

B Corp Consulting Project in an Integrative Capstone

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Leadership, Ethics, & Organizational Sustainability Major & Minor

- Business school undergrad program
- How to use business as a force for good?
- Commonly combined with other majors/minors





Integrative capstone course


- Business, Stakeholders & Ethics
 - Perspectives on Leadership
 - Organizational Sustainability
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- Applied Sustainable Leadership



Applied Sustainable Leadership


- Final undergrad semester
- Integration of required courses
- Topics: purpose of business, common good, change leadership, personal decision-making
- Centered on B Corp consulting project





B Corp consulting project

- Teams of 4-5 students
- Local “good” company
- Uncertain, complex, ambiguous... “real world”



Challenges

- Recruiting partner companies
- Academic timeline
- Partner commitment
- Willingness to share data
- Openness to recommendations