



G17032

Integrating The Tenets of Conscious  
Capitalism Into the Virtual Classroom  
and the Boardroom

Dr. Ilene Ringler

Purdue University Global



# Agenda



- Overview of Project
- Rationale for Assignments
- Results
- Q& A



# Speaker Introduction

- Full Time Faculty in Purdue University Global MBA Program School of Business and Information Technology - online program focusing on adult learners
- Course lead for first and last core classes in MBA program, relying heavily on team based projects using virtual teams
- Principal Ilene Ringler Associates, LLC- a full service business growth consulting practice (<http://www.ileneringler.com>)

# Overview of Project



- In an increasingly interconnected world, business leaders need to examine expansion opportunities from both a business cultural match as well as a societal cultural match
- Purdue University Global are adult learners, many of whom do business internationally, may have positions of managerial responsibility and may be in the military oftentimes in leadership roles
- These classroom assignments are meant to encourage out of the box thinking in working with different cultures and is useful both in the classroom as well as the boardroom
- The course integrates the Conscious Capitalism model using a business simulation, entitled Conscious Capitalism, a collaborative effort between the Conscious Capitalism, Inc., and the makers of Marketplace simulations. (<http://www.marketplace-simulation.com/conscious-capitalism>)

# Benefits



- for business leaders, and their teams, this process would serve as a good expansion of their critical thinking processes. Additionally, it would/could be the start of a cultural change effort for their organizations.
- for business coach/consultant, this process would be a great tool to encourage a new form of thinking for the leaders they are coaching.
- for students, what they are learning will translate into a set of skills that business leaders want from those who complete higher education degrees.

# Details



- Multi Unit Assignments geared to
  - Examine **personal** decision making using core values
  - Extrapolate these concepts into business and leadership decision making

# Unit 1 Assignment- Discussion Question



- You as a consumer have a tremendous ability to change the world by using your values and ethics in purchasing and personal decision making. This in turn is the basis for decision making from a business leadership perspective. To demonstrate this, your main discussion question is something of a hunt and an analysis.
- Main Post
  - Look at the products in your home and note the many different countries involved in the creation of this products
  - Select 3 that are manufactured outside of the United States, or United States manufactured products that may have elements from outside of the United States incorporated into the final product.
  - Complete the exercise in chapter 8 of the Cartwright book Setting Priorities: Personal Values, Organizational Results, Values, Motivation, and Priorities. Include the results of the exercise in your response.
  - Based on the **results of your values exercise**, review the ethics record of these countries, and tell us
    - if you would continue to buy products from these countries.
    - as a business leader would you conduct business in these countries? Why or why not?

# Take Aways

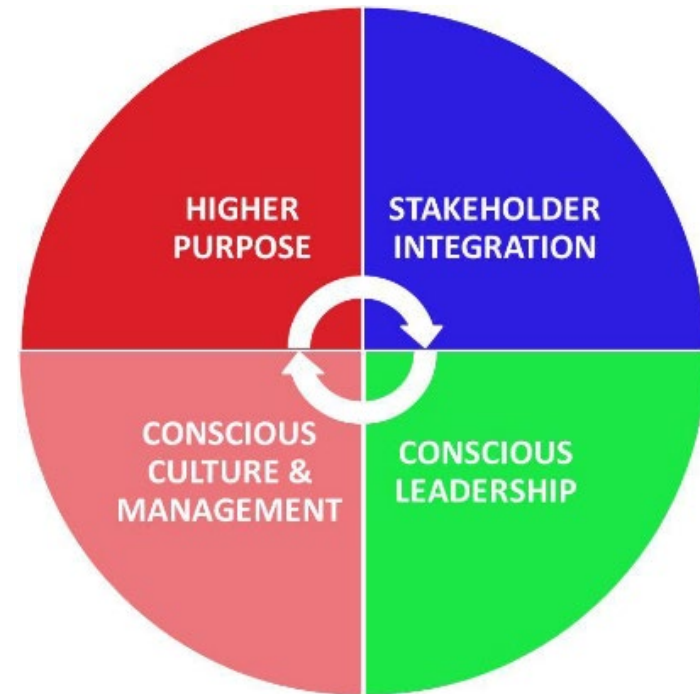


- For many students this is the first time they have examined their buying decisions through this lens
- Many discover that the world is shrinking as almost no product is created in only one country
- Decision making for continuing to purchase products identified in this exercise is tougher than originally anticipated
- There is no wrong answer to this exercise, and your decisions can and do have an impact

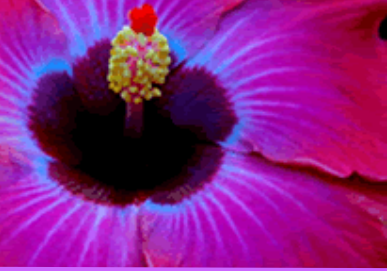


# Simulation Game Play

- ▶ Conscious Capitalism is a new way of thinking about business that goes considerably beyond the traditional way that most people think about business.
- ▶ The simulation gives you the opportunity to become a Conscious Business that aligns and harmonizes the interests of employees, customers, suppliers, the community, and shareholders
- ▶ Classroom Assignments geared toward taking the thought process beyond the confines of the simulation



# Unit Assignment Next Steps



- **Goal:** As a Conscious Capitalism based business, how can we use these principles to help us determine which governments (France Brazil, and China, the countries under consideration expansion) would be the best match to ensure successful expansion into this country
- **Thought Process**
- Business decisions are based on a variety of data points including, sales, profit, cultural match. Your goal as a business leader is to make decisions that have the best chance of success so you will need to incorporate as much data as possible before making your decisions.
- If you were going to be presenting to your management in a real world situation, and requesting funds to support your expansion plan, you will need all of this data to be seen as credible and win support for your plan.
- The role of government and official policies have an important impact on the growth of their nation(s).
- In your simulation, you will be creating plans to expand to any or all of these 3 areas, Paris, Sao Paulo, and Shanghai and need to have a foundation for making these choices to augment the traditional sales and profit goals. The 4 principles of Conscious Capitalism can be an additional data source for decision making.

# Assignment Details



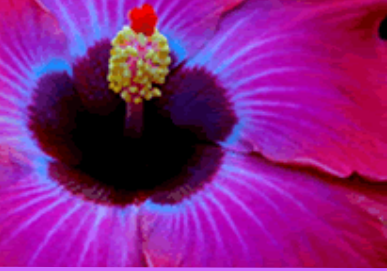
- **Assignment Details and Rubric-**
- In a 4-6 page APA formatted paper excluding text, diagrams, and other visual/oral aids as appropriate, address the following:
- Section 1- The principles of Conscious Capitalism are usually applied to a business, but to help us make these choices, we will be applying them to the governments of the countries under consideration for growth but first need to answer these questions;
  - What are the four principles of Conscious Capitalism? Describe each of the principles.
  - Should we view government as a business in order to eventually apply the principles of Conscious Capitalism? What information does the research show on this topic? Present a balanced analysis covering
  - the pros and cons of this approach. You will need to use **at least 3 scholarly sources to support your thoughts in Section 1 in addition to the readings for this week**
  - In general, how would you use the principals of Conscious Capitalism to analyze the possible markets and their governments for expansion goals?

# Assignment Details Continued



- Section 2 -Research the markets that you can expand into from your home base in Chicago; Paris, Sao Paulo, and Shanghai. Do NOT discuss Chicago as you are already operating from this location.
  - Create a profile for each of the expansion areas (Paris, Sao Paulo, and Shanghai). Include the following information.
    - Economic data, i.e., population, Gross National Product (GDP)
    - Cultural data; i.e., Hofstede Cultural Dimensions
    - Which of the 4 principles of Conscious Capitalism are demonstrated by the government of the country?

# Assignment Details Continued



- Section 3 – Recommendations for expansion. Using the results of this analysis and knowing the cultural profile your company leadership has already creating, make detailed recommendations for expansion progression. This should include;
  - Include in-depth description of your company, its products, and other relevant information to support the recommendations.
  - The logic that you are using to support your recommendations. This can include the projected sales and profit information, the links to Conscious Capitalism, any other factors which formed your recommendations.

# Take Aways



- Students gain a greater appreciation for the difficulties that leaders face when trying to operate as a conscious capitalistic businesses
- Increased visibility to the process of working with company leadership when trying to gain funding for growth opportunities

# Unit Discussion



- Every Number tells a story
  - For this Discussion topic, you will select an organization in which you have an interest; for example, you may be interested in learning more about your chosen organization's financial statements for research or investment purposes. Or, your reason for choosing your organization can simply be due to the ready access to data.
  - Review the financial picture and the current company success/trouble in the marketplace. You may include the financial statements as an attachment, but the main focus of this discussion response is to present a picture of the company and talk about success using the numbers as a base. Include the following data points in your response as a base and include additional information as you deem important to the response:
- Main Response
- Company Name and relevant information.
- How did the numbers provide information to you as a base about areas of success, opportunities for improvement?
- What other factors did you research (i.e. recent relevant events, for example a merger or an expansion) to increase your understanding of the numbers.
- Is this company operating under the principles of Conscious Capitalism?
- If you were to be called in as a consultant to the company leadership, what recommendations would you have to increase company success using the numbers as a base?

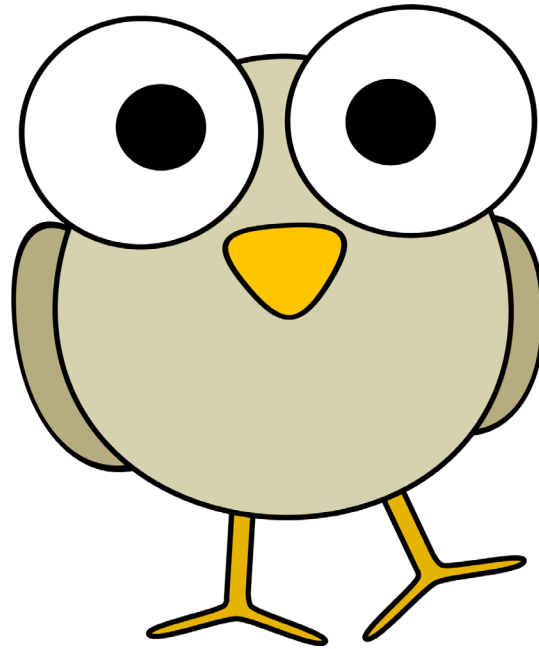
# Final Thoughts



- Students gain a greater understanding of values based decision making process
- The simulation provides additional data to ensure that students think beyond just profit



# Questions?



??