Innovation in Ethics Education grant recipients announced

May 27, 2015

Ira Solomon, dean of the A. B. Freeman School of Business at Tulane University, has announced the inaugural grant recipients in the Millie and Allan Bradley Innovation in Ethics Education program.

Established in 2014, the program awards grants of up to $10,000 to Tulane faculty members to support the development of innovative educational materials focused on ethics in business and society. Special preference is given to proposals that involve interdisciplinary collaboration and/or “flipped classrooms,” in which students use in-class time for problem solving and applying course content to real-world problems.

“We received a number of outstanding proposals, but the three selected to receive our inaugural grants stood out for their innovative approaches to the study of ethics in business,” said Dean Solomon. “I’m delighted to be able to support these three exceptional educators in their efforts to develop unique, high-quality teaching materials.”

The 2015 Millie and Allan Bradley Innovation in Ethics Education grants recipients are as follows:



John Clarke, professor of practice in management, was awarded a grant to develop teaching materials to help students understand how entrepreneurs and startup companies can infuse social and environmental value creation into their business

models. Clarke will work with Tom Gibson, an internationally recognized expert on socially responsible investing, to develop course materials that emphasize tools and frameworks to support the development and implementation of sustainable business practices and the critical role entrepreneurship plays in addressing problems faced by society.



Chris McCusker, professor of practice in management, received a grant to prepare a case and supporting video on the ethical dilemma faced by a former project management director at Banorte, who was charged with implementing large-scale layoffs at the company, one of Mexico's largest banks. The case will draw upon the work of major ethical philosophers to address the role of business in society and the leadership challenges faced by managers charged with cutting costs under time pressure.



Emily Rosenzweig, assistant professor of marketing, was awarded a grant to develop educational modules on each of the four Ps of marketing: product, price, promotion and placement. Each of the modules will present an ethical issue, and each will consist of a video lecture or screencast (voice-narrated slide show), a quiz to test the students' understanding of the concepts covered in the lecture, materials to support an in-class exercise, and a teaching guide.

Funding for the program was provided by Millie P. Bradley (NC '73, MBA '75), former controller and manager of information systems with Exxon Mobil Corp., and Allan Bradley Jr. (MBA '75), president and CEO of Questar Pipeline Co.