When Students Rate the Positive Impact of Business Schools...

The Positive Impact Rating

Launch of the First Edition
January 22, 2020 at the
World Economic Forum in Davos
OVERVIEW

1. Why a new business school rating?
2. So what do students say?
3. What schools participated?
4. How were the schools measured?
5. PIR results
6. What will students do now?
7. Recommendations for the schools
8. Next steps for PIR
9. Who is behind the Positive Impact Rating
1. WHY A NEW BUSINESS SCHOOL RATING?

From being the best in the world to being the best for the world!

Inspired by 50+20 vision
1. WHY A NEW BUSINESS SCHOOL RATING?

Reasons

• Measuring the positive impact of business schools

• From ranking to rating = from competition to collaboration

• Capturing the voice of the youth
2. WHAT DO STUDENTS WANT?
2. SO WHAT DO STUDENTS WANT?
What business schools should STOP doing

1) Stop investing in fossil fuels
2) Stop treating sustainability & social entrepreneurship as second-class topics
3) Stop partnering and accepting funds from unethical companies and individuals
4) Stop hiring professors who do not care about doing good
5) Stop emphasizing profit maximization
6) Stop flying students abroad for a course just because it’s cool to do so
2. SO WHAT DO STUDENTS WANT?

What business schools should START doing

1) Make sustainability and social impact training mandatory in curricula
2) Bring science and facts to the political debate
3) Reduce CO2 emissions & food waste
4) Prioritize gender parity amongst students and faculty
5) Exchange more with other schools and faculties, share good practice and evolve together
6) Rename the school to underline the social mission of business education
3. WHAT SCHOOLS PARTICIPATED?
3. WHAT SCHOOLS PARTICIPATED?
From 100 to 51 schools (from 22 countries & 5 continents)

Aalto University School of Business, Finland
Amsterdam Business School, Netherlands
Antwerp Management School, Belgium
Audencia Business School, France
CENTRUM PUCP Business School, Peru
Copenhagen Business School, Denmark
EADA Business School Barcelona, Spain
EDHEC Business School, France
Erasmus University - Rotterdam School of Management, Netherlands
Esade Business School, Spain
ESCP Europe Business School Germany, Germany
ESMT Berlin, Germany
Fordham University - Gabelli School of Business, United States
Georgia Institute of Technology - Scheller College of Business, United States
Grenoble Ecole de Management, France
Hanken School of Economics, Finland
HEC Lausanne, Switzerland
Hong Kong University of Science and Technology - HKUST Business School, China
IESEG School of Management, France
Incae Business School Costa Rica, Costa Rica
Indian Institute of Management Bangalore, India
Indian Institute of Management IIM Calcutta, India
KEDGE Business School, France
Kozminski University, Poland
London Business School, UK
Maastricht University School of Business and Economics, Netherlands
McGill University - Desautels Faculty of Management, Canada
NEOMA Business School, France
Nova School of Business and Economics, Portugal
SKEMA Business School, France
St. Petersburg University Graduate School of Management, Russia
Toulouse Business School, France
University of Bath - School of Management, UK
University of California at Berkeley - Haas School of Business, United States
University of Cape Town Graduate School of Business, South Africa
University of Gothenburg School of Business, Sweden
University of Guelph - Lang School of Business, Canada
University of Michigan - Ross School of Business, United States
University of Pennsylvania - Wharton School of Business, United States
University of St Gallen, Switzerland
University of Strathclyde Business School, UK
University of Sydney Business School, Australia
University of Texas at Austin - McCombs School of Business, United States
University of Toronto - Rotman School of Management, Canada
University of Vermont - Grossman School of Business, United States
University of Victoria - Gustavson School of Business, Canada
Warwick Business School, UK
Western University - Ivey Business School, Canada
WU Vienna University of Economics & Business, Austria
XLRI Xavier School of Management, India
York University - Schulich School of Business, Canada
4. HOW WERE THE SCHOOLS MEASURED?
4. HOW WERE THE SCHOOLS MEASURED?

Data collection and its challenges

- New collection time
- More student responses
- Aligned outreach to students
4. HOW WERE THE SCHOOLS MEASURED?

The Positive Impact Rating model

<table>
<thead>
<tr>
<th>Areas</th>
<th>Dimensions</th>
<th># questions</th>
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<tbody>
<tr>
<td><strong>Energizing</strong></td>
<td>Governance</td>
<td>2 questions</td>
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<td></td>
<td>Culture</td>
<td>4 questions</td>
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<tr>
<td><strong>Educating</strong></td>
<td>Programs</td>
<td>4 questions</td>
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<td></td>
<td>Learning Methods</td>
<td>3 questions</td>
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<td></td>
<td>Student Engagement</td>
<td>3 questions</td>
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<tr>
<td><strong>Engaging</strong></td>
<td>Institution as a Role Model</td>
<td>2 questions</td>
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<tr>
<td></td>
<td>Public Engagement</td>
<td>2 questions</td>
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5. PIR RESULTS
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Performance across the PIR levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Range</th>
<th>Difference</th>
<th>Characterization</th>
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<tbody>
<tr>
<td>Level 1</td>
<td>1.0 – 4.2</td>
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<td>Beginning</td>
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<tr>
<td>Level 2</td>
<td>4.3 – 5.8</td>
<td>1.5 pts</td>
<td>Emerging</td>
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<tr>
<td>Level 3</td>
<td>5.9 – 7.3</td>
<td>1.4 pts</td>
<td>Progressing</td>
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<tr>
<td>Level 4</td>
<td>7.4 – 8.7</td>
<td>1.3 pts</td>
<td>Transforming</td>
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<td>Level 5</td>
<td>8.8 - 10</td>
<td>1.2 pts</td>
<td>Pioneering</td>
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3. WHAT SCHOOLS PARTICIPATED?

The top 30 leading schools (from 15 countries & 4 continents)

LEVEL 4 – TRANSFORMING SCHOOLS

Antwerp Management School, Belgium
EADA Business School Barcelona, Spain
Georgia Institute of Tech. - Scheller College of Business, United States
INCAE Business School Costa Rica, Costa Rica
Indian Institute of Management Bangalore, India
Maastricht Univ. - School of Business & Economics, the Netherlands
Univ. of California at Berkeley - Haas School of Business, United States
University of Guelph - Lang School of Business, Canada
University of Vermont - Grossman School of Business, United States

LEVEL 3 – PROGRESSING SCHOOLS

Amsterdam Business School, Netherlands
Audencia Business School, France
EDHEC Business School, France
Esade Business School, Spain
ESCP Europe Business School, Germany
Fordham University - Gabelli School of Business, United States
Grenoble Ecole de Management, France
Hanken School of Economics, Finland
Hong Kong University of Science & Technology - HKUST Business School, China
IESEG School of Management, France
KEDGE Business School, France
Kozminski University, Poland

London Business School, UK
Nova School of Business and Economics, Portugal
University of Gothenburg School of Business, Sweden
University of Michigan - Ross School of Business, United States
Univ. of Texas at Austin - McCombs School of Business, U.S.
University of Toronto - Rotman School of Management, Canada
Western University - Ivey Business School, Canada
XLRI Xavier School of Management, India
York University - Schulich School of Business, Canada
## 5. PIR RESULTS

**Level 5 Pioneering - Best practice examples**

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<th>Dimensions</th>
<th>Across</th>
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6. WHAT WILL THE STUDENTS DO NOW?
6. WHAT WILL THE STUDENTS DO NOW?

Time for action!

Reach out to schools locally for collaborative action

Use results to develop tools for student organizations

The PIR as a selection guide for future students
7. RECOMMENDATIONS FOR THE SCHOOLS
7. RECOMMENDATIONS FOR THE SCHOOL
Together you can achieve more!

• All schools can improve and will be challenged anew every time
• Reach out to the students and support them running the survey, but preserve their integrity
• Collaboratively review the results
• A call for action by the Deans
8. NEXT STEPS FOR PIR
8. NEXT STEPS FOR PIR
Better, stronger, together

• Next edition 2021
• Learning from the first edition
• Beyond business schools
• Collaboration with rankings
9. WHO IS BEHIND THE POSITIVE IMPACT RATING
Who is Behind the Positive Impact Rating?

Storyline 1 – an incredible group of people!
9. WHO IS BEHIND THE POSITIVE IMPACT RATING?

Storyline 2 – an association of students, endorsers, supporters & partners

**International student organizations:**
- oikos International
- AIESEC
- SOS UK
- Studenten voor Morgen
- Net Impact

**Supporters and endorsers:**
- Representing the environment: WWF, Switzerland
- Representing society: OXFAM UK
- Representing the economy: United Nations Global Compact Network Switzerland

**The Positive Impact Rating Association**

**President**
Karin Muff, Ph.D. Prof.
Director, The Institute for Business Sustainability

**Supervisory Board**
- Representing student organizations:
  - Clémence Robert
  - President, oikos International

- Representing endorsers:
  - Léo Giliard
  - Political Advisor, WWF Switzerland

- Representing founders:
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  - Director, The Institute for Business Sustainability

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- Lianna Mora
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- Mathias Falkenstein, Ph.D.
  - Founding Partner, XOLAS

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- Robin Schimmelpfennig
  - Associate Consultant, FehrAdvice