



2022 Impact Snapshot

MESSAGE FROM THE DEAN



We enter into 2023 with sustained and renewed commitment to the Colorado State University College of Business' vision of Business for a Better World.

In 2022, I'm proud to say that we made significant progress in the areas of research, community engagement and student access, success and preparation. In this report, you'll learn about a few of our exciting accomplishments from the past calendar year. This fall, we will share more about the College's efforts in our first sustainability report.

Thank you for your partnership as we continue the College's efforts to develop responsible and impactful business through research and teaching.

Beth A Walker

Beth Walker, PhD

Dean, College of Business, Colorado State University

Embracing Our Vision

AACSB Re-Accreditation

Every five years, the College of Business goes through a re-accreditation process, which is a rigorous review of a school's mission, faculty qualifications and curricula. The College received AACSB re-accreditation and was applauded for its significant impact-focused work. From the report:

- “ The 'doing well by doing good' philosophy permeates every action in the College...”
- “ The College is commended for its work to make diversity, equity, inclusion and belonging a central responsibility for all its community members.”



Level 4: Transforming Institution

The College of Business was one of four schools in the U.S. to receive this rating, as assessed by students in the Positive Impact Rating.

U.N. Global Compact PRME Signatory

We are committed to furthering the U.N. Sustainable Development Goals through teaching, research and partnerships.

Impact MBA #4 Better World MBA in U.S.

The pioneering “green MBA” program also was named No. 20 worldwide by Corporate Knights.

Student Preparation

Our goal is to equip students with the values, knowledge and skills they need to navigate rapidly evolving markets and careers and to address global challenges with sustainable business models and practices.

Notable Initiatives

Sustainability Integration

Each year, the College assesses the extent to which DEI, sustainability, global challenges and technology are integrated across all courses. Our faculty maintain high levels of impact-focused curriculum integration, with increases in every category in 2022.

New Online MBA Sustainable Business Certificate

Beginning in Fall 2023, Online MBA students will be able to enroll in our new Sustainable Business Certificate. The certificate will feature several new and exciting courses, including:

- ESG Investing
- Corporate Social and Sustainable Responsibility
- Sustainability Ethics and Business Practice

Required Sustainability Course for All Undergrads

The College remains one of the only business schools that requires a sustainability course as part of the core curriculum.

Fundamentals of Sustainability Accounting Class

As financial sustainability reporting becomes a required part of doing business, the industry is seeking graduates prepared in the field of sustainability accounting. The accounting department has launched an experimental Fundamentals of Sustainability Accounting course, open to both undergraduate and graduate students.

Student Access & Success

We aim to transform the educational experience to enhance learning, champion access and improve students' opportunities for success.

Notable Initiatives

First Generation Business Summit

This summer, 43 young people attended the inaugural [First Generation Business Summit](#). Throughout the event, potential first-generation students competed in a case competition, experienced College lectures and networked with community leaders.



JDEI Case Competition

As a part of [I.D.E.A.L Week](#), the College launched the Justice, Diversity, Equity and Inclusion Case Competition. This case competition invited diverse student teams to compete for \$25,000 in prizes.

Hybrid Program Allows Lower-Cost MCIS Completion

A hybrid learning program now allows students in India to complete a Master of Computer Information Systems at a lower cost, allowing increased global access to this high-quality degree program.





Research

We work to elevate the quality and impact of our scholarship.

Notable Initiatives

Business for a Better World Student Research Fellows

In 2022, the College launched a program that pairs students with professors who are engaging in Business for a Better World-related research. Eleven students went through this program, which provides support to impact-focused research and introduces students to research careers.

Business for a Better World Research Symposium

In September, we celebrated research at the College with our inaugural Business for a Better World Research Symposium. The event highlighted work of the Business for a Better World Dissertation Proposal Competition winners and featured lightning talks from faculty in each department who engage in impact-focused research.

2022 TCR-AMA Impact Festival: Best Practices and Scholarship for Impact

In August, the College’s Center for Marketing Impact co-hosted the TCR-AMA Impact Festival, which worked to amplify the marketing field’s capacity to create and celebrate the impact on significant problems in our world.

RRBM Pioneering Institution

This designation by Responsible Research in Business Management recognizes our work to support impact-focused research.

59% SDG-Focused

In 2022, 59% of research published at the College contributed to progress towards the U.N.’s Sustainable Development Goals.

Honor Roll: Responsible Research in Business Management

The RRBM Honor Roll recognizes research that has significant impact on stakeholders and service to society. Recently, three COB faculty members were recognized by the RRBM Honor Roll for the societal impact of their research.



Dr. Tiffany Trzebiatowsky Managing Gender Stereotypes in Boardrooms

In *Organization Science*, Trzebiatowsky and her co-authors explore how women in boardrooms continue to balance expectations of leaders to be competent and authoritative against expectations of being warm and approachable, defined by gender stereotypes.



Dr. Lynn Shore Inclusive Leadership

Much of Shore’s research centers around developing teams that honor and advance diverse voices. In *Group and Organization Management*, Shore and her co-author bring attention to the importance of leader inclusion for employees with marginalized social identities.



Dr. John Macdonald Illicit Wildlife Trafficking

Macdonald and his co-authors, as a part of a National Science Foundation grant, are studying how business strategies can be used to disrupt illicit wildlife trafficking supply chains. His paper, “Wildlife Trafficking Supply Chains: A Review,” received RRBM recognition.

Community Engagement

Through our work, we aim to engage and enrich the communities that we serve.

Notable Initiatives

Students Provide Assistance to the Community Through VITA (Volunteer Income Tax Assistance)

During tax season, 16 accounting students volunteered to provide tax assistance to 100 people who were at least 60 years old or had an annual income of less than \$58,000.

Corporate Sustainability Fellowship Program

Over the past two years, Impact MBA students completed more than 22,000 hours of business sustainability work at 50 firms around the world. Students worked on projects including operational sustainability, emissions reductions, pollution prevention and impact measurement and reporting.



Marshall Fire Benefit Concert Raises \$700,000

More than 20,000 people attended a virtual concert benefiting victims of the Marshall Fire. Chuck Morris, the director of the Music Business program, organized the benefit, which raised more than \$700,000.

Supply Chain Management Forum

The Supply Chain Management Forum in Fall 2022 brought more than 100 students, alumni, faculty, industry professionals and researchers together to discuss and learn about supply chain resilience and sustainability.

Operational Sustainability

Notable Initiatives

First College-Specific Greenhouse Gas Inventory

In an effort to better understand the College's sustainability footprint, the College engaged in its first greenhouse gas inventory. This inventory analyzed data related to heat, electricity, transportation and other greenhouse gas factors, revealing opportunities for improvement and increased operational sustainability.

Green Team Launched

A strategic work group, the Green Team, launched in 2022. The group is made up of employees in roles that influence operational sustainability such as facilities, HR, IT, faculty and college leadership. Ongoing work includes:

- Developing more green space inside and outside of the College
- Partnering with Parking and Transportation to measure and incentivize sustainable transportation through a CSU Sustainability Fund grant
- Securing an Efficiency Works assessment for two College buildings, which will result in improvements and investment in building efficiencies

