

Social Purpose in Business Schools and MBA Curriculums

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ABOUT CORPORATE KNIGHTS

Corporate Knights Inc. is a leading sustainable-economy media and research B Corp headquartered in Toronto, Ontario. The award-winning magazine, *Corporate Knights*, which has been published quarterly since 2002, maintains an editorial focus on climate change, responsible investing, and the ideas, actions and innovations that shape a sustainable economy and is distributed in *The Globe and Mail*, *The Washington Post* and *The Wall Street Journal*. Corporate Knights' research division produces global sustainability rankings, research reports and financial product ratings based on corporate sustainability performance. Our flagship ranking is the Global 100 Most Sustainable Corporations in the World, released each year during the World Economic Forum.



INTRODUCTION

There is a shift towards businesses adopting a social purpose as the reason they exist, away from a profit-first business model. To better understand this shift and see if and how business schools are adapting to this transition, Corporate Knights undertook a global scan of business school social purpose practice.

In 2022, Corporate Knights published [The Social Purpose Transition Pathway](#), a report that graded companies on how well they were implementing their social purpose. This year, we have carried the social purpose theme into the educational realm by including it in our annual survey and assessment of the sustainability content of leading MBA programs, known as the [Better World MBA](#).

With the support of Coast Capital and in partnership with the [Canadian Purpose Economy Project](#), we added a supplemental survey in which we asked business schools if they had a published social purpose statement (or if their mission statement met the definition of a social purpose statement) and also explored the extent to which they teach the social purpose business model in their core curriculum. This report summarizes the results and findings of that exercise.

SOCIAL PURPOSE BUSINESS MODEL

A social purpose business is a business that exists to profitably solve the problems of people and planet without profiting from creating problems⁽¹⁾. It is a business whose enduring reason for being is to create a better world⁽²⁾ or whose reason to exist is an optimal strategic contribution to the long-term well-being of all people and the planet.⁽³⁾ Its purpose is not to create profit for shareholders. Profit is recognized as a means to an end, not an end in itself. In a social purpose business model, an explicitly stated social purpose serves as the organizing principle for company strategy and performance evaluation.

(1) www.thebritishacademy.ac.uk

(2) purposeeconomy.ca

(3) www.bsigroup.com



METHOD

Two additional questions in Corporate Knights' annual Better World MBA sustainability survey asked business schools (1) if they had a stated social purpose or if their business school mission statement met the definition of a social purpose statement (but using the language of mission); and (2) whether social purpose was taught in the program's core curriculum. Our definition of social purpose and examples of how it can be integrated in different business school courses were added to the [Better World MBA methodology](#) and provided to the schools included in the survey. Please see Annex C for the curriculum rubric.

To evaluate the responses from the schools we used an alphabetical, A, B, C grading system. For the social purpose statements, the Corporate Knights research team reviewed responses from the 54 schools that answered the question. In addition, we reviewed the social purpose/mission statements for all the other 155 schools in our MBA universe to assess whether they aligned with our definition of a social purpose statement. This brought the total number of statements analyzed to 209.

In reviewing business school purpose/mission statements, we looked for objectives that go beyond creating value for students or academic enterprise and that go beyond a focus on profit creation and emphasize adding value to society.

Many schools include multiple objectives within their mission statement, including, for example, being a world-class research institution, developing leaders and, delivering excellent education, while also working towards creating a better world. These types of statements describe what the organization does but not why it exists. As such, they were not considered to be social purpose statements.

We used an A, B, C grading system to categorize our findings:

Table 1. Social Purpose Grade Definitions for Statements

A	Statement meets our definition of social purpose and explicitly identifies the creation of a better world as the main purpose of the school.
B	The statement does not fully meet the definition but one of the stated objectives relates to the creation of a better world.
C	Statement does not meet the definition of social purpose.

For the integration of social purpose content in the core school curriculums, the schools were asked to provide supporting documentation with their response, and to identify courses in their curriculum that covered social purpose business models, using the methodology and examples provided for guidance.

The Corporate Knights research team reviewed the course descriptions of the 35 schools that responded to the social purpose question, including providing supporting documentation, and assessed their alignment with our social purpose definition. In addition, we reviewed the social purpose content in course descriptions for all the programs that finished in the top 20 of this

year's Better World MBA Ranking, regardless of whether they responded to the optional social purpose question. This brought the total number of programs reviewed to 44.

In reviewing core course content, we looked for coverage of business models where the purpose of the business is to create a better world and address the problems of people and planet. It teaches future business leaders how to embed social purpose across a company's governance, operations and relationships and use corporate assets, resources, competencies, products, services and influence to realize a company's social purpose. It includes education on how to mobilize stakeholders to advance the social purpose and builds competencies in stakeholder collaboration.

To prepare future business leaders to design and operate social purpose companies, it is important that students get exposed to these principles in their degree. While the profit and shareholder value model will continue to be taught, students will now understand there are options to shareholder primacy.

It is important that students differentiate subjects such as ESG (environmental, social and governance), sustainability and triple-bottom line concepts from social purpose, as only social purpose speaks to why the company exists. As such, the research focused only on core courses that addressed the social purpose business model explicitly.

We also differentiated between core curriculum and elective approaches. The aim of the research is to see if all students graduate understanding the difference between the profit-first business model and social purpose business model.

The research was limited in that we were only able to study course descriptions on websites. It is possible and likely that social purpose is being taught in the core curriculum but not being mentioned in the course profile. We only looked at university business schools and not other business schools and we only looked at MBA and not Bachelor-level business courses.

As this is an emerging and highly qualitative area of business practice, we generously interpreted the different ranking levels, moving the school up to an A if there was a modest social purpose mention.

The following is the alphabetical system we used to categorize our findings:

Table 2. Social Purpose Grade Definitions for Curriculum

A	School course descriptions meet our definition of social purpose and cover the role of "purpose beyond profit" as an organizing principle for company strategy and performance evaluation.
B	School has core courses that do not fully meet the definition but either possess the language of social purpose or include elements of social purpose practice without fully adopting a social purpose framework.
C	Schools for which we could not find any social purpose concepts or language in their core course descriptions.



RESULTS

Table 3 summarizes the results of our assessment for the statements from the 209 reviewed business schools, and Annex A includes a tabular summary for each of the schools, their stated social purpose statement/mission statement and the Corporate Knights' independent assessment of the extent to which the schools' statement meets our definition of social purpose.

Table 3. Summary Results of Social Purpose Statement Coverage

Corporate Knights Ranking of Social Purpose Content in Business School Mission Statements	
Number of schools included in the survey	209
Number of schools that responded to the MBA sustainability survey	60
Combined social purpose grading results for all 209 schools assessed:	A 46 schools, 22%
	B 41 schools, 19.6%
	C 122 schools, 58.4%
Results for the subset of schools comprising the top 40 programs in Corporate Knights's Better World MBA ranking:	A 13 schools, 32.5%
	B 10 schools, 25%
	C 17 schools, 42.5%

Table 4 summarizes the results of our assessment of the social purpose coverage of the curriculums for the 44 reviewed MBA programs and Annex B includes a tabular summary for each of the schools and the social purpose grade assigned to them.

Table 4. Summary Results of Social Purpose Statement Coverage

Corporate Knights Ranking of Social Purpose Content in MBA Core Courses	
Number of schools included in the survey	209
Number of schools that responded to the MBA sustainability survey	60
Number that responded to the optional social purpose question and provided supporting material	35
Combined social purpose grading results for 44 MBA programs assessed:	A two schools, 4.5%
	B 18 schools, 41%
	C 24 schools, 54.5%
Results for the subset of schools comprising the top 20 programs in Corporate Knights's Better World MBA ranking:	A one school, 5%
	B eight schools, 40%
	C 11 schools, 55%



OBSERVATIONS

01

Social purpose is not yet widely represented in business school purpose statements or curriculums.

There are notable exceptions, such as Griffith in Australia (also our top ranked program in the Better World MBA this year), but only two of the school curriculums reviewed contained sufficient evidence of social purpose content to merit an A grade in our assessment framework.

We quote the Griffith response at length here as it exemplifies the integration of the social purpose business model in a business school curriculum:

Purpose is the reason an organisation exists. This course centres on the role of strategy for building a purpose-driven organisation. Strategy has historically been applied as a tool for shareholder returns and has been taught as 'strategy for profit'. Whilst learning important milestones in the historical path of strategic thinking and acting, the course focuses on changing this traditional mindset. It challenges students to think about the purpose, the guiding philosophy, when it comes to all levels of strategy across private, public, and not-for-profit industry sectors. The course centres on the responsibility of organisational strategy in all dimensions of value-creation and the mutual relationship between organisations with stakeholders, communities, and the environment. The course also focuses on the opportunities - and challenges - of shared value creation and social innovation for strategy across many different industry sectors. Lastly, the course introduces key elements of building and flourishing as a sustainable organisation whose purpose is to create shared value for its community, society, and the planet.

When looking at social purpose statements, 22% of the school statements reviewed contained sufficient evidence of social purpose content to merit an A grade in our assessment framework. This number is significantly larger than the number of schools with social purpose content in their curriculums, so there seems to be a disconnect between the two indicators. (While 46 – 22% – of the schools in the universe received an A grade for their social purpose statement, only two of the assessed programs appeared to include social purpose in their core curriculum). However due to the limited number of programs assessed from each business school and the reliance on public course descriptions, we cannot say for certain that the schools are not teaching the social purpose business model at all. Directionally, it would appear that while business schools have a social purpose as the reason they exist, they are not teaching it in the core curriculum.

02

Top-ranked schools in the Better World MBA are more likely to have an A grade in our social purpose assessment than the average for the entire universe.

Both schools that received an A grade in the social purpose curriculum assessment ranked in the top 40 in the 2023 Better World MBA ranking. When looking at the analysis of social purpose statements, programs on the Better World MBA ranking are more likely to have an A grade for

their statements when compared to the rest of the universe (32.5% of schools in MBA ranking received an A grade whereas 22% of the entire universe received an A grade). However, for both groups, this is still a relatively low take-up of this concept in the core DNA of the business school.

03

The social purpose business model is widely misunderstood and is often conflated with an emphasis on sustainability or ESG performance.

Many of the schools that responded to our question about social purpose inclusion in their curriculums and statements said that they were covering the concept. However, the evidence provided related to triple bottom line accounting, adherence to ethical standards and other metrics of stakeholder capitalism. While these activities are often present in a purpose-driven company, their presence does not by itself constitute evidence of a company with an articulated social purpose that defines its *raison d'être*, drives its strategy and frames its performance evaluation.

04

Business schools and businesses demonstrate similar practices and likely face similar social purpose challenges.

Our [2022 rating of Canadian social purpose businesses](#) also found that many businesses conflate ESG and sustainability with social purpose.

This speaks to the need for education and academic research on the social purpose business model and how it differs from ESG.



In our first study, we also found that there was a “transition pathway” for social purpose businesses, from adopting a social purpose to embedding it in the culture, disclosures, corporate strategy, governance and performance management.

Similarly, there could be a “transition pathway” for business schools, where first they adopt a social purpose and then they embed it in the educational, academic and community and alumni engagement experience.

05**Business schools describe what they do, but many business schools do not disclose why they exist.**

As we worked with the different approaches to business school descriptions of their “purpose” and “mission,” we realized that business schools describe what they do, but many do not describe why they exist. To inform our rating, we used the following model for differentiating a purpose (why you exist) from a mission (what you do or how you do it, to bring your purpose to life). We found that there is considerable variation in how business schools are addressing these different aspects of their organizational focus.

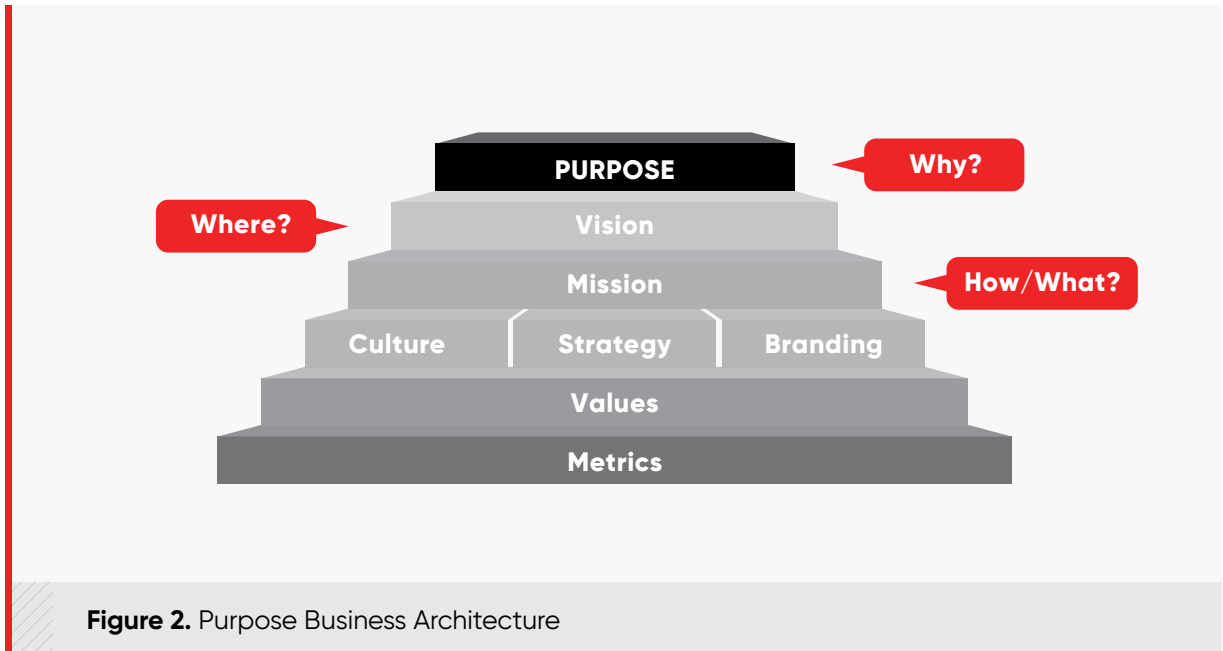


Figure 2. Purpose Business Architecture

* Used and adopted with permission from the [United Way BC Social Purpose Institute](#).

06**It is not always easy to find a business school’s statement of purpose.**

Many business schools display their purpose prominently, which helps prospective students and faculty identify the business schools most aligned with their values and where they will be supported to learn, teach and research the social purpose business model.

However, for many schools, a purpose statement was hard to find and was not central to the school’s web page or “about us” statement. In a number of cases, the purpose was found in the business school’s strategic plan but not on the website, suggesting that a consideration of purpose is being included in strategic planning but not (yet) in the branding and marketing of the school’s programs.

07

There are some social purpose statements that exemplify best practice, but many more that could be improved for clarity and impact.

Our review took a generous approach to rating purpose statements and gave credit for the inclusion of statements referencing societal benefits, even where this was not central. This speaks to the still emerging role of social purpose in business school statements of purpose and mission.

There were several good examples, of which two are listed below:

- Audencia: Raison d'être: To accelerate the transformation of individuals, organizations and society for good.
- University of Toronto, Rotman School of Management: Purpose: To create value for business and society.

Business school purpose statements could be enhanced by addressing the following:

- Ensure the purpose is a clear statement of why the business school exists; it needs to start with "to" and be followed by a verb. It should be one sentence, sufficiently short and memorable.
- It should focus on the societal value the school is creating; the societal value should not appear as a by-product, add-on or secondary value.
- Adopt an aspirational purpose, recognizing that to achieve its purpose, business schools will need to collaborate with its ecosystem (much as companies need to do to realize their purpose).
- It should not include reference to how the school will implement the purpose; that would be included in a separate mission statement per the definition above.

Business schools can look to social purpose businesses in their jurisdictions to see how they are defining their social purpose. Equally, there are resources available, such as the [Social Purpose Statement Criteria](#) tool developed by the Canadian Purpose Economy Project, that can be used to help define the purpose.

08

There is an evolution towards business schools adopting a social purpose as the reason they exist, and this move should be encouraged and accelerated.

The research shows a clear move towards business schools adopting a social purpose as the reason they exist. This is a desirable pivot, as they are so well positioned to help society address its challenges. Whether it is through their teaching, research or community and alumni engagement, business schools are fundamental actors in helping society transition to a sustainable future.

Business schools can learn from leading social purpose businesses on how they are using their influence, reach and scale, mobilizing their stakeholders to help them achieve their purpose, and embedding it in everything they do. Business schools should include these measures in their strategic plans.

In our research, we often found that the university had adopted a social purpose as the reason it exists. As this was not in scope for our research, we didn't pursue this matter. However, it is expected that the university and all its schools should have an explicit statement of social purpose and they should link to and reinforce each other.

FUTURE AREAS OF STUDY

These are some areas where additional research would help advance the social purpose business school concept:

- Analysis of business school strategic plans to assess social purpose integration
- Study the social purpose of universities
- Research whether the social purpose business model is taught at the Bachelor level
- Assess nature and degree of social purpose academic research (building upon a [Rotman 2021 study](#) that found that "the academic consideration of corporate purpose is still relatively early in its development.")



RECOMMENDATIONS

To further advance social purpose, it is recommended that business schools:

01

Adopt a clear and aspirational social purpose statement.

02

Develop and implement a plan to realize the school's social purpose through integration across the business school including teaching, research, and community and alumni engagement.

03

Explicitly include the social purpose business model as part of business school core curriculums.

04

Use the method and examples developed for this research project to inform the approach to updating core curriculum. (See Annex C)

05

Give prominence on websites and other public-facing media to social purpose statements.

06

When updating the strategic plan, ensure it is focused on fulfilling the purpose, and publish it on the school's website so stakeholders can see how the purpose is being operationalized.

07

Ensure course descriptions show where the social purpose business model is being taught.

08

Read our report on the [Social Purpose Transition Pathway](#) to pick up approaches to integrating social purpose in the business school and to identify business practices that can be used in course content.

09

Engage business school deans and others through [AACSB](#), [PRME](#) and other national and global platforms to accelerate the transition to business schools pursuing social purpose and becoming a greater force for good.

10

Offer alumni extension courses on the social purpose model and its value.



CONCLUSION

Business schools are beginning to adopt a social purpose as the reason they exist. However, they do not appear to be teaching the social purpose business model in the core curricula. This is expected to become the next step as business schools begin to operationalize their purpose statements through their strategic plans. As it can take a long time to modify course curricula, business schools are urged to start this process right away. The global sustainability transition requires leaders, especially in business, that define the purpose of their organizations in terms of the contribution they can make to bettering society, and then govern their businesses accordingly.



ANNEX A

Social Purpose in Business Schools and MBA Curriculums Ralph Torrie and Sanna Uppal

School Name	Mission/Purpose Statement	Grade
Almaty Management University	Mission: We create an inclusive environment for business leaders who promote sustainable and responsible development for the benefit of society.	A
American University: Kogod School of Business	Mission: To equip and empower Kogod community to use business as a force for meaningful change.	A
Audencia Business School	Raison d’etre: To accelerate the transformation of individuals, organizations and society for good. We aim not to be the best school in the world but to be a better school for the world – and to carry this reputation and influence into the international community.	A
Boston University Questrom School of Business	Mission: We prepare innovative and ethical leaders who understand the impact of business on society and create value for the world. Our students comprehend organizational systems, the vital role of leadership, and the forces transforming the global economy. We generate scholarly knowledge and insights that advance management practice through our research, teaching and community engagement.	A
Carleton University: Sprott School of Business	Aspiration: Through our scholarly work and engagement, we aim to cultivate the enterprising spirit of business in order to foster shared prosperity and advance equity and justice for all. Calling: We create learning experiences and scholarship that harness the potential and opportunity for business to improve lives worldwide. In fulfilling this calling, we acknowledge and respect the Algonquin nation on whose traditional and unceded territory we are gathered and value our location in Ottawa, the thriving capital of a G7 country and a hub of Canadian social and technological innovation.	A
CENTRUM PUCP Business School	Mission: We train in business for a better world.	A
Colorado State University: College of Business	Mission: We are in the business of transforming lives. Through business education, scholarly research and community engagement, we make our world a better place.	A

Concordia University	Purpose: To better business and society by creating and disseminating knowledge.	A
CUHK Business School	Social purpose: With our belief in whole-person development and transformative education, we are committed to cultivating a socially responsible mindset in our people, contributing to a sustainable business environment and making a positive impact for the betterment of society.	A
Deakin Business School	Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.	A
EADA Business School Barcelona	Mission: To promote the professional development and growth of people, as well as the transformation of organizations, in order to contribute to a more fair, supportive and sustainable society.	A
Edhec Business School	Mission: To make a positive impact on the world.	A
Emory University: Goizueta Business School	Mission: To prepare principled leaders to have a positive influence on business and society.	A
Erasmus University: Rotterdam School of Management	Mission: To make a positive impact on societal challenges.	A
ESCP Business School	Mission: Rooted in its European history and identity, ESCP inspires and educates purpose-driven leaders who will positively impact the world.	A
ESMT Berlin	Purpose: To empower people to create a better tomorrow.	A
ESSEC Business School	Purpose: Enlighten. Lead. Change.	A
Fordham University: Gabelli School of Business	Mission: To inspire and empower positive global change, developing students into compassionate business leaders and supporting faculty and students in the ongoing generation of new knowledge.	A
University of Guelph: Gordon S. Lang School of Business and Economics	Mission: To inspire purpose by promoting responsible and sustainable businesses and communities through interdisciplinary learning, problem-solving and critical thinking.	A
Griffith University: Griffith Business School	Mission: To deliver outstanding business education and research through engagement with industry, government and the social communities we serve, and to do so in ways that contribute to a prosperous, equitable and sustainable future.	A
Heriot-Watt University	Mission: To create and exchange knowledge that benefits society.	A








IESE Business School	Mission: We develop leaders who strive to have a deep, positive and lasting impact on people, companies and society through professional excellence, integrity and spirit of service.	A
INSEAD	Mission: INSEAD brings together people, cultures and ideas to develop responsible leaders who transform business and society.	A
International Institute for Management Development (IMD)	Purpose: Challenging what is and inspiring what could be, we develop leaders who transform organizations and contribute to society.	A
La Trobe Business School	Purpose: To develop and mobilize the knowledge and skills of people, organizations and communities to create positive social impact and sustainable futures.	A
Liverpool Hope University	Mission: To form enterprising and globally responsible business professionals committed to enhancing both business and the society we serve.	A
Mannheim Business School	Mission: To address global challenges through rigorous business research and through the education of responsible leaders dedicated to making a substantial positive impact on business and society.	A
Monash University	Purpose: Through inclusive business education and research, we develop leaders and empower communities to solve global economic, environmental and social challenges.	A
Michigan State University: Broad College of Business	Mission: We create and disseminate knowledge through collaboration, developing global transformational leaders who positively impact organizations and society.	A
National University of Singapore Business School	Mission: To advance knowledge and develop leaders so as to serve business and society.	A
POLIMI Graduate School of Management	Purpose: We are committed to inspire and partner with innovators to shape a better future for all.	A
Queen's Business School	Mission: To educate and explore for the benefit of business and society.	A
Queen's University: Smith School of Business	Purpose: To be a safe and inclusive learning community which creates, debates and implements impactful ideas that lead business and society forward.	A
School of Business, Economics and Law at the University of Gothenburg	Mission: To develop knowledge, educate and foster independent thinking for a sustainable world.	A
Technical University of Denmark	Mission: DTU develops and creates value through the technical and natural sciences for the benefit of society.	A

The Lisbon MBA Catolica Nova	Mission: Through a deep and engaging learning experience and a strong focus on innovation and human-centred knowledge creation, we educate and empower leaders who make a difference by positively impacting business and society.	A
TIAS School for Business and Society	Purpose: We develop leaders to serve society by transforming business.	A
Trinity College Dublin: Trinity Business School	Mission: To transform business for good.	A
UBC: Sauder School of Business	To build a more just, sustainable and prosperous world through innovation and responsible leadership.	A
University of Limerick: Kemmy Business School	Mission: We research and educate to create a sustainable and equitable future for all.	A
University of Michigan: Ross School of Business	Mission: Michigan building a better world through business. Through our powerful ideas, purpose-driven leaders and positive impact, we empower business leaders to make a positive difference in the world.	A
University of Notre Dame: Mendoza School of Business	Mission: To grow the good in business to improve the human condition in an ever-changing society.	A
University of Sheffield	Mission: To have a positive impact on working lives, organizations and societies worldwide, fostering socially responsible management practices through world-class, innovative research and transformative education.	A
University of Texas at Austin: McCombs School of Business	Mission: To be a premier source of future business leaders and ideas that will positively transform industry and society.	A
University of Toronto: Rotman School of Management	Purpose: To create value for business and society.	A
Western University: Ivey School of Business	Purpose: Inspiring leaders for a sustainable and prosperous world.	A
Alliance Manchester Business School	Our vision is to be a world-renowned business school, to advance education, knowledge and wisdom for the good of society.	B
Antwerp Management School	Mission: To help our customers to create sustainable value by cultivating talent to become global citizens, mastering the art of making decisions and leading people.	B
Birmingham City University: Birmingham City Business School	Mission: To empower individuals and enable organizations and communities to thrive by delivering an interdisciplinary curriculum, which is research engaged, industry relevant and informs practice.	B
Brigham Young University: Marriott School of Business	Mission: We aspire to transform the world through Christlike leadership.	B

Carnegie Mellon: Tepper School of Business	Mission: To create value for business and society by providing intellectual leadership, advancing the science and practice of management and developing ethical leaders to be the agents of change in a world driven by technology and innovation.	B
Clark University: School of Management	Mission: 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.	B
Columbia University: Columbia Business School	Mission: Educating and developing leaders and builders of enterprises who create value for their stakeholders and society at large; we accomplish this through our MBA, MS, PhD and Executive Education programs.	B
Cornell University: Johnson School of Business	Mission: To transform critical thinking into practical solutions. We collaborate within Cornell SC Johnson, across Cornell and beyond to mobilize diverse expertise, generate world-class knowledge, inspire students and impact society in a positive manner.	B
Duquesne University: Palumbo-Donahue School of Business	Mission: Provide transformative education in a spiritan tradition. We develop ethical business professionals who understand the global marketplace and serve others by leading with integrity to transform their communities, organizations and society. Toward this end, we engage our students, alumni and business partners with passionate faculty members who create impactful scholarship and innovative educational experiences that connect theory to practice.	B
Durham University Business School	Mission: To develop and enthuse leaders and entrepreneurs who create, share and use knowledge to deliver equitable and sustainable futures around the world.	B
Emlyon Business School	Mission: To produce and share the knowledge that will enable us to address the social, digital and ecological issues facing organizations. It is also to reveal the lifelong skills of responsible managers and decision-makers, capable of grasping the complexity of the world and transforming society.	B
ESPAE: Graduate School of Management	Mission: We collaborate with society to improve the quality of life and promote sustainable and equitable development through comprehensive and competent professional training, research and innovation. (Translated by ChatGPT)	B
Georgia Tech Scheller College of Business	Mission: To create and share the knowledge that current and future leaders depend on to drive innovation and to integrate sustainability into their organizations and communities.	B





Glasgow Caledonian University: Glasgow School for Business and Society	Mission: To nurture enterprise, promoting social responsibility and enabling people to fulfil responsible leadership roles in business and/or the community.	B
HEC Montréal	Mission: Building on our excellence in teaching and research, HEC Montréal is a French-language institution open to the world and solidly rooted in Quebec society that trains management leaders who make a responsible contribution to the success of organizations and to sustainable social development.	B
HEC Paris	Mission: We IMPACT business and society through research, education and action, to contribute to a more inclusive, prosperous and sustainable world. We THINK and push the boundaries of knowledge. We TEACH, learn and grow together. We ACT, to unleash human potential.	B
HKU Business School	Mission: <ul style="list-style-type: none"> • To provide world-leading business and economics education that nurtures dynamic and responsible leaders. • To advance the frontiers of knowledge through innovative and globally significant research. • To create positive change in the world by partnering with communities. 	B
Indian Institute of Management Bangalore	Mission: <ul style="list-style-type: none"> • Nurture innovative global business leaders, entrepreneurs, policy-makers and social change agents through holistic and transformative education. • Provide thought leadership that is contextually embedded and socially relevant and makes positive impact. • Pursue excellence in education and thought leadership simultaneously without making any tradeoffs. 	B
Indian School of Business	Mission: <ul style="list-style-type: none"> • Knowledge – To create and disseminate research-based knowledge in management that influences scholarship, practice and policy. • Business Leadership – To develop and enhance business leadership through innovative world-class programs in management. • Community – To utilize the knowledge and expertise to engage with business, government and society, and to contribute to the welfare and development of the community at the local, national, and global levels. • Thought Leadership – To have distinguished faculty from India and abroad teach courses and provide a global perspective in post-graduate and executive education programs. 	B

KEDGE Business School	Mission: To encourage the detection, emergence and development of all those who wish to create value and have an impact on society.	B
Lancaster University Management School	Mission: To deliver world-class transdisciplinary research and undertake engagement to support and advance the mainstreaming of social and environmental sustainability into purposeful business strategy and performance.	B
Macquarie University	Mission: To provide inspiring and engaging business education and research that is useful to students throughout their careers and for solving society's biggest problems.	B
Massachusetts Institute of Technology: Sloan School of Management	Mission: To develop principled, innovative leaders who improve the world and to generate ideas that advance management practice.	B
McGill University: Desautels Faculty of Management	Purpose: To make organizations better through: <ul style="list-style-type: none"> • An integrated, worldly, ethical and lifelong approach to educating current and future leaders. • Fostering rigorous, insightful, research and influential thought leadership. • Dedication to economic and social value creation. 	B
New York University Stern School of Business	Mission: To produce people who can overcome the world's biggest challenges in the 21 st century.	B
Saint Mary's University: Sobey School of Business	Mission: The Sobey School of Business, through active learning and the creation and mobilization of scholarship, prepares citizens of the world to lead sustainable and entrepreneurial businesses and communities.	B
San Francisco State University: Lam Family College of Business	Mission: Embracing the diversity, global outlook and entrepreneurial spirit of the San Francisco Bay Area, we provide access to quality education. We empower students to succeed and contribute to society through innovative teaching and learning, impactful scholarship and engagement with businesses and the community at large.	B
Seattle Pacific University School of Business, Government and Economics	Mission: Our mission, deeply grounded in Christian faith and values, is to develop leaders who advance human flourishing through service in business, government and civil society.	B
Toronto Metropolitan University: Ted Rogers School of Management	Mission: To provide students with a unique and innovative learning experience in a vibrant urban environment, combining critical reflection and practical skills. We shape socially conscious leaders with an entrepreneurial orientation and we promote impactful research that has local, national and global relevance.	B
Universidad Externado de Colombia School of Management	Mission: We educate agents of change in managerial abilities to enable organizations to contribute to sustainable development within emerging economies.	B

University College Dublin: Smurfit School	Mission: <ul style="list-style-type: none"> • To empower, develop and inspire current and future business leaders with the knowledge, critical thinking, soft skills, global perspectives and confidence to achieve their full potential, to innovate and to lead responsibly with purpose and impact; • To connect the present and future, academia and business and the community of our students, staff, alumni and the business world; • To create together with all stakeholders a transformational educational environment and new knowledge, with positive, sustainable impact for business and society. 	
University of Cape Town Graduate School of Business	Mission: To contribute to the success of individuals and organizations through research-informed teaching, practice and thought leadership that creatively respond to the complex and pressing economic and social challenges of our world today.	
University of Denver: Daniels College of Business	Mission: To benefit the public good by developing business pioneers through impactful scholarship, challenge-driven education and lifelong learning.	
University of Exeter Business School	Mission: To deliver outstanding and innovative business education and research that address the major challenges confronting businesses and society.	
University of Florida: Warrington College of Business	Mission: To build a better society by creating influential research and educating tomorrow's business leaders.	
University of Leeds	Purpose: To make an exceptional impact on the economy, society and the planet.	
University of San Francisco: School of Management	Mission: Through rigorous management education and impactful research, from the heart of the San Francisco community, we inspire our students to cultivate their skills, lead with integrity and serve others to promote a more just and sustainable economy.	
University of Vermont: Grossman School of Business	Mission: To develop leaders of sustainable businesses that address complex economic, social and environmental challenges in a dynamic global environment. We develop entrepreneurially thinking graduates who are professional and technically competent. Our faculty create impact through teaching, research and scholarship.	
Xi'an Jiaotong-Liverpool University, International Business School Suzhou	Mission: To contribute to society through bridging East and West, delivering student-centred education, conducting impact-oriented research and acting as a catalyst of business education and sustainable development.	
Yale School of Management	Mission: To educate leaders for business and society.	

York University: Schulich School of Business	Mission: To foster an equitable and inclusive environment within its teaching, learning and research practices. The aim is to drive excellence by operationalizing better outcomes for socially responsible leaders and to leverage diversity to drive innovation in today's multicultural and global environment.	B
AGSM at UNSW Business School	No purpose/mission statement found	C
American University of Beirut	Mission: The American University of Beirut (AUB) is an institution of higher learning founded to provide excellence in education, to participate in the advancement of knowledge through research and to serve the peoples of the Middle East and beyond. Chartered in New York State in 1863, the university bases its educational philosophy, standards and practices on the American liberal arts model of higher education. The university believes deeply in and encourages freedom of thought and expression and seeks to foster tolerance and respect for diversity and dialogue. Graduates will be individuals committed to creative and critical thinking, life-long learning, personal integrity, civic responsibility and leadership.	C
Arizona State University: W.P. Carey School of Business	Mission: W. P. Carey sparks positive change in business and society on a global scale by: educating students and growing talent to enrich and lead organizations; producing groundbreaking and impactful research; engaging actively with business, government, communities and our campus.	C
Babson College: Olin Graduate School of Business	Mission: Babson College prepares and empowers entrepreneurial leaders who create, grow and steward sustainable economic and social value –everywhere.	C
Baldwin Wallace University: Carmel Boyer School of Business	No purpose/mission statement found	C
Bard College	Mission: To inspire curiosity, a love of learning, idealism and a commitment to the link between higher education and civic participation.	C
Birla Institute of Management Technology	Mission: <ul style="list-style-type: none"> To be the preferred choice for students, faculty, and recruiters. To create and disseminate knowledge in the global context. To imbibe entrepreneurial culture through curriculum, pedagogy, research and mentoring. To equip students for global business leadership. To develop faculty as global thought leaders. To ingrain ethics, sustainability and inclusive growth in all its activities. 	C

Birmingham Business School	Mission: To deliver: <ul style="list-style-type: none"> • A distinctive student experience where students have the opportunity to engage with industry professionals and world-leading researchers and feel part of an international learning community; • Internationally recognized research focusing upon and providing responses to the key challenges around responsible business that face our economy and our society regionally and globally; • An environment where both staff and students are able to thrive and achieve their best work. 	
Boston College: Carroll School of Management	Mission: The Carroll School of Management at Boston College ranks among the world's leading business schools. It offers a rigorous, transformative academic experience that integrates the study of management with the liberal arts, while developing critical thinking skills and fostering ethical leadership. Part of a vibrant, Jesuit, Catholic university, the Carroll School draws inspiration and direction from our centuries-old religious and intellectual heritage. We maintain an enduring conviction that successful management education in the 21st century must combine excellence in teaching and research with reflection and action. The Carroll School educates the whole person in an atmosphere that is inclusive, ethical, caring, collaborative, and respectful of all, consistent with Boston College's institutional mission and motto of "Ever to Excel."	
Brunel University London	Purpose: To help people work better. We use actionable research and evidence-based teaching so that students become self-fulfilled, employable and entrepreneurial global citizens. We do this by being: <ul style="list-style-type: none"> • sustainable • creative and curious • engaged with the world 	
California State University, Los Angeles: College of Business and Economics	No purpose/mission statement found	
China Europe International Business School	Mission: To educate responsible leaders versed in "China Depth, Global Breadth."	
City University of London Bayes Business School	Purpose: We champion the spirit of purposeful enquiry. Our aim is to cultivate a persistent sense of curiosity rooted in knowledge and practice. It is what drives us to ask important questions, develop creative approaches to problems and transform practice. <p>We believe the best leaders are always open to new information when making decisions. When they uncover relevant new insights, they update their views and act with determination.</p>	

Copenhagen Business School	Mission: To be a global PRME leader by making responsible management integral to all education at CBS and part of our organizational identity. Furthermore, we reflect upon how we enact responsible management education and make such practices explicit.	
Cork University Business School	Mission: Committed to disciplinary strengths and organizational and international engagement, we develop the capacities of students, professionals and organizations through high-impact experiential learning and effective practice-oriented research.	
Cranfield School of Management	Mission: To transform the practice of management around the world by creating and disseminating applied knowledge; to be valued globally for tackling the real-world issues of today to deliver a sustainable future.	
Dalhousie University: Rowe School of Business	Mission: Working with, inspiring and leading others in the business, public and not-for-profit sectors to tackle complex challenges and achieve responsible results; to lift the intellectual, social and economic vitality of our local, national and global communities through an institution-wide commitment to a world-class student experience, interdisciplinary collaboration and mutual respect and inclusion in all aspects of our academic, research and civic priorities.	
Dartmouth College: Tuck School of Business	<p>Mission: Develops wise, decisive leaders who better the world through business.</p> <ul style="list-style-type: none"> • WISE reflects the functional expertise at the heart of strategic thinking and management, the analytic skills to develop and defend points of view and the inclusivity and empathy to understand and work effectively with others. • DECISIVE means making the right decisions, by thoughtfully defining, analyzing and solving problems and seizing opportunities and by confidently understanding when and how to take risks for the better. • LEADERS have the ability to craft a compelling vision for the future and to guide execution with and through other people. <p>By developing such leaders, bold decisions can be made to substantially improve business performance and the world we live in.</p>	
Duke University: Fuqua School of Business	No purpose/mission statement found.	
EGADE Business School: Tec de Monterrey	No purpose/mission statement found.	

Esade Business School	<p>Mission: Education and Research: At Esade, we fulfil this mission inspired by humanistic and Christian traditions within the framework of intercultural dialogue.</p> <p>Our missional lines are:</p> <ul style="list-style-type: none"> • Education: Provide a holistic education to individuals for them to become competent and socially responsible professionals. • Research: Generate knowledge to help to improve organizations and society. • Social Debate: Contribute to social debate and help to build free, prosperous, fairer and socially and environmentally sustainable societies. 	
Fachhochschule Graubünden (University of Applied Sciences of the Grisons)	<p>Mission: Our teaching and research are interdisciplinary and geared towards practical challenges in business and society. Research develops solutions to relevant problems. To further improve quality, we combine teaching with application-oriented research and thus train the students to become highly qualified and responsible personalities. We are anchored in the region, are important in Switzerland and have an international impact.</p>	
Frankfurt School of Finance and Management	<p>Mission: Frankfurt School enables individuals and organizations to flourish and grow. We are a vibrant community committed to developing lifelong partnerships and creating new finance and management perspectives for a sustainable future.</p>	
Fudan University School of Management	<p>No purpose/mission statement found</p>	
George Washington University School of Business	<p>Mission: Our mission is to lead with the GWSB S.P.I.R.I.T. by: placing Students first; improving student Placement outcomes; leveraging our International advantage and reputation; enhancing our Research impact and being Inclusive and professionally collaborating to realize this vision Together.</p>	
Georgetown University: McDonough School of Business	<p>Mission: To educate students to be ethically responsible and effective business leaders.</p>	
Goa Institute of Management	<p>Mission: To create knowledge and develop responsible and agile leaders at the forefront of cutting-edge business practices.</p>	
Gonzaga University Graduate School of Business	<p>Mission: We develop professionally competent and intellectually curious graduates who exemplify the humanistic, ethical and moral values of a Jesuit institution. We provide a challenging and supportive learning environment, with quality students and faculty marking our excellence. As part of a global environment, we promote relationships with regional, national and international business and scholarly communities.</p>	

Gordon Institute of Business Science	Purpose: Inspire exceptional performance by making business healthier.	C
Hanken School of Economics	Mission: to create new knowledge and educate responsible professionals for the global economy and changing society through: <ul style="list-style-type: none"> • research characterized by high academic quality and corporate-world relevance; • research-based education providing graduates and executive education participants with an ability to think analytically and critically in order to act in the continually changing global environment; • both embracing the national responsibility for educating business graduates fluent in Swedish and offering programs for international students; • integrating ethics, responsibility and sustainability in all its activities; • a high degree of internationalization in spirit, content and actions. 	C
Harvard Business School	Mission: We educate leaders who make a difference in the world.	C
Henley Business School	No purpose/mission statement found	C
HKUST Business School	Mission: To advance learning and knowledge through teaching and research, particularly in science, technology, engineering, management and business studies; and at the postgraduate level; to assist in the economic and social development of Hong Kong.	C
IE Business School	Mission: Our mission is to help you navigate your journey towards the next best you by diving into three key elements: your career, your impact and your purpose.	C
IEDC: Bled School of Management	Mission: To attract the most promising executives and top managers, provide them with world-class management education and other relevant services in a truly international context, inspire them for life-long learning and prepare them to act and add value as competent and responsible transformational leaders in their organizations and society at large.	C
Imperial College Business School	Mission: We inspire brilliant minds to be the world's future leaders of business and society. We drive global business and social transformation through the fusion of business, technology and an entrepreneurial mindset.	C
Indian Institute of Management Ahmedabad	No purpose/mission statement found	C
Indian Institute of Management Calcutta	Mission: To develop innovative and ethical future leaders capable of managing change and transformation in a globally competitive environment and to advance the theory and practice of management.	C

Indian Institute of Management Indore	<p>Mission: To be a contextually relevant business school with world-class academic standards that develops socially conscious managers, leaders and entrepreneurs. IIM Indore is committed to:</p> <ul style="list-style-type: none"> • excellence in management education, research and training; • use of contemporary participant-centric pedagogies and teaching methods; • a presence in emerging segments of management education. 	C
Indian Institute of Management Lucknow	<p>Mission: To improve management systems with regard to business, industry and public services through pursuit of excellence in management education, research, consultancy and training.</p>	C
Ipade Business School	<p>Aim: To develop future leaders with the ability to drive social and economic growth, rooted in personal integrity, social responsibility and global vision.</p>	C
Iscte Business School	<p>Mission: To co-create societal impact by providing close-to-practice high-quality education and research that promote responsible management.</p>	C
Jaipuria Institute of Management, Noida	<p>Mission: To provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, we provide training and development services, foster research and disseminate knowledge through publication of books, journals and magazines for the development of society at large.</p> <p>To provide learner-centric education that focuses on developing learners as competent, ethical and socially conscious management professionals through continuous improvement in the quality of teaching-learning process and research.</p>	C
King's College London: King's Business School	No purpose/mission statement found	C
Lagos Business School	<p>Mission: LBS is a community of people committed to creating and transmitting management and business knowledge based on a Christian conception of the human person and of economic activity and relevant to Nigeria and Africa at large. We strive to be a world-class business school which will have a significant impact on the practice of management.</p>	C
London Business School	No purpose/mission statement found	C














Maastricht University: School of Business and Economics	Mission: SBE combines a strong commitment to excellent research and research-based education with a focus on our impact on society. Our aim is to generate ideas that advance scientific knowledge and practice and to educate and train undergraduates, graduates and professionals to function effectively and responsibly in their careers. Through these objectives, we aim to add value to the society to which we belong.	C
Milpark Business School	Purpose: To empower people to become more than they dared imagine, unlocking their potential to help shape our collective future.	C
Monash University Malaysia School of Business	Mission: To have an impact on the way business is conducted through high-quality research, educational excellence and engagement with stakeholders.	C
Newcastle University Business School	Mission: We are here to: advance knowledge, share insights, transform policy and practice for the benefit of all.	C
Northeastern University: D'Amore-McKim School of Business	Mission: <ul style="list-style-type: none"> • We educate leaders and thinkers to be prepared for the future of work in a world being shaped by digital convergence. • We contribute use-inspired thought to the global business world that empowers companies to be prepared for this future. • We foster an inclusive culture of excellence that transforms lives. 	C
Northwestern University: Kellogg School of Management	Mission: To educate, equip and inspire leaders who build strong organizations and wisely leverage the power of markets to create lasting value.	C
Nottingham Business School: Nottingham Trent University	Mission: To deliver education and research that combines academic excellence with impact upon people, business and society.	C
Nottingham University Business School	Mission: To utilize our unique global footprint to enable our faculty, partners and students to shape the future of business and management.	C
Nova School of Business and Economics	Mission: To be a community dedicated to the development of talent and knowledge that impacts the world.	C
NTU Singapore: Nanyang Business School	No purpose/mission statement found	C
Ohio State University: Fisher School of Business	Mission: To create and disseminate ideas, encourage scholarly thinking and develop principled leaders who serve with impact around the world.	C

Pennsylvania State University: Smeal School of Business	<p>Mission: A leader in business education and research, we make meaningful impacts on society by:</p> <ul style="list-style-type: none"> • Providing extraordinary education with a global perspective and real-world application, • Producing the highest-calibre research that informs and inspires ethical, sustainable and innovative business practices; • Partnering with and preparing learners for life-long success; • Building and promoting a culture of integrity, diversity, service and sustainability. 	C
Rice University: Jones Graduate School of Business	No purpose/mission statement found	C
Rowan University: Rohrer College of Business	<p>Mission: We empower a diverse population of students to achieve sustainable careers, focusing on real-world immersion, entrepreneurial thinking and responsible leadership, supported by relevant faculty research and teaching excellence.</p>	C
SDA Bocconi School of Management	<p>Mission: Designed for your world.</p>	C
Shanghai University of Finance and Economics College of Business	<p>Mission: To develop business talent, create business knowledge, transform business practice and promote business civilization.</p>	C
Simon Fraser University: Beedie School of Business	<p>Our calling: We develop innovative and socially responsible business leaders with a global perspective through education, inspired by research and grounded in practice.</p>	C
Singapore Management University Lee Kong Chian School of Business	<p>Mission: We create business knowledge and nurture keen minds to lead organizations and serve society.</p>	C
Solvay Brussels School of Economics and Management	<p>Mission: To train business leaders and entrepreneurs with the ability to adapt to the ever-changing nature of society and to shape tomorrow's world.</p>	C
Stanford Graduate School of Business	<p>Mission: To create ideas that deepen and advance our understanding of management and with those ideas to develop innovative, principled and insightful leaders who change the world.</p>	C
Stockholm School of Economics	<p>Mission: To strengthen Sweden's competitiveness through research and science-based education.</p>	C
Sungkyunkwan University GSB	<p>Mission: To advance business knowledge in a multicultural learning environment in order to develop socially responsible managers who will lead in a global organization.</p>	C
Swinburne University of Technology	No purpose/mission statement found	C

T. A. Pai Management Institute – Manipal Academy of Higher Education	Mission: To excel in post-graduate management education, research and practice.	C
Texas A & M University: Mays Business School	Mission: To be a vibrant learning organization that creates impactful knowledge and develops transformational leaders.	C
The American University in Cairo	Mission: To develop entrepreneurial and responsible global leaders and professionals to impact society.	C
Tsinghua University School of Economics and Management	Mission: To advance knowledge and cultivate leaders for China and the world.	C
UCLA Anderson School of Management	Mission and purpose: To transform management thinking and prepare future leaders for evolving careers in ever-changing organizations and markets – and for lives of significance.	C
Université de Genève: Geneva School of Economics and Management	Mission: <ul style="list-style-type: none"> • We educate responsible leaders for a diverse and changing society. • We create and disseminate evidence-based knowledge that makes a difference in the way organizations are sustainably led. • We collaborate with the private and public sectors through research and executive education. 	C
University College London School of Management	No purpose/mission statement found	C
University of Bath: School of Management	Mission: To deliver world-class research and teaching, educating our students to become future leaders and innovators and benefiting the wider population through our research, enterprise and influence.	C
University of Bologna: Bologna Business School	Mission: Support the full development of people, organizations and society through post-graduate and post-experience education.	C
University of Calgary: Haskayne School of Business	Mission: To create innovative research, unparalleled learning opportunities and meaningful engagement with our community.	C
University of California at Berkeley: Haas School of Business	Mission: Help extraordinary people achieve great things.	C
University of California at Davis: Graduate School of Management	No purpose/mission statement found	C

University of California Irvine: Merage School of Business	Mission: Develop globally competitive transformational leaders in a diverse, collaborative, student-centric community where academic excellence and practical application coalesce.	C
University of Cambridge: Judge School of Business	No purpose/mission statement found	C
University of Canterbury - UC Business School	Mission: In the business of making a difference – Ko te whakapiki mana tā mātou mahi.	C
University of Chicago: Booth School of Business	Mission: To create knowledge with enduring impact, and influence and educate current and future leaders.	C
University of Colorado Boulder: Leeds School of Business	Mission: To positively transform the future of global business by inspiring and educating next generation business leaders and creating impactful knowledge.	C
University of Dundee: School of Business	Mission: <ul style="list-style-type: none"> • Teaching: To deliver an outstanding educational experience through innovative teaching, transforming careers and enhancing employability. • Research: To produce high-quality research and knowledge exchange which is locally and internationally recognized and has a positive impact on our stakeholders, society and the environment. • Impact: To create partnership-driven teaching, research and knowledge exchange that stimulate enterprise and innovation in the local and global community through the prism of social responsibility. 	C
University of East Anglia (Norwich Business School)	No purpose/mission statement found	C
University of Edinburgh Business School	Mission: Developing effective and responsible leaders by creating insightful knowledge and inspiring minds in dialogue with the world around us.	C
University of Georgia: Terry College of Business	Mission: To educate and inspire future leaders and promote the effective and ethical practice of business.	C
University of Manitoba: Asper School of Business	Mission: Lead in knowledge creation and develop our students as ethical business leaders who embrace diversity and advance innovation.	C
University of Maryland: Smith School of Business	Mission: To create knowledge, promote an inclusive learning environment that fosters intellectual discovery and equip current and future leaders to assess complex problems and deliver innovative solutions.	C

University of Massachusetts Amherst: Isenberg School of Management	Mission: The Isenberg School of Management advances the reputation and mission of the University of Massachusetts' flagship campus and land grant institution by: 1. Making an impact on research in management, on the teaching of management, and the practice of management by creating and sharing new knowledge; 2. Preparing students for a rapidly changing business environment by providing high-quality educational programs; and 3. Supporting organizations within the Commonwealth and other constituencies through outreach activities.	C
University of Miami: Miami Herbert Business School	Mission: To transform lives through education, research, innovation and service.	C
University of North Carolina: Kenan-Flagler	No purpose/mission statement found	C
University of Oregon: The Charles H. Lundquist College of Business	Mission: <ul style="list-style-type: none"> • Provide outstanding undergraduate education that combines a strong foundation in the liberal arts, excellence in traditional business disciplines and experiential opportunities drawing on the strength of Oregon's distinctive qualities; • Support economic development by offering master's programs associated with signature centres derived from Oregon's distinctive qualities and by providing expert services to the Oregon community and beyond; • Contribute to the advancement of business knowledge through scholarship and doctoral programs in accordance with the research mission of the university. 	C
University of Oxford: Saïd School of Business	No purpose/mission statement found	C
University of Pennsylvania: Wharton School	Mission: To be your best-in-class education partner for transformational learning that prepares today's global business leaders and organizations for greater impact and long-term success.	C
University of Pittsburgh: Katz Graduate School of Business	Mission: To produce knowledge through research on issues relevant to business and society; prepare our students to create business value through leadership and practice; and promote global dialogue on economic and entrepreneurial activities that improve society.	C
University of Plymouth	Mission: Advancing knowledge, transforming lives.	C
University of Rochester: Simon Business School	Mission: To develop business leaders who have an exceptional level of clarity about business and about themselves.	C
University of Southern California: Marshall School of Business	No purpose/mission statement found	C

University of St. Gallen	Mission: To educate the entire person.	
University of Stirling: Stirling Management School	No purpose/mission statement found	
University of Strathclyde: Strathclyde Business School	No purpose/mission statement found	
University of Sussex	Mission: <ul style="list-style-type: none"> • To carry out high-quality research that addresses real-world issues, pressing global policy agendas and business practices; • To develop current and aspiring leaders who will champion critical and original thinking; • To work internationally with businesses, governments and others to deliver innovative approaches to management. 	
University of Sydney Business School	No purpose/mission statement found	
University of Texas at Dallas: Jindal School of Management	Mission: To meet the challenges of a rapidly changing, technology-driven, global society by partnering with the business community to: <ul style="list-style-type: none"> • Conduct research enhancing management knowledge; • Deliver high-quality management education to a diverse group of undergraduate and graduate students and practising executives; • Develop, innovate and continuously improve programs advancing management education and practice. 	
University of Victoria: Peter B. Gustavson School of Business	No purpose/mission statement found	
University of Virginia: Darden School of Business	Mission: Improve the world by inspiring responsible leaders through unparalleled transformational learning experiences.	
University of Washington: Foster School of Business	Mission: To Transform the intangible states of leadership into tangible success.	
University of Winchester Business School	Mission: To develop responsible business leaders.	
Valparaiso University College of Business	No purpose/mission statement found	
Vanderbilt University: Owen School of Business	Mission: To provide world-class business education on a personal scale.	
Vlerick Business School	Mission: Live. Learn. Leap.	

Warwick Business School	<p>Mission:</p> <ul style="list-style-type: none"> • To develop cutting-edge research that leads debate and deepens our understanding of the practice of business and management; • To provide a transformational learning experience, enabling our stakeholders to realize their full potential; • To work in partnership with policy and practice, both in terms of our research and teaching activities, to catalyze the impact of our work. 	C
Washington University: Olin Business School	<p>Mission: Produce and disseminate path-breaking research and engage with business and government to develop world-class business and organizational leaders and provide a return on investment for our students and alumni.</p>	C
WHU Otto Beisheim Business School of Management	<p>Mission: To shape personalities and business by delivering excellence in research, teaching and corporate connections.</p>	C
William & Mary: Mason School of Business	<p>Mission: To serve the Commonwealth, the nation and the global community both by offering high-quality educational programs at the undergraduate, graduate and professional levels and by creating and communicating new knowledge.</p>	C
Woxsen University: School of Business	No purpose/mission statement found.	C
Yonsei University School of Business	<p>Mission: To produce influential pioneering research and to develop creative and ethical business leaders with a global perspective through excellent education.</p>	C
Zurich University of Applied Sciences (ZHAW)	<p>Mission: Graduates of the ZHAW Zurich University of Applied Sciences possess reflective, professional, research and practice-based competences which can be applied in demanding professional fields in our knowledge-based society. The dual emphasis of higher education is guaranteed by the programmatic coupling of studying with research and development, as well as with practical application.</p>	C



ANNEX B

Social Purpose in Business Schools and MBA Curriculums

School Name	Grade
Almaty Management University	A
Griffith Business School	A
Audencia Business School	B
Bard College	B
Colorado State University: College of Business	B
Duquesne University: Palumbo–Donahue School of Business	B
EADA Business School Barcelona	B
Esade Business School	B
Gordon Institute of Business Science	B
HEC Montréal	B
INSEAD	B
McGill University: Desautels Faculty of Management	B
Nova School of Business and Economics	B
Rotterdam School of Management: Erasmus University	B
UBC: Sauder School of Business	B
Universidad Externado de Colombia School of Management	B
University of Victoria: Peter B. Gustavson School of Business	B
Warwick Business School	B
WHU Otto Beisheim Business School of Management	B
York University: Schulich School of Business	B

Boston University, Questrom School of Business	C
Carleton University: Sprott School of Business	C
CENTRUM PUCP Business School	C
Durham University Business School	C
ESMT Berlin	C
Imperial College Business School	C
La Trobe Business School	C
Lagos Business School	C
Maastricht University: School of Business and Economics	C
Mannheim Business School	C
Nottingham University Business School	C
Queen's Business School	C
Saint Mary's University: Sobey School of Business	C
TIAS School for Business and Society	C
Toronto Metropolitan University: Ted Rogers School of Management	C
University of California at Berkeley: Haas School of Business	C
University of Cape Town Graduate School of Business	C
University of Exeter Business School	C
University of Guelph: Gordon S. Lang School of Business and Economics	C
University of Strathclyde: Strathclyde Business School	C
University of Sussex	C
University of Toronto: Rotman School of Management	C
University of Vermont: Grossman School of Business	C
University of Winchester Business School	C



ANNEX C

Social Purpose Business Model and Course Rubric

Corporate Knights collaborated with the [Canadian Purpose Economy Project](#) to develop this social purpose business model and course rubric. This provides examples of how business schools can integrate social purpose business models into the core curricula.

Definition of a social purpose business:

A social purpose business is a business that exists to profitably solve the problems of people and planet without profiting from creating problems⁽⁴⁾. It is a business whose enduring reason for being is to create a better world⁽⁵⁾, whose reason to exist is an optimal strategic contribution to the long-term wellbeing of all people and planet⁽⁶⁾. While it generates profits and creates returns for shareholders and owners, shareholder return is not its purpose.

Course	Purpose Integration
Finance	How to conduct financial analysis from the perspective of a social purpose business.
Risk Management	Consider the risks to the company's social purpose, the risk of not achieving the social purpose, and how risk is assessed in a social purpose company.
Accounting	Cover purpose accounting, measurement, and reporting.
Strategic Management	Address how to create, implement, and evaluate strategies that execute on the company's social purpose and cover the role of stakeholder engagement and collaboration in achieving the company's social purpose.
Produce Innovation and Development	Cover approaches to understanding customer needs and preferences aligned to the purpose, embedding purpose in product, service, and experience design.
Entrepreneurship	Include social purpose business models when covering how to start and manage a new venture, innovation, and entrepreneurial strategies and address how this differs from other business models.
Marketing	Cover the role of marketing to achieve the social purpose including strategies to mobilize customers and other stakeholders to help achieve the social purpose and create a movement around the brand.

(4) www.thebritishacademy.ac.uk

(5) purposeeconomy.ca

(6) www.bsigroup.com

Organizational Behavior and Human Resources	Include social purpose as a performance driver, and address how to engage employees in the social purpose and build it into the organizational culture.
Operations Management and Supply Chain	Include how to seek out and include social purpose suppliers and how social purpose organizations can collaborate with value chain and other stakeholders to achieve their purpose.
Business Ethics	Cover how social purpose statements create the guardrails for ethical decisions.
Project Management	Explore how to integrate social purpose into projects and measure progress toward embedding purpose in product design throughout the project life cycle.
Governance and Management Systems	Cover the role of the board of directors in governance of the social purpose, including key supporting concepts such as ISO 37000 and BSI PAS 808.
Industrial Relations	Cover how to create a purpose that builds a better world for workers and how to collaborate with labour representatives to jointly achieve the social purpose.
International Business	Address purpose in relation to the context of the company's various locations (i.e., make sure purpose is for people in all locations, not just the wealthy countries); consider whether tax planning supports the company's purpose or works against it.
Information Technology	Integrate purpose into decision-making about AI, automation, and technology.