

[Home](#) > [Journal of Business Ethics](#) > [Article](#)

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

| Published: 20 January 2007

| Volume 73, pages 347–368, (2007) [Cite this article](#)

 [Save article](#)


[View saved research](#) >




[Journal of Business Ethics](#)

[Aims and scope](#) →

[Submit manuscript](#) →



[Lisa Jones Christensen](#) ¹, [Ellen Peirce](#)¹, [Laura P. Hartman](#)², [W. Michael Hoffman](#)³ & [Jamie Carrier](#)⁴

 **8199** Accesses  **428** Citations  **3** Altmetric [Explore all metrics](#) →

Abstract

This paper investigates how deans and directors at the top 50 global MBA programs (as rated by the *Financial Times* in their 2006 Global MBA rankings) respond to questions about the inclusion and coverage of the topics of ethics, corporate social responsibility, and sustainability at their respective institutions. This work purposely investigates each of the three topics separately. Our findings reveal that: (1) a majority of the schools require that one or more of these topics be covered in their MBA curriculum and one-third of the schools require coverage of *all three* topics as part of the MBA curriculum, (2) there is a trend toward the

inclusion of sustainability-related courses, (3) there is a higher percentage of student interest in these topics (as measured by the presence of a Net Impact club) in the top 10 schools, and (4) several schools are teaching these topics using experiential learning and immersion techniques. We note a fivefold increase in the number of stand-alone ethics courses since a 1988 investigation on ethics, and we include other findings about institutional support of centers or special programs; as well as a discussion of integration, teaching techniques, and notable practices in relation to all three topics.

 This is a preview of subscription content, [log in via an institution](#)  to check access.

Access this article

[Log in via an institution](#) →

Subscribe and save

 Springer+

from €37.37 /Month

- Starting from 10 chapters or articles per month
- Access and download chapters and articles from more than 300k books and 2,500 journals
- Cancel anytime

[View plans](#) →

Buy Now

[Buy article PDF 39,95 €](#)

Price includes VAT (Poland)

Instant access to the full article PDF.

[Institutional subscriptions](#) →

Explore related subjects

Discover the latest articles, books and news in related subjects, suggested using machine learning.

[Business Ethics](#)

[Corporate Social Responsibility](#)

[Management Education](#)

[Religion and Ethics](#)

[Religion and Sustainability](#)

[Environmental and Sustainability Education](#)

References

Adler P. S. (2002). Corporate Scandals: It's Time for Reflection in Business Schools. *Academy of Management Executive* 16:148-149

[Google Scholar](#)

Aspen/WRI: 2005, 'Beyond Grey Pinstripes 2005'. Preparing MBAs for Social and Environmental Stewardship [accessed on 28 June 2006]. The Aspen Institute and the World Resource Institute, <http://www.BeyondGreyPinstripes.org>

Alsop, R.: 2003, 'Right and Wrong: Can Business Schools Teach Students to be Virtuous?' *Wall Street Journal*, September, R9.

AACSB (Association to Advance Collegiate Schools of Business International): 2004, *Ethics Education in Business Schools: Report of the Ethics Education Task force to AACSB International's Board of Directors* (AACSB, St. Louis, MO)

Biello, D.: 2005, 'Best MBA Programs for Social and Environmental Stewardship - Top 30 MBA Programs', *Business Ethics Online* **19**, 3.

[Google Scholar](#)

Bennis W. G., O'Toole J. (2005). How Business Schools Lost Their Way. *Harvard Business Review* 83(5):96-104

[Google Scholar](#)

Crane A., Matten D. (2004). Questioning the Domain of the Business Ethics Curriculum. *Journal of Business Ethics* 54:357-369

[Article](#) [Google Scholar](#)

Ethical Corporation: 2006, 'Corporate Responsibility and Education', <http://www.ethicalcorp.com>, May, 2006.

Evans, F.J. and J. W Robertson: 2003, 'Business School Deans and Business Ethics' AACSB Annual Meeting, New Orleans, LA

Evans F. J. and E. Marcal Leah: 2005, 'Educating for Ethics: Business Deans' Perspectives', *Business and Society Review* **110**(3), 233-248

Evans, J. M., L. K. Trevino and G. R. Weaver: unpublished, 'Who's in the Ethics Driver's Seat? Factors Influencing Ethics in the MBA Curriculum.'

Hartman, L. and E. Hartman: 2005, 'How to Teach Ethics: Assumptions and Arguments', *Journal of Business Ethics Education* **1**, 165-212

[Google Scholar](#)

Loeb S. E., Ostas D. T. (1996). A Business Ethics Experiential Learning Module: The Maryland Business School Experience. *Teaching Business Ethics* 1:21-32

[Article](#) [Google Scholar](#)

Macfarlane B., Spence L. (2003). Redefining the Scholarship of Business Ethics: An Editorial. *Journal of Business Ethics* 48:1-6

[Article](#) [Google Scholar](#)

Marshall J. D. and M. W. Toffel: (2005), 'Framing the Elusive Concept of Sustainability: A Sustainability Hierarchy', *Environmental Science and Technology* **39**(3), 673–682

[Google Scholar](#)

Matten D., Moon J. (2004). Corporate Social Responsibility Education in Europe. *Journal of business Ethics* 54:323–337

[Article](#) [Google Scholar](#)

Paine, L. S.: 1988, *Ethics Education in American Business schools*. (Ethics Resource Center, Washington, DC)

Rossouw D. (2002). Three Approaches to Teaching Business Ethics. *Teaching Business Ethics* 6:411–433

[Article](#) [Google Scholar](#)

Russell, J.: 2006, Breaking into the Mainstream. Ethical Corporation Special Report-Corporate Social Responsibility and Education

Sims R. (2000). Teaching Business Ethics: A Case Study of an Ethics Across the Curriculum Policy. *Teaching Business Ethics* 7:69–86

[Article](#) [Google Scholar](#)

Sims R., Brinkmann J. (2003). Business Ethics Curriculum Design: Suggestions and Illustrations. *Teaching Business Ethics* 7:69–86

[Article](#) [Google Scholar](#)

Swanson, D. and W. C. Frederick: 2005, 'Denial and Leadership in Business Ethics Education', in O. C. Ferrell and R. A. Peterson (eds.), *Business Ethics:*

The New Challenge for Business Schools and Corporate Leaders (M.E. Sharpe, Armonk, NY)

Weber J. (1990). Measuring the impact of teaching ethics to future managers. *Journal of Business Ethics* 9:183-190

[Article](#) [Google Scholar](#)

Acknowledgments

It is important for us to acknowledge the support of the Ethics Resource Center in Washington, DC, and the Center for Business Ethics at Bentley College. In addition, we acknowledge Research Assistant (MBA Candidate) Jamie Carrier at the Center for Business Ethics at Bentley College for her extensive work in conducting interviews. Also, we are grateful to the deans, administrators, and faculty who responded to the survey.

Author information

Authors and Affiliations

Kenan-Flagler Business School, University of North Carolina-Chapel Hill, Chapel Hill, NC, 27599, U.S.A.

Lisa Jones Christensen & Ellen Peirce

DePaul University, 1 E Jackson Blvd., Suite 7000, Chicago, IL, 60604, U.S.A.

Laura P. Hartman

Center for Business Ethics, Bentley College, 175 Forest Street, Waltham, MA, 02452, U.S.A.

W. Michael Hoffman

Bentley College, 175 Forest Street, Waltham, MA, 02452, U.S.A.

Jamie Carrier

Corresponding author

Correspondence to [Lisa Jones Christensen](#).

Additional information

Sponsors: Center for Business Ethics, Bentley College; Ethics Resource Center, Washington, DC.

Lisa Jones Christensen is an Assistant Professor of Sustainable Enterprise and Entrepreneurship at the University of North Carolina at Chapel Hill Dr. Jones Christensen researches and teaches about sustainable enterprise in the United States and in developing economies, as well as about corporate social responsibility, leadership, and change management. Dr. Jones Christensen's research has been published in edited books and journals, including the Journal of Applied Psychology, Journal of Business Ethics and Academy of Management. Dr. Jones Christensen also co-founded H.E.L.P. Honduras (nowHELP- International), a non-profit organization focused on post-disaster relief and microfinance work in Honduras, Which has expanded to emphasize economic self-reliance and microfinance principles in developing economics such as Peru, El Salvador, Venezuela and Thailand. She now sits on its board. Dr. Jones Christensen has consulted with various public and private sector firms, including Johnson & Johnson, Earthbound Farms. Sustainable Harvest, Pioneer Hi-Bred (DuPont), Procter & Gamble, and UNC Hospitals. She received her PhD in organization behavior from UNC Kenan-Flagler, her MBA from the Marriott School and an MA in international development from the David Kennedy School, both at Brigham Young University. Dr. Jones Christensen received her BA from the University of California at Berkeley.

Ellen Peirce is a professor of legal studies and ethics at the University of North Carolina at Chapel Hill. Her field of research is in the employment and discrimination area, and she has published many articles on gender and religious discrimination in employment. Her work includes pure legal analysis of employment issues as well as analysis of related organizational behavior issues, including an article on stemming the exodus of women workers. She also has

written on ethical analysis of gender discrimination and on global ethical issues affecting corporate governance and managers in the workplace. She teaches ethics and managerial law issues. Professor Peirce is a consultant and policy adviser for corporations, including IBM, AFSA and InPhyNet, on employment law issues. She addresses issues of employee rights in the workplace, including sexual harassment, defamation in the workplace, wrongful discharge and negligent hiring. Professor Peirce joined the faculty at UNC after practicing law for several years on Wall Street for Mudge Rose, Guthrie and Alexander, and in Durham, N.C., for Powe, Porter, Alphin & Witchard. She received her JD from Duke University and her BA from Bryn Mawr College.

Laura Hartman is a Professor of Business Ethics and Legal Studies in the Management Department in the College of Commerce at DePaul University and also serves as Associate Vice President for Academic Affairs and as Research Director of DePaul's Institute for Business and Professional Ethics. She is an invited Professor at INSEAD (France), HEC (France), the Université Paul Cezanne Aix Marseille ? and the Grenoble Graduate School of Business, among the European universities. Hartman's academic scholarship focuses on the ethics of the employment relationship with a primary emphasis in the areas of global labor conditions and standards, corporate governance and corporate culture, and the impact of technology on the employment relationship. She has been published in, among other journals, *Business Ethics Quarterly*, *Business & Society Review*, *Business Ethics: A European Review*, and the *Journal of Business Ethics*. Hartman graduated magna cum laude from Tufts University and received her law degree from the University of Chicago Law School.

W. Micheal Hodffman is the founding Executive Director of the Center for Business Ethics and the Hieken Professor of Business and Professional Ethics at Bently College in Waltham, Massachusetts. He received his Ph.D. in philosophy at the University of Massachusetts/Amherst and has been a professor for 36 years in higher education. He has authored or edited 16 books, including Business Ethics: Readings and Cases in Corporate Morality (4th edition), The Ethical Edge, and Ethics Matters, and has published over 70 articles. He consults on business ethics for corporations and other organizations, and serves as an expert witness in

litigation. Dr. Hodffman is the managing principal of the Ethics Trust (www.ethicstrust.com), a strategic alliance of leading business ethics consultant. He was the first Executive Director of the Ethics Officer Association and served for over 10 years as the advisor to its board of directors. He is the Senior Ethics Consultant to LRN, The Legal Knowledge Company, headquartered in Los Angeles. He was a founder and President of the Society for Business Ethics, served on the advisory board of the U.S. Sentencing Commission, and is frequently sought out globally for professional lectures and media interviews.

Jamie Carrier was a Graduate Assitant for the Center of Business Ethics at Bentley College while she completed her MBA with a concentration in Business Ethics. She is now an Ethics Officer at Verizon Business and a member of the Ethics & Compliance Officer Association.

Rights and permissions

[Reprints and permissions](#)

About this article

Cite this article

Christensen, L.J., Peirce, E., Hartman, L.P. *et al.* Ethics, CSR, and Sustainability Education in the *Financial Times* Top 50 Global Business Schools: Baseline Data and Future Research Directions. *J Bus Ethics* **73**, 347–368 (2007). <https://doi.org/10.1007/s10551-006-9211-5>

Received

11 August 2006

Issue date

July 2007

DOI

<https://doi.org/10.1007/s10551-006-9211-5>

Accepted

15 August 2006

Published

20 January 2007

Keywords

[ethics education](#)

[CSR](#)

[sustainability](#)

Search

Search by keyword or author



Navigation

Find a journal

Publish with us

Track your research