



Spring Arbor
UNIVERSITY



**ETHICS IN LEADERSHIP:
THE VALUE OF
EARNING AN MBA**

FROM A FAITH-BASED UNIVERSITY



EXECUTIVE SUMMARY

Ethical corporate cultures and the social responsibility of businesses have evolved from optional features to must-haves for growth. From small businesses to top-revenue earning Fortune 500 companies, forward-looking executives are leading their organizations with a values-based vision of corporate responsibility and serving the greater good.



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ETHICAL LEADERSHIP AND CORPORATE RESPONSIBILITY MATTERS

Success in 21st-century business requires leaders with the capacity to transform their organizations while making positive contributions to society.

Developing an ethical corporate culture and operating a socially responsible organization is key to thriving in today's world. Striving for the "greater good" not only impacts communities at large, but benefits the organization as a whole.

RECENT SUCCESSES

IN CORPORATE SOCIAL RESPONSIBILITY

These purpose-driven organizations have built success around strong brand loyalty, certainly due in part to the culture of corporate social responsibility.

Unquestionably, leaders in these organizations recognize that ethical culture and socially responsibility are significant, perhaps imperative, to improving financial outcomes.



BOMBAS

Co-founders David Heath and Randy Goldberg created their sock company to serve customers while solving an overlooked issue. Socks are the most commonly requested item at homeless shelters but aren't often included in donations.

A Bombas customer participates in a process that includes:

- Purchasing a pair of comfortable, high-quality socks;
- Triggering a donation of a pair of socks for each pair purchased;
- Seeing the Bombas tally of donated socks increase over time.¹

The crowdfunded company reached \$100 million in revenues by 2020.² Bombas also donated nearly 40 million pairs of socks to Giving Partners around the United States over six years.³ Heath and Goldberg proved that clothing can change the world one sock at a time.

LEGO

The name LEGO lights up the eyes of kids and adults around the world. As CEO Niels Christiansen said, "We have the ambition of getting to as many kids as we can around the world."⁴ These LEGO lovers may not know that the Danish company is a model of social responsibility.

LEGO is working to lessen its impact on the environment by:

- Producing 100% sustainable packaging for its block sets by 2025;
- Switching all of its core products to eco-friendly materials by 2030;
- Helping kids pass along their used blocks to others with LEGO Replay.⁵

The company also encourages its employees to engage with youth in 26 countries. The Local Community Engagement program helps kids learn coding, make holiday ornaments, and visualize a better world in LEGO bricks.⁶ **All of these practices have helped LEGO to \$5.9 billion in global revenues in 2019.**⁷

PATAGONIA

Outdoor apparel company Patagonia has been living up to the mission "We're in business to save our home planet" since 1973.⁸ The brand exhibits social responsibility by:

- Working toward carbon-neutral operations by 2025;⁹
- Supporting environmental organizations with grants;¹⁰
- Establishing a living wage for all apparel workers by 2025.¹¹

Patagonia saw its revenues and profits grow 400% from 2014 to 2018.¹² The company did not place social responsibility in the background; it made its values a core part of its consumer appeal. As CEO Rose Marcario said, "We don't just seek now to do less harm, we need to do more good."¹³

SERVING THE GREATER GOOD IS GOOD FOR BUSINESS

Today's consumers are increasingly aware of which companies strive to give back to their communities. Consumers are willing to commit to brands that meet the world's challenges. Aflac's 2019 survey of consumers found that:¹⁴

- 77% committed to buying from companies making the world better;
- 55% felt it was important for companies to take stands on social issues;
- 49% argued that it is important for companies to improve the world.

This report showed how demographics make socially responsible practices essential for growing businesses. Aflac found that the following generations made significant efforts to research a company's practices before purchases:

- 41% of Millennials;
- 27% of Gen-X;
- 16% of Baby Boomers.

Customer attitudes point to social responsibility as a critical asset rather than an optional feature. Project ROI — an initiative created by The Campbell Soup Company and Verizon — estimated bottom-line benefits for ethical and responsible behavior such as:

- A 20% growth in revenue;
- A 20% price premium on responsibly made or sourced goods;
- A 60% boost in customer loyalty.¹⁵

Companies that concentrate on the greater good are becoming more profitable, with experts predicting future success not simply aided by but determined by a company's social responsibility and charitable leadership.



**“Good leaders must first
become good servants.”**

Robert Greenleaf, author of *Servant Leadership*

GAIN AN EDUCATION BUILT ON PURPOSE-DRIVEN LEADERSHIP SKILLS

The importance of choosing a business school dedicated to teaching tomorrow’s leaders how to manage with personal integrity cannot be overstated. On a global scale, trusted business professionals with the highest ethical standards are sought to lead by example.

A growing move toward resolutely virtuous business practices that serve a greater good means future leaders who are grounded in moral awareness will thrive. More than ever, character counts.



SPRING ARBOR UNIVERSITY'S MBA PROGRAM:

NEVER BUSINESS AS USUAL

Since 1873, Spring Arbor University has been dedicated to our students and the pursuit of wisdom by offering an education grounded in ethics and higher purpose.

Spring Arbor University's Gainey School of Business offers an ethics-centered education. Our online MBA program integrates rigorous business curriculum with Christian principles.

This fully accredited program does more than simply address the rights and wrongs of business; instructors prepare students to navigate, solve, and successfully lead through the inevitable ethical dilemmas that arise throughout every organization.

This commitment to a value-focused MBA education placed Spring Arbor among the Top 15 Online MBA Programs in Michigan from *Online MBA Today*.¹⁶

Going a step further than the current "doing good, doing well" business philosophy, our online MBA program is firmly rooted in "being good."

Seamlessly integrated into every course, every step of the program, are faith-based principles that prepare students to be ethical and socially responsible leaders throughout their careers and within their communities.



THE BENEFITS OF A

A HISTORY OF ETHICAL LEARNING.

The world is changing. The value of authentic, socially responsible leadership is proven by the growing success of companies that embrace the highest ethical standards.

INTELLECTUAL KNOWLEDGE. SPIRITUAL WISDOM.

Spring Arbor University's learning community provides a distinct advantage over other online MBA programs. Effective leadership skills fused with purpose-driven development activities are at the core of our curriculum.

Participants progress from knowledge acquisition to knowledge application, and together with fellow online learners from diverse backgrounds, develop expert skills in critical thinking, ethical reasoning, analytical problem-solving, effective communication, and decision-making.

GENUINE SUPPORT. REAL OPPORTUNITY.

Spring Arbor University creates a great value for a world-class MBA education with:

- No GRE/GMAT requirement at admission;
- An 18-month timeline for completion;
- An affordable tuition rate of \$738 per credit hour.

FINDING YOUR NICHE WITH AN MBA CONCENTRATION.

Students of Spring Arbor's Gainey School of Business can choose from five online MBA concentrations. Each concentration prepares you as a business graduate to stand out in your sphere of influence.

With a focused MBA from Spring Arbor University, you'll experience a culture of integrity and build a diverse professional network.

HEALTH CARE ADMINISTRATION

Hospital networks and healthcare organizations need service-focused leaders to navigate the industry's complexities. An MBA with this concentration prepares you for roles ranging from hospital administrator to chief executive officer.

Hospital administrators earn up to \$155,000 per year based on PayScale data.¹⁷

HUMAN RESOURCE DEVELOPMENT

An MBA program centered on Christian values produces graduates who can manage interpersonal relationships. Human resource managers need these skills to handle everything from candidate recruitment to professional development.

Graduates with this concentration can earn \$98,000 as senior managers and \$99,000 as HR directors.¹⁸



SPRING ARBOR **MBA**

MANAGEMENT

The management concentration at Spring Arbor University is geared toward business development and operations managers. You are prepared to manage teams, communicate with executives, and improve your employer's social responsibility portfolio.

Payscale lists an average salary of \$104,013 for business development directors.¹⁹

ORGANIZATIONAL CONSULTING

You learn to consult for banks, retailers, and other businesses in an organizational development consulting concentration. This MBA track trains students to evaluate existing strategies, collaborate with stakeholders, and implement necessary changes.

Strategy consultants earn up to \$141,000 per year.²⁰

EXECUTIVE LEADERSHIP

Companies need ethics-focused leaders to develop and implement strategies. This concentration prepares MBA candidates for positions that establish and evaluate company-wide initiatives.

PayScale found the average salary for a director of strategy is \$128,690.²¹

SHARPENING YOUR BUSINESS SKILLS IN REALISTIC ENVIRONMENTS.

Throughout the curriculum, students apply their knowledge and skills by identifying organizational problems, providing a deeper understanding of challenging issues, and suggesting improvements.

FLEXIBLE LEARNING.

You need a flexible online MBA program to advance your career while fulfilling family and work commitments. Spring Arbor University makes that possible with:

- An asynchronous format that allows you to set your own schedule;
- An assigned Student Success Advisor to guide you from admission to graduation;
- Blackboard access to facilitate online learning and networking with fellow students;
- No on-campus course requirements and 100% online offerings from start to finish.

PRINCIPLE-FOCUSED, MASTERFUL LEADERSHIP SKILLS.

It's known that earning an MBA provides opportunities for career leadership roles and advancement.



REACH YOUR

potential

AT SPRING ARBOR UNIVERSITY

An MBA is a prestigious degree, providing an in-depth business education that can lead to increased salary potential and marketability as an employee.

Spring Arbor's online MBA degree program is distinguished by our rich history of academic excellence shared with our commitment to character building.

Completing your MBA opens paths to leadership and executive positions for graduates like you. PayScale's MBA salary average was \$88,137 in 2020. This average included high-ceiling positions including:

- Chief Financial Officer (\$151,000)
- Marketing Director (\$113,000)
- Director of Operations (\$107,000)
- Finance Manager (\$101,000)²²

MBA career search tool Relish evaluated graduate salaries over a nine-year period. This study found an average salary growth of 46% from pre-MBA salaries. You can find the career path you want and take care of your family with your MBA in hand.²³

A Christian-centered MBA provides a foundation for ethical behavior. You can draw on your faith and business experience to make the best decisions for your customers.

Our students gain wisdom to grow both intellectually and spiritually, and graduates leave equipped with exemplary leadership skills.



For information about the online MBA program, to schedule an appointment with an Admissions Representative, or to apply:

Visit

<https://online.arbor.edu/programs/online-mba-michigan>

¹ <https://bombas.com/pages/giving-back>

² <https://www.privacy.com/blog/bombas>

³ <https://bombas.com/pages/giving-back#:~:text=Bombas%20works%20with%20shelters%2C%20nonprofits,quality%20relationships%20with%20these%20organizations.>

⁴ <https://www.ft.com/content/18e921a8-d091-11e9-99a4-b5ded7a7fe3f>

⁵ <https://www.lego.com/en-us/aboutus/sustainability/environment>

⁶ <https://www.lego.com/en-us/aboutus/local-community-engagement>

⁷ <https://www.statista.com/statistics/282870/lego-group-revenue/>

⁸ <https://www.digitalcommerce360.com/2019/01/16/why-patagonia-changed-its-mission-statement/#:~:text=%E2%80%9CWe're%20in%20business%20to,solutions%20to%20the%20environmental%20crisis.%E2%80%9D>

⁹ <https://www.patagonia.com/our-footprint/>

¹⁰ <https://www.patagonia.com/actionworks/#!/choose-location/>

¹¹ <https://www.patagonia.com/our-footprint/corporate-social-responsibility-history.html>

¹² <https://www.inc.com/lindsay-blakely/patagonia-2018-company-of-the-year-nominee.html>

¹³ <https://www.digitalcommerce360.com/2019/01/16/why-patagonia-changed-its-mission-statement/#:~:text=%E2%80%9CWe're%20in%20business%20to,solutions%20to%20the%20environmental%20crisis.%E2%80%9D>

¹⁴ <https://www.aflac.com/docs/about-aflac/csr-survey-assets/2019-aflac-csr-infographic-and-survey.pdf>

¹⁵ <https://www.environmentalleader.com/2015/07/csr-programs-increase-revenue-up-to-20-says-verizon-campbell-soup-study/?amp=1>

¹⁶ <https://www.onlinemba.com/programs-in-michigan/>

¹⁷ https://www.payscale.com/research/US/Job=Hospital_Administrator/Salary

¹⁸ [https://www.payscale.com/research/US/Degree=Master_of_Business_Administration_\(MBA\)%2C_Human_Resources_Management_\(HRM\)/Salary](https://www.payscale.com/research/US/Degree=Master_of_Business_Administration_(MBA)%2C_Human_Resources_Management_(HRM)/Salary)

¹⁹ https://www.payscale.com/research/US/Job=Business_Development_Director/Salary

²⁰ https://www.payscale.com/research/US/Job=Strategy_Consultant/Salary

²¹ https://www.payscale.com/research/US/Job=Director_of_Strategy/Salary

²² [https://www.payscale.com/research/US/Degree=Master_of_Business_Administration_\(MBA\)/Salary](https://www.payscale.com/research/US/Degree=Master_of_Business_Administration_(MBA)/Salary)

²³ <https://poetsandquants.com/2019/03/22/where-mbas-make-the-largest-salary-leaps/>



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Spring Arbor University is a community of learners distinguished by our lifelong involvement in the study and application of the liberal arts, total commitment to Jesus Christ as the perspective for learning and critical participation in the contemporary world.



online.arbor.edu

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