

# Students rate the Positive Impact of Business Schools

The Positive Impact Rating  
Edition 2021



## POSITIVE IMPACT RATING

FOR BUSINESS SCHOOLS

FROM BEING THE BEST *IN*  
THE WORLD TO BEING THE  
BEST *FOR* THE WORLD!

Prof. em. Thomas  
Dyllick, PIR Founder  
& Supervisory Board

Sophie Charrois  
President oikos  
International & PIR  
Supervisory Board

# WHY DOES IT NEED THE PIR? WHAT IS THE IDEA BEHIND THE PIR?

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- Measuring the positive impact of business schools
- Capturing the voice of students
- From ranking to rating, from competition to collaboration
- Enabling school development
- Tool for social impact measurement



# The Positive Impact Rating Model

3 areas, 7 dimensions, 20 questions, scale 1 to 10 (zero option)

Areas	Dimensions	Questions
<i><b>Energizing</b></i>	<b>Governance</b>	2 questions
	<b>Culture</b>	4 questions
<i><b>Educating</b></i>	<b>Programs</b>	4 questions
	<b>Learning Methods</b>	3 questions
	<b>Student Support</b>	3 questions
<i><b>Engaging</b></i>	<b>Institution as a Role Model</b>	2 questions
	<b>Public Engagement</b>	2 questions

# Dual Value Proposition

## PIR as a rating tool and a tool for supporting school development

### Rating tool

- Capturing the voice of your students
- Analyzing your school's performance
- Benchmarking your school
- Communicating positive impact

### Supporting school development

- Social impact measurement
- Learning from other PIR schools
- Empowering students
- Student-staff collaboration

# CAPTURING THE VOICE OF MORE THAN 9000 STUDENTS

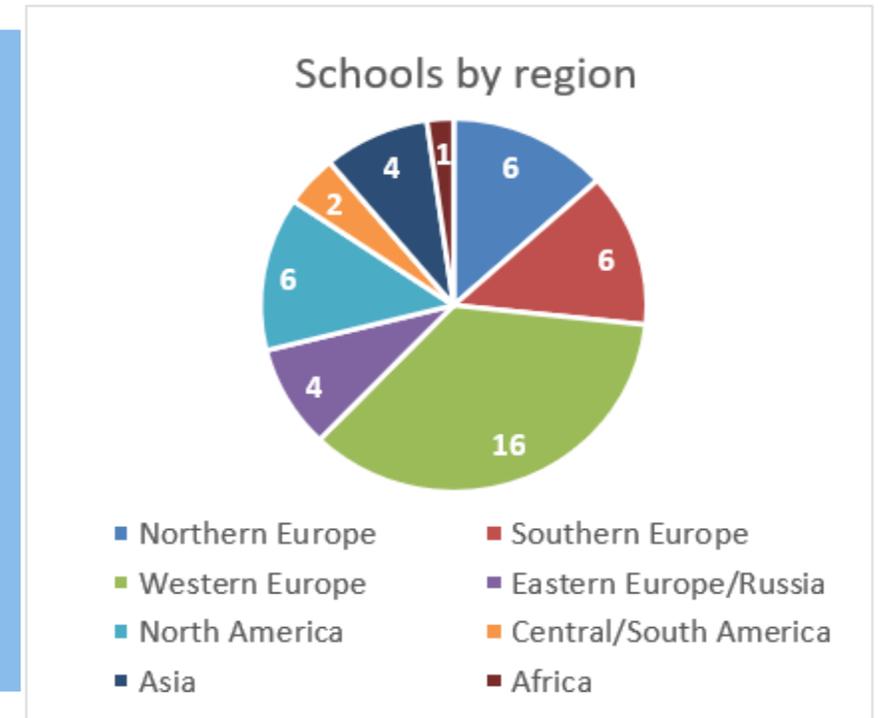
## How were the participating schools selected?

### 2021 Edition – a different approach

- School administrations and student organizations in parallel
- Open invitation and participation of schools
- Move to a fee-based model (1880 Euros/2300 USD)

### Participation

- 47 participating schools, 22 countries, 4 continents
- 24 schools returning schools, 23 new schools
- 15 schools ranked in top 50 FT MiM, 7 schools in top 50 CK GMBA, 2 schools ranked in both
- **From 3000 to 9600 participating students; from 2450 to 8800 valid student voices**
- From 48 to 187 students per school (100 =minimum level)



# WHAT DO THE STUDENTS WANT?

## What my school should **STOP** doing



Teaching **outdated theories and models** of economics and business



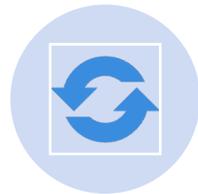
Using **single-use plastics** on campus



Employing staff with no **knowledge, experience, or passion** in sustainability



Unsustainable **food and catering services** on campus



Practices that continue to **create waste**



Offering degrees **without mandatory sustainability courses**

# WHAT DO THE STUDENTS WANT?

## What my school should **START** doing



Putting sustainability at **the core of teaching** economics and business



Providing **practical sustainability competencies**



Engaging with **nonprofit organizations** for courses, projects, and career options



**Creating social impact initiatives** with local and global communities



**Empowering and supporting students** to act for sustainability



Educating **all b-school staff** in sustainability topics.

# PIR RATING 2021

## Performance across the PIR levels

Level	Range	Characterization	Disclosed
Level 1	1.0 – 4.2	Beginning	No
Level 2	4.3 – 5.8	Emerging	No
Level 3	5.9 – 7.3	Progressing	Yes
Level 4	7.4 – 8.7	Transforming	Yes
Level 5	8.8 - 10	Pioneering	Yes

# PIR RATING 2021

## Rated schools by level and in alphabetic order

### LEVEL 5 – PIONEERING SCHOOLS (4)

Goa Institute of Management, India		University for Business and Technology, Kosovo	
XLRI Xavier School of Management, India		S P Jain Institute of Management & Research, India	

### LEVEL 4 – TRANSFORMING SCHOOLS (24)

Aalto University School of Business, Finland	St. Petersburg U Grad Sch of Man, Russia	Jyväskylä Univ School of Bus & Econ, Finland	
Antwerp Management School, Belgium	Grenoble Ecole de Management, France	Kozminski University, Poland	
Audencia Business School, France	HHL Leipzig Grad Sch of Man, Germany	Luiss Business School, Italy	
Carlton Univ Sprott School of Bus, Canada	HKUST Business School, Honkong	Maastricht U School of Bus & Econ, Netherl.	
CENTRUM PUCP Business School, Peru	IESEG School of Management, France	Strathmore Business School, Kenya	
EADA Business School, Spain	IMC University of App Sci Krems, Austria	Univ of Vermont Grossman School of Bus, USA	
Esade Business School, Spain	INCAE Business School, Costa Rica	Univ of Victoria Gustavson Sch of Bus, Canada	
Fordham Univ Gabelli School of Bus, USA	Iscte Business School, Portugal	UPF Barcelona School of Management, Spain	

### LEVEL 3 – PROGRESSING SCHOOLS (18)

Amsterdam Univ of Appl Sci Int B School, Netherlands	Hanken School of Economics, Finland	TUM School of Management, Germany	
Concordia Univ John Molson Sch of Bus, Canada	HSE Graduate School of Business, Russia	Univ of Colorado Leeds School of Bus, USA	
EAE Business School, Spain	ICHEC Brussels Man School, Belgium	Univ of Gothenburg School of Bus, Sweden	
Ecole Hôtelière de Lausanne, Switzerland	Jönköping Intern Business School, Sweden	Univ of St Gallen School of Man, Switzerland	
EDHEC Business School, France	KEDGE Business School, France	Univ of Strathclyde Business School, UK	
ESCP Business School, Germany	Rennes School of Business, France	ZHAW School of Man & Law, Switzerland	

# PIR RATING 2021

## Interpreting the results

- Overall PIR score of all participating schools: from 7.1 to 7.3 (scale 1 - 10)
- Results are very different from traditional rankings
- The best performing schools come from an emerging country context (India and Kosovo). Are they closer to society and its problems?
- Differences between the best rated schools and the average are most visible in the «Engaging» area (role model and public engagement)
- Differences are similarly big in the «Educating» area (programs, learning methods)

# Who is behind the PIR?

<https://www.positiveimpactrating.org>

## PIR association, endorsers & supporters, student organizations, partners

### PIR Association



Katrin Muff  
The Institute for Business Sust.



Mathias Falkenstein/Xolas



Sophie Charrois  
oikos Internat.



Thomas Dyllick  
The Institute for Business Sust.



Carlo Giardinetti/Franklin



Léo Gillard  
WWF CH



Ruth Mhlanga  
Oxfam GB.

### PIR SUPERVISORY BOARD

### PIR ADVISORY BOARD



Jonas Haertle  
UNITAR



Antonio Hautle  
UNGC CH



Urs Jäger  
VIVA IDEA



Dan LeClair  
GBSN



Robin Schimmel-  
pfennig/ Fehr Advice

### PIR MANAGEMENT TEAM



John Watt



Giuliana Longworth



### Endorsed & supported

### International Student Organizations

### Partners

Environment



Society



Economy



Network  
Switzerland &  
Liechtenstein

