



## Communication on Engagement

**We value authentic and meaningful partnerships, recognize the importance of collaboration and community outreach, and appreciate the role of others in achieving our goals.**

We are redefining leadership and business education to respond to our changing world. We believe that ethical and collaborative business leaders are unquestionably the future.

The Lang School is committed to incorporating the Ten Principles of the UN Global Compact for Human Rights, Labour, Environment and Anti-Corruption into our strategies, policies and procedures. We aim to nurture a culture of integrity and responsibility to our planet and inspire future leaders to use business as a force for good.

May 2, 2023

H.E. António Guterres  
Secretary-General United Nations  
New York, NY 10017 USA

Dear Mr. Secretary General,

I am pleased to confirm that the Gordon S. Lang School of Business and Economics, University of Guelph supports the ten principles of the UN Global Compact with respect to human rights, labor, environment and anti-corruption. With this commitment, we express our intent to support the Global Compact advancing these principles, and will make a clear statement of this commitment to our stakeholders and the general public.

We also pledge to participate in and engage with the UN Global Compact in the following way(s):

- We are a Champion School for the Principles for Responsible Management Education (PRME)
- We have established an Institute for Sustainable Commerce
- We will promote thought leadership to advance best practices in sustainability
- We will support research, teaching and engagement activities to achieve our vision of developing 'Leaders for a Sustainable World'
- We will promote the UN Global Compact Ten Principles and educate our stakeholders and other audiences about sustainability
- We will engage with the Global Compact Local Network

We recognize that a key requirement for participation in the Global Compact is the submission of a Communication on Engagement (COE) that describes our organization's efforts to support the implementation of the ten principles and to engage with the Global Compact. We support public accountability and transparency, and therefore commit to report on progress within two years of joining the Global Compact and every two years thereafter according to the Global Compact COE policy.

Sincerely yours,



Dr. Sara Mann, MBA PhD  
Dean, Gordon S. Lang School of Business and Economics  
University of Guelph

The Gordon S. Lang School at the University of Guelph is redefining leadership and business education to respond to our changing world. We believe that ethical and collaborative business leaders are unquestionably the future

We value authentic and meaningful partnerships, recognize the importance of collaboration and community outreach, and appreciate the role of others in achieving our goals.

The Lang School is committed to incorporating the Ten Principles of the UN Global Compact for Human Rights, Labour, Environment and Anti-Corruption into our strategies, policies and procedures. We aim to nurture a culture of integrity and responsibility to our planet and inspire future leaders for a sustainable world.

We are excited to include key initiatives, research and profiles of our community using business as a force for good. At the heart of our mission is a newly launched Institute which examines how business education and research can support the UN Global Compact.

Lang's new Institute for Sustainable Commerce at Guelph aims to support Lang's vision to inspire and develop leaders for a sustainable world, advance research and education in corporate social responsibility, the Sustainable Development Goals (SDGs) and other business sustainability-related initiatives.

### **Other important activities and news from Lang include the following:**

- The Lang MBA was ranked #1 in Canada (#5 globally) by Corporate Knights Better World MBA Ranking in 2022. From business ethics to green supply chains, to measuring environmental impacts of operations, themes of sustainability and corporate social responsibility are woven into all programs at Lang.
- We established the Institute for Sustainable Commerce which aims to integrate sustainability in our research and teaching.
- Lang faculty were profiled in highly ranked journals including the Journal of Consumer Research, Critical Perspectives on Accounting, Journal of African Economies, Human Resource Management Review, and the Business Strategy and the Environment.
- Lang faculty have received funding from the Social Sciences and Humanities Research Council (SSHRC) for research on governance, gender equity, the economic and human costs of the pandemic, how powerful donors pick charities to support and how consumers support communities in need.
- Students across the University of Guelph can add a minor in sustainability, adding valuable knowledge to their undergraduate degree.
- The Lang Students' Association hosted its annual, highly successful Lang Sustainability Conference, bringing undergraduate students from across Canada to learn about business sustainability.

## Quick Facts

#1 MBA in  
Canada

78% of mba core  
focused on  
sustainability

3,500+ students  
Bcomm.  
graduate +  
executive

Top 6% of the  
world Accredited  
by AACSB

4<sup>th</sup> in Canada for  
economics  
research output

15,000+ alumni  
making an  
impact around  
the world

Top 10 in North  
America  
for Actuarial  
Sciences

Our vision is 'to be recognized locally and globally for our commitment to developing future leaders for a more sustainable world'.

Reflecting the University of Guelph's commitment to 'Improve Life', Lang's vision represents a foundational belief that business can and should be a 'force for good' in the world. This translates into our mission, wherein we seek to:

- Push the frontiers of knowledge through research in business, management and economics, building on industry foundations unique to the University of Guelph.
- Foster the long-term success of our students' career aspirations, organizations and the betterment of society through research-inspired and socially-relevant educational programs, which develop teamwork, critical-thinking and problem-solving skills.
- Encourage an ethos of community engagement and ethical and responsible leadership in a complex and ever-changing world.

## Education

### Active Learning at Lang

The Gordon S. Lang School of Business and Economics at the University of Guelph is committed to developing leaders with a social conscience, an environmental sensibility and a commitment to their communities. We offer a wide range of specialized programs in business and economics across undergraduate, graduate and professional education.

Below are examples of sustainable business/responsible management courses in our graduate and undergraduate programs that integrate and develop an understanding of topics related to the Principles of UN Global Compact

### Lang MBA

Course Name	Course Description
BUS*6600 Sustainable Value Creation	Many organizations have redefined their business strategies in line with principles of sustainability in order to maximize value creation for the organization and its stakeholders. In this course students will critically examine these sustainability drivers and strategic approaches to value creation.
BUS*6300 Business Practices for Sustainability	This course focuses on critical strategic and managerial issues related to sustainability and introduces students to concepts linking organizational strategies and sustainability principles. It explores how managers can integrate consideration of the environment and society into business strategies and business practices to improve competitive advantage and create environmental, social and economic value.
BUS*6500 Governance for Sustainability	This course introduces MBA students to the rise of environmentalism and state-led environmental management, and the evolving world of environmental governance. Coupled with this review is coverage of some key contemporary environmental issues of relevance to business executives such as climate change and fisheries decline.
BUS*6850 Marketing Strategy	An advanced course for those specializing in marketing. Deals with marketing theories, models, and specific subsets of marketing such as pricing, consumer and industrial-buyer behaviour, distribution, services, and service-delivery concepts.

## **Lang BComm**

<b>Course Name</b>	<b>Course Description</b>
MGMT*1000 Introduction to Business	This course is intended for B.Comm. students in semester one. It provides students with an understanding of the evolution of forms of business organization and their role in social and economic development. The main focus is on current economic, social and environmental issues that impact business organizations and which, in turn, are impacted by business decisions. Ethical considerations and the concept of sustainability are essential components. Students develop oral and written communication skills in small seminar groups.
MGMT*1200 Principles of Management	This course provides an overview of the role of managers in the modern organization. Students will learn about the history of management theory and will examine in depth the major management functions of planning, leading, organizing and controlling. The concepts of management ethics and sustainability are also introduced.
MGMT*3020 Corporate Social Responsibility	This course provides students an opportunity to examine a comprehensive range of topics and issues related to business and sustainability and aims to explore the implications of changing stakeholder expectations, and opportunities for organizational sustainable value creation. Key topics will include CSR theories and frameworks, global issues and role of business in society, socially responsible investing, green consumption, CSR and firm competitive advantage, reputation, corporate governance and ethics, regulation and social/environmental reporting.
HTM*1070 Responsible Tourism Policy and Planning	This course focuses on the various aspects of tourism policy, planning and development with a heavy emphasis on responsible choices. Tourism is reviewed in a global context and its role, both positive and negative, in socio-economic development, poverty alleviation, climate change, and other topics of current importance are explored.
HTM*3090 Restaurant Operations Management	This course covers the application of managerial functions to restaurant and foodservice operations with the emphasis on teamwork and the principles of food production and service in a sustainable commercial restaurant setting. Students gain hands-on understanding of scheduling, purchasing, costing, nutritional analysis, and food safety while operating a student run restaurant.
HTM*4090 Hospitality Development, Design and Sustainability	This course focuses on the development, design and management of the hospitality built environment. It explores issues related to the planning and development of hospitality and sporting event properties, provides an introduction to property and asset management as related to the hospitality and sport industry, and examines universal design as applied to the 'servicescape', all within the broad context of sustainability.

<p>ECON*2650 Introductory Development Economics</p>	<p>This course introduces students to the economic experience of developing countries, the ways in which economists try to understand it, and the implications for policy. The basic tools of economic analysis as taught in the introductory courses are used to analyse topics that may include theories of growth, trade, education, foreign investment, exchange rates, labour markets, the role of government, environmental sustainability and strategies related to agriculture, population, industry and investment.</p>
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## Research

### Lang scholars are committed to research with impact

The Gordon S. Lang School of Business and Economics is leading the shift to a more sustainable, responsible, and equitable world. Through game-changing research, our faculty are shedding light on how business can better our world, while our alumni and students are inspired to use business as a force for good.

Discover the stories of our students, alumni and faculty who are committed to taking transformative action towards the United Nation's Sustainable Development Goals:

### Research by Lang Researchers

Read the Lang 2021-2022 Research Report here

[https://issuu.com/uofg\\_business/docs/lang\\_research\\_report\\_2022\\_final\\_web\\_1\\_/6](https://issuu.com/uofg_business/docs/lang_research_report_2022_final_web_1_/6)

### Institute for Sustainable Commerce at University of Guelph

The Institute funded grants to encourage SDG related research. The following are some examples of funded projects:

Researcher	Project Title
Dr. Felix Ardnt	Tackling grand challenges: cross-sectoral collaborations to contribute to the Sustainable Development Goals'.
Dr. Yuafang Lin	From Pandemic Adaptation to Sustainable Consumption'
Dr. Sonia Dhaliwal	Multiple ways of Knowing to inform Sustainability Standard Setting in Canada'.
Dr. Daniela Senkl	'Pen to paper: Emerging scholar engagement event on sustainability related accounting research and beyond'.
Dr. Kurt Annen	The Rise of Women Legislators in Sub-Saharan Africa'
Professor Vinay Kanetkar Stephanie Villiers	Positive Period Program
Professor Saerom Lee	The Impact of Interface Touch and Advertisement on Consumer Support for Social Causes
Professor Daniela Senkl Co-Investigator: Professor Ruben Burg	Community well-being in the gold mining industry – the case of Ghana





## Dissemination, Collaboration and Engagement

### Engagement with UN Global Compact Network Canada

Dr. Rumina Dhalla is the Board Chair for the Global Compact Network Canada and in her role engages with GCNC activities.

### Engagement with United Nations Principles of Responsible Management Education (PRME)

We are fully engaged with PRME both as PRME Champions and with PRME North America Chapter. Lang is one of the 36 global business schools recently named Champion of Principles for Responsible Management Education (PRME). Lang Professor Rumina Dhalla is the Vice Chair of the PRME North American Chapter

### Sustainable Development Goal 17: Dr. Rumina Dhalla

Sustainability is at the forefront at Lang

[Dr. Rumina Dhalla](#) notes that there are so many ways that people can collaborate within this new Institute for Sustainable Commerce at Guelph. The goal for the Institute is to encourage and excite students and faculty to engage in sustainability research and initiatives with assistance from available grants. Globally, organizations and investors are shifting towards being more sustainable and the Institute will allow Lang to collaborate with industry to guide them towards sustainability practices through research and expertise.

<https://www.uoguelph.ca/lang/sustainable-development-goal-17-dr-rumina-dhalla>

Partnerships and community engagement is at the heart of everything we do at Lang. We are a partner of the GRLI and participate in initiatives including the Deans and Directors Cohort. Lang faculty are also on the Board of Trustees, the Guardians of the GRLI Council and members of the Sustainable Development Solutions Network Canada. Additionally, Lang's Institute for Sustainable Commerce is a member of the Sustainability Centers Community with the Network for Business Sustainability.



## Student Activities

Our students engage in activities that promoting sustainability and SDGs beyond Lang

### Student Club Achievements

- The Lang Students Association (LSA) Sustainability Conference brings together over a hundred of Canada's brightest undergraduate students to explore and discuss sustainable business solutions to the social, environmental and economic challenges facing our world. Now in its second year, the Conference is one of Canada's largest sustainable-focused undergraduate case competitions.
- The Net Impact (Graduate) Chapter at the University of Guelph achieved Gold standing in 2019, a designation that is awarded to Net Impact's top chapters across the world. Net Impact, which has chapters worldwide, aims to mobilize next-generation leaders to use their skills and careers to make a positive impact on the world.

### NetImpact (Graduate) Chapter

Net Impact Guelph is a graduate chapter of an international organization that brings together staff, practitioners, faculty, and graduate students who are interested in using business as a force for good. The Guelph chapter is committed to developing partnerships and creating an alliance of people who are passionate about sustainability.

The United Nations' Sustainable Development Goals are at the heart of Net Impact Guelph. In an effort to generate productive conversations around sustainability, Net Impact Guelph organizes events throughout the year that bring people together to talk about sustainable practices and integrate business with sustainable solutions.

## Student Finalists at Aim 2 Flourish

In 2020 Lang Teams include:

- [Helping the World Book by Book](#): Featuring Textbooks for Change in Canada written by Daniel Kantor, Justin Arbus, Sherry Chadwick and Emilie Norris-Roozmon under the direction of Ruben Burga.
- [Urban Agricultural Innovation](#): Featuring WaterFarmers in Canada written by Harkirat Khunkhun, Nicole Evans, Stephanie Guhl, Mitch Riddell and Ryan Landreville under the direction of Ruben Burga.
- [Sun Safety Simplified](#): Featuring Suncayr in Canada written by Chloe Sciuk, Brady Gough, Shaomei Chi, Derek Smith and Laila Khan under the direction of Ruben Burga.
- [A Budding Idea: Plant-Based Cosmetics](#): Featuring Veriphy Skincare in Canada written by Aoife Pucchio, Mark Wilson, Ryan Yee, Mason Twigger, Justi Burgess, and Jessica Burke under the direction of Ruben Burga.

<https://www.uoguelph.ca/lang/news/2020/04/several-lang-students-among-2020-flourish-prize-finalists>

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