annual Business Analytics competition, requiring in-depth research by teams and individuals around a topic related to analytics.
- Undergraduates from majors across campus took part in the popular Clark Tank competition, a pitch-style challenge in which students vie for cash prizes for their start-up businesses. All Clark Tank events are part of a related course taught by an alumna of CUSB.
- In a competition with students from universities around Worcester, Massachusetts, Clark entrepreneurship students came away with top honors and the largest awards. Sophie Lee '26, owner of Sophremacy, was the only female in the competition and earned the first place award. Owen Chase '26, owner of Just for Fun Farms, earned second place.
- A chapter of the Beta Alpha Psi honor society was established for CUSB students. BAP is the financial information students and professionals. The society holds an annual Ethics Case Competition which spotlights a variety of ethical dilemmas that challenge participants to think critically and navigate complex scenarios.

# PRINCIPLE 2: VALUES

*We place organizational responsibility and accountability to society and the planet at the core of what we do.*



## PRINCIPLE IN PRACTICE

### The PRME Alumni Award

- Created to honor CUSB alumni for their leadership in applying principles of ethical behavior, corporate sustainability, and social responsibility in their professional and/or personal lives, the annual PRME Alumni Award has earned a spot among the special awards presented at our end of the year awards ceremony.

### United Nations Academic Impact

- In an effort spearheaded by the School of Business, Clark University joined the United Nations Academic Impact (UNAI), an initiative that aligns institutions of higher education with the United Nations to actively support and contribute to the realization of UN goals and mandates — including the promotion and protection of human rights, access to education, sustainability, and conflict resolution.

### The Student Business Analytics Competition PRME Award

- CUSB continued its tradition of presenting a Business Analytics Competition PRME Award to honor a student whose research best reflected PRME principles in CUSB's annual Business Analytics Competition.

### BGS Honor Society

- Beta Gamma Sigma induction ceremonies continue to honor CUSB's highest achieving students. BGS is the international honor society for AACSB-accredited business programs.

### The Clark Collective

- The Clark Collective remains a place where Clark University student entrepreneurs showcase their products and ventures to the campus and area community.
- Innovation and Entrepreneurship program students continue to operate Clark's Community Thrift Store, which serves area Worcester residents.

### Student Internships in Various Industries

- U.S. Department of Agriculture
- Harman
- Cybex
- Amica Mutual Insurance
- Ahold Delhaize





# PRINCIPLE 3: TEACH

*We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.*



## PRINCIPLE IN PRACTICE

### PRME in the Curricula

- The graduate course Responsible Management in the Global Economy touches upon all of the 17 SDG's in two sessions, and requires students to complete a research paper connecting one or more of the SDG's to the various business & society issues discussed throughout the term.
- The undergraduate Art & Science of Management foundational course includes community-based learning projects, where student teams partner up with local organizations and non-profits to help advance their missions.
- Investment Strategies course included a lecture and discussion on "impact investing", students discussed how investors can incorporate these ESG factors in investments.
- The Sustainability Marketing course engages students in class exercises related to brands becoming more sustainable.
- Operations Management courses investigate and explain how a wide range of ethical issues occur, where operational failures are, and which parties are at fault. They also judge the ethicality of the main parties from the standpoint of utilitarianism, deontology, and virtue ethics.
- Financial Management courses at both the undergraduate and graduate levels include corporate social responsibilities for managers, as they shape firm culture and create firm value. These include sustainable & responsible production, sustainable communities, climate action & carbon footprint, and gender equality.
- The undergraduate Ethics and Law course covers social responsibility, environmental sustainability, and business ethics as they relate to business law.
- Data is collected and reviewed on a new AACSB Assurance of Learning Goal: Social Responsibility, Sustainability, and Ethical Business Practice. Objectives include:
  - (a) Recognize a conflict that requires an analysis of social responsibility, sustainability, and/or ethical business practice.
  - (b) Identify consequences arising from that analysis.
  - (c) Propose and defend a resolution to balance the interests of different stakeholders in the conflict.



# PRINCIPLE 4: RESEARCH

*We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.*



## PRINCIPLE IN PRACTICE

### Faculty Research

CUSB faculty members representing nearly every discipline completed research related to the following topics:

- Diversity, gender, and nationality
- Environmental sustainability issues
- Economic development

### Research Related to PRME Principles

Specific research and publications related to PRME of the last two years by faculty and students include:

- A faculty member completing research related to ESG (environmental, social, and governance) of firms. In particular, he is examining how green investing affects a firm's cost of equity and how family firms successions affect firm ESG decisions.
- A faculty member working on a research project that explores when and how surgeons learn from other surgeons' patient death events, using these as opportunities to prevent future patient mortality in their own operations.
- A group of students researched the benefits and costs of renewable energy investments by corporations introduction.
- Students completed a research student titled, "Enhancing Breast Cancer Diagnosis Through Machine Learning: Predicting Tumor Malignancy Using Data Analytics."
- A professor co-authored a paper that focuses on consumer targeted resiliency programs introduced by firms during the Covid-19 pandemic.
- A faculty member working on a research project focused on reducing carbon emissions in a manufacturing company that employs a specific business model.
- A professor presented his research in the areas of Green / Sustainable / Climate Finance, ESG considerations, and risk management, and modelling challenges at a FinTech conference.
- A faculty member examining expansion of digital financial services in unserved areas helps to reduce poverty through increased savings, remittances and access to credit.
- Two faculty members collaborated on a project related to how the 2020 election affected the performance of low-carbon funds.



# PRINCIPLE 5: PARTNER

*We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.*



## PRINCIPLE IN PRACTICE

### **Corporate Partnership**

The Public Consulting Group (PCG) continued its partnership with CUSB with a select group of its employees completing the MBA program. As noted on its web site, "PCG is guided by an unwavering commitment to our clients and the communities they serve."

### **Community Thrift Store**

Clark students take leadership roles as managers and directors for Clark's Community Thrift Store, which aims to reduce the University's net landfill impact and provide affordable shopping for the Clark and Worcester Main South communities

### **Management Consulting Project Partners**

Students in the Management Consulting Projects course work with clients of the Small Business Development Center, housed within Clark University. The students support the center's mission to contribute to the economic and entrepreneurial growth in Massachusetts.

### **Management Course Features Community Partners**

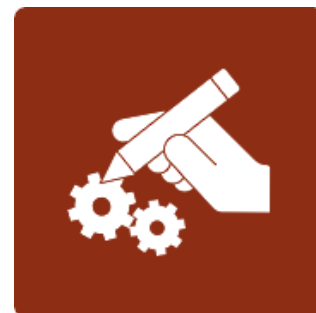
Students in multiple sections of the Management 100 class annually work with several local nonprofit organizations and establish working partnerships with them as part of the course's final project. Throughout the semester, students enhance their networking skills, learn how to manage a relationship with a "client," and complete a project that supported the nonprofit's mission.

### **Volunteers in Tax Assistance**

Every year CUSB students complete the Volunteers in Tax Assistance training and volunteer with Worcester Community Action Council to serve the local community as volunteer tax advisors.

# PRINCIPLE 6: PRACTICE

*We adopt responsible and accountable management principles in our own governance and operations.*



***In addition to each of the aforementioned principles put into practice, we are proud to highlight the following:***

## **Professor John Dobson**

Professor Dobson has continued his work on a re-entry entrepreneurship program, LARC - Liberal Arts for Returning Citizens. The program, which he co-founded, aims to help formerly incarcerated citizens develop their entrepreneurial skills. Starting in 2021, the DYME institute that Professor Dobson founded began partnering with Worcester House of Corrections, the Sheriff's Office, the City of Worcester, and the State of Massachusetts to offer training and advising to formally incarcerated individuals both inside the jail and outside. In addition, since 2015, Professor Dobson has made a trip to Colombia annually, some years bringing Clark students with him, to assist with urban farming projects and help local farmers grow their businesses.

## **Summer Social Innovation Program**

Assistant Dean Laura Burgess creates and leads a now-annual Summer Social Innovation Certificate Program which brings students to visit local non-profit organizations, often with alumni connections, to learn about their missions and challenges they face. Students are required to participate in a consulting project that presents innovative solutions for a challenge faced by one of the organizations visited. Upon completion, the students are awarded a digital credential.



## **The Small Business Development Center**

The Small Business Development Center, located within CUSB, provides free, confidential, and personalized services to local small business growth. Its offerings include strategic planning, financing and loan assistance, business analysis, and guidance on government contracting. Deeply committed to community engagement, the center works especially closely with new immigrants and economically disadvantaged residents in Worcester's Main South neighborhood, helping them build a path toward financial independence and long-term success.

# PRINCIPLE 7: SHARE

*We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.*



## PRINCIPLE IN PRACTICE

### Previous PRME Reports Shared

Previous PRME Report are utilized by a number of faculty to highlight the PRME and SDG- related activities of the School of Business.

### Social Media

CUSB's social media accounts continue to grow and expand its reach. The business school launched a YouTube Channel to showcase numerous videos about life in our School of Business, including student internship highlights, campus and city scenes, and our two 2024 "For Profit & For Good" video'casts. All pages regularly share news and information on PRME-related topics with alumni, staff, faculty, organizations, current students, and the community. The growth of all social media accounts has been enhanced and made greater by the PRME-related content shared each week.



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# LOOKING AHEAD

## *FUTURE GOALS & COMMITMENTS*

Clark University's School of Business remains deeply committed to the Principles for Responsible Management Education. We continue to infuse them into our academic programs and institutional practices and continuously seek input from across the Clark community to learn more about how their focus takes shape for our faculty, staff, and students. We take pride in the progress we've made and are excited to explore new opportunities for advancing responsible management education throughout our shared community.

In addition, we continue to keep the United Nations Sustainable Development Goals (SDGs) at the forefront of our school to ensure both the goals and the PRME principles remain central to our mission. We look forward to showcasing our progress for years to come.



*Respectfully submitted to PRME Commons by the  
School of Business:*

Meredith Galena, Sr. Communications Specialist  
Andrea Aiello, Associate Dean