One class, one example
Gustavson professor Adel Guitouni said, “I used World Economic Forum’s 2015 report Beyond Supply Chains: Empowering Responsible Value Chains as an optional reading for the [Master of Global Business] students in order to consider social responsibility and sustainability in all aspects of supply chain management.”

But even though this report isn’t mandatory reading, Dr. Guitouni still expects students to consider responsibility.

“In every case, activity and model that I introduce in class,” he explains, “I push them to think about the implications (challenges, opportunities, issues, advantages) of social responsibility and sustainability. I am advocating for new socio-economic models that include multiple decision criteria for business management including supply chain management.”

Passion, purpose and profession
Many Gustavson students and alumni use their business education to make change, not just money.

Chelsea Kanstrup knew she wanted a career in non-profit management when she chose Gustavson. Kim Cope teaches schoolchildren entrepreneurial skills. Andrew Hall and Derek Juno run the hunger-relief program MealShare.

Jeffrey W. Pryor & Alexandra Mitchell wrote Compassionate Careers: Making a Living by Making a Difference, which invites people, especially young people, to seek cause-focused employment—to blend their passion, purpose, and profession.

Another book
If you’d like an update or refresher on Andy Hoffman’s 2012 talk at Gustavson, Stanford Briefs has published How Culture Shapes the Climate Change Debate, which focuses on the nuances of America's social psychology and cultural beliefs and how they shape the politics and readings of climate science.