

# How RSM's Education is Driving Sustainable Development

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Dean

The business school that thinks  
and lives in the future



# RSM IS A COMPREHENSIVE BUSINESS SCHOOL

(NUMBERS SHOW ENROLLMENT PER YEAR)



250

MBA

FT MBA

EMBA

ONEMBA

40

Research

MPhil

PhD

1300

Pre-exp MSc

About 15  
programs

CEMS

1400

Bachelor

BA

IBA



# WHAT IS A BUSINESS SCHOOL ABOUT?



# MISCONCEPTION NO. 1





## MISCONCEPTION NO. 2



*"When I was in business school, at the first big snowfall we'd all go out and make a snowman."*



# WHAT IS A BUSINESS SCHOOL ABOUT?

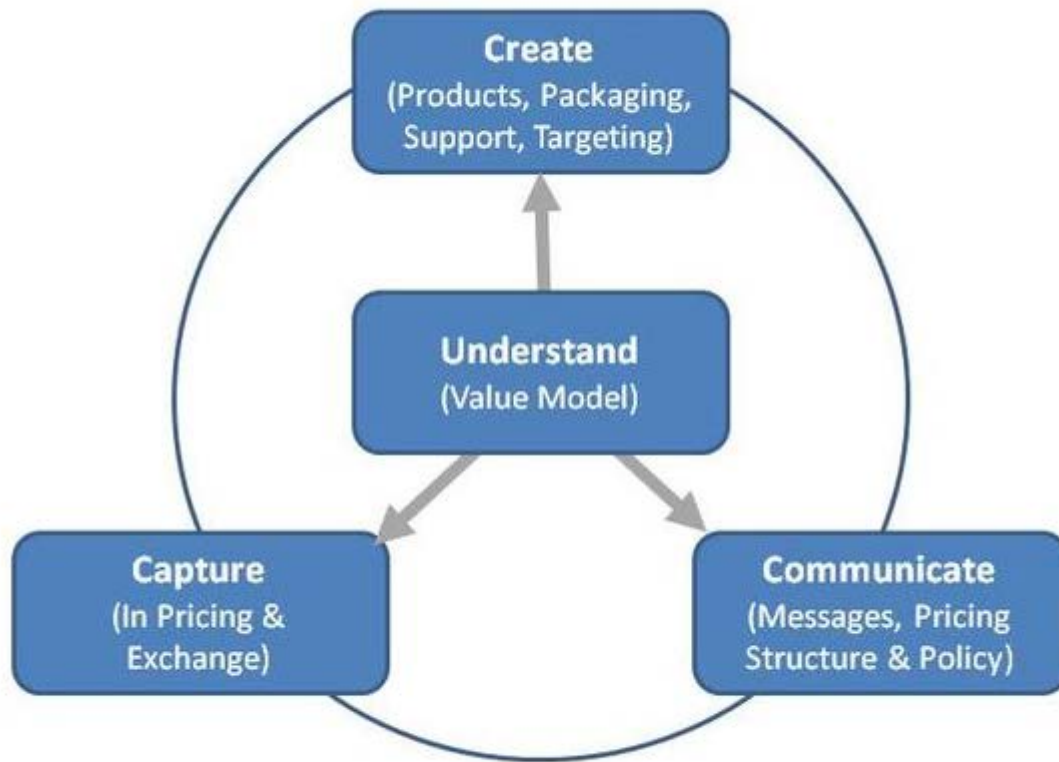
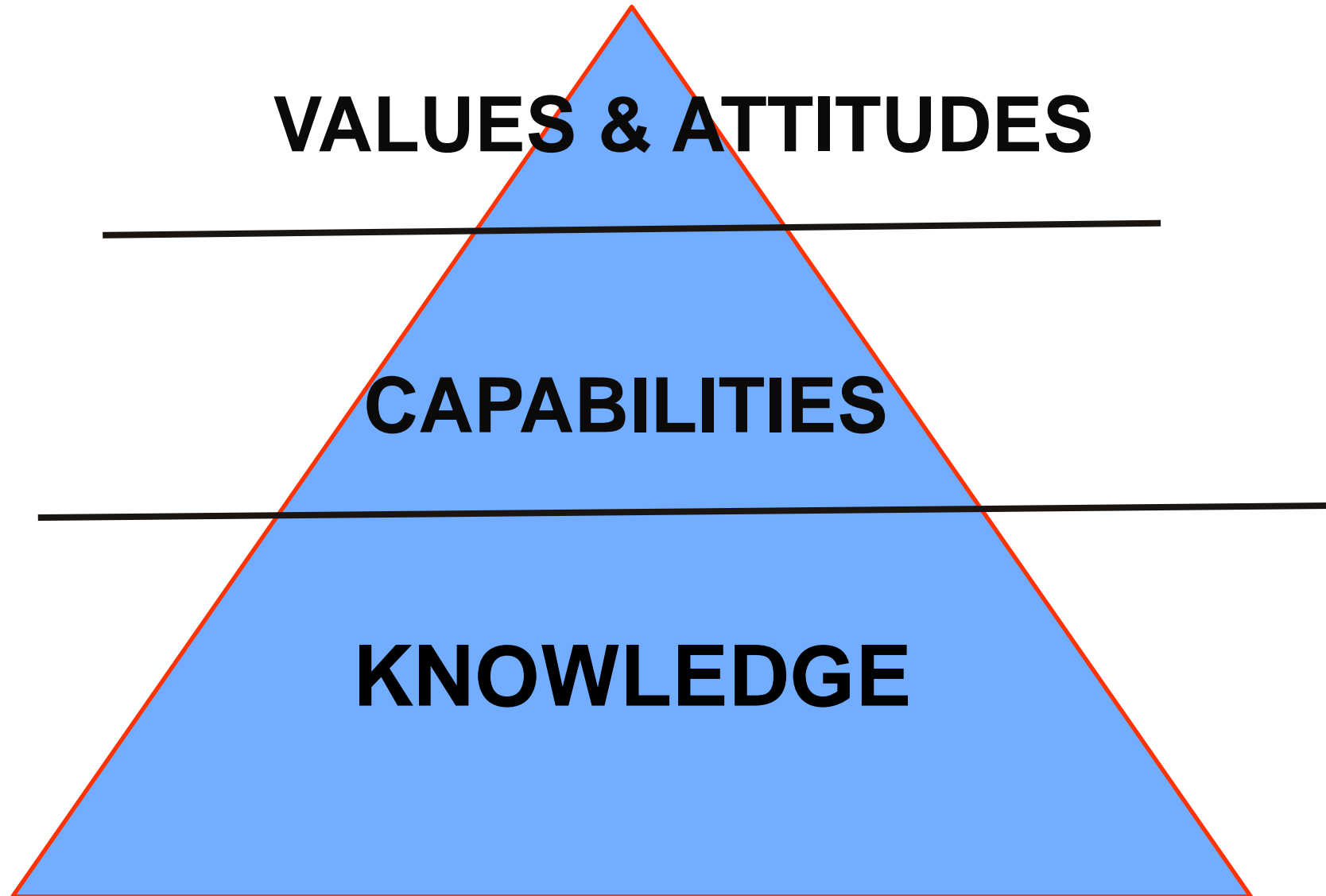


Figure 1: The Value Management Cycle





# HOW DO WE EDUCATE OUR STUDENTS?



# GOAL SETTING: A PSYCHOLOGICAL INTERVENTION



*Goal Setting*

*starts with a pad of paper, a pen, and you.*

- Gary Ryan Blair

"thoughts" by [www.dumelang.co.za](http://www.dumelang.co.za)



# O

THE OPRAH  
MAGAZINE



'Tis the Season  
to De-Clutter  
An Easy Holiday Plan

Sleep Better,  
Starting Tonight!  
Dr. Oz Tucks You In  
on pg. 56

Do Good,  
Feel Great  
The Giver's Guide  
to Better Health

Oprah's

# Favorite Things!

Here's  
Your Chance  
to Win  
Them All

Cheese! Chocolate!  
An Eggnog Martini!  
You're About to Be Very Happy

A TALE OF TWO TALK SHOW HOSTS  
One Invested Her Money Wisely, the Other

Feeling Good



## Power of the Pen

A writing assignment that promises to make you healthier, happier, and less stressed? *Anya Kamenetz* discovers the off-the-page benefits of using her words.

ON A THURSDAY MORNING LAST JUNE, I REALIZED I NEEDED TO MAKE SOME changes. I was at the playground with my 18-month-old daughter, Lulu, when it hit me that I'd become *that* mom. While other mothers were chatting, handing out snacks, or snapping photos, I was hunched over my phone—e-mailing, rescheduling, texting—and barely keeping track of Lulu as she dashed around.

My life as a new mom had become a precarious stack of activities and chores—take Boo to the vet! set up Lulu's playdate! run five miles!—that I felt increasingly ill-equipped to balance. The last straw came when my husband and I went on our first big weekend away—a rented house with friends. We dropped off Lulu with my mother, drove five hours to the house, and the next morning got the call: Our daughter had a fever and probably an ear infection. There was nothing to do but drive home. Admittedly, I blew my disappointment out of proportion. The real issue: I had come to a personal and professional crossroads without a road map to help me make sense of it all.

It was at this juncture that I read about Self Authoring, an online series of guided writing exercises that the Department of Education hailed in a 2013 report as a promising tool to boost resilience and perseverance—skills not only critical for academic achievement but also for determining whether people lead happy, successful lives. They had research to back their

claims: One of Self Authoring's creators, Jordan Peterson, PhD, a psychology professor at the University of Toronto, had tested part of the curriculum on 86 students who were struggling academically at McGill University in Montreal, and the students' collective GPA rose by 29 percent in a single semester. In 2011, the Rotterdam School of Management at Erasmus University in the Netherlands made a portion of the course mandatory for incoming undergraduates. The result: a nearly 10 percent increase in GPA, a 15 percent decrease in dropouts, and the highest-performing cohorts in the history of the school.

I could understand how a little bit of written soul-searching could help a bunch of previously underachieving freshmen. But as a writer, I was skeptical that yet more typing could make a quantifiable difference in the way I felt. Still, I reached out to Peterson—who assured me it would.

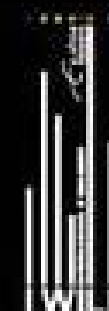
"If you understand the linkages between your past experiences and current emotions, your stress will begin to lift," Peterson said. He pointed to the work of James Pennebaker, a professor at the University of Texas at Austin, who had found that students who wrote about the worst thing that had ever happened to them felt sadder initially, but six months down the road were visiting doctors less frequently. Dozens of subsequent studies by Pennebaker and others showed similar benefits to physical and psychological well-being. Asking people to document difficult emotional experiences was shown to improve immune function, lower heart rate, and ease blood pressure.

Though I wasn't convinced it could work for me, I forked over the \$30 it cost to complete the course at [selfauthoring.com](http://selfauthoring.com). It turned out to be a daunting undertaking, requiring 20 hours; by the time I got through all four parts, I'd written 30,000-plus words. The first phase, "Past Authoring," was a stitched-together autobiography. I had to divide my life into seven "epochs" (I went with early childhood, high school, college, post college, marriage, infertility, motherhood) and then list up to six "significant experiences" within each. Deciding what to include—being bullied in middle school by

[iwill.rsm.nl](http://iwill.rsm.nl)

**I WILL MAKE THE HEALTH AND WELLNESS  
INDUSTRY ACCESSIBLE TO EVERYONE**

Samantha Jacobs, American  
Student, Full Time MBA14  
Rotterdam School of Management, Erasmus University







**I WILL KEEP MY MIND OPEN**



Nevena Bukureshtlieva, Bulgarian  
Student, MSc Entrepreneurship & New Business Venturing  
Rotterdam School of Management, Erasmus University



**I WILL GRAB ANY OPPORTUNITIES  
TO REALIZE MY DREAM**



Wen Liu, Chinese  
Student, MSc Finance & Investments  
Rotterdam School of Management, Erasmus University



**I WILL PUT PEOPLE BEFORE PROFIT**



Rocky Latumahina, Dutch  
Student, BSc Business Administration / BSc International and European Law  
Rotterdam School of Management, Erasmus University



**I WILL FIND MY LIMITS AND  
THEN IGNORE THEM**



Alexandru Popescu, Romanian  
Student, MSc Finance & Investments/ MSc Entrepreneurship & New Business Venturing  
Rotterdam School of Management, Erasmus University



# I WILL START THE REVOLUTION THE PLANET NEEDS

Peter Bakker, Dutch  
President World Business Council for Sustainable Development  
Rotterdam School of Management, Erasmus University

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# I WILL USE MY CREATIVITY FOR THE BENEFIT OF MANKIND

Patrick Rehorst, Dutch  
Student, BSc Business Administration / Bedrijfskunde  
Rotterdam School of Management, Erasmus University





THANK YOU!

