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**National Ethics Organization Launches Ethical Leadership
Certification Program to Colleges & Universities Nationwide**

Program Curriculum Offers Academics an Innovative Supplement to Instruction on Business Ethics

NASHVILLE, Tenn., January 29, 2014—As colleges are launching their Spring 2014 academic terms, the NASBA Center for the Public Trust (CPT) is pleased to announce the launch of its Student Ethical Leadership Certification Program. Regarded as the first of its kind, the program is designed to equip professors with an interactive way to teach business ethics and principles of ethical leadership, and position students to recognize ethical pitfalls in business early in their careers.

The program curriculum, available to colleges and universities nationwide, consists of six training modules broken into 15-minute sections. Each module features a combination of interactive presentations, narration, video segments and opinion/polling questions addressing current business issues. Student participants are required to complete all six modules, taking a brief exam at the conclusion of each module. Upon successful completion of all modules, participants will earn their certification in Ethical Leadership from the CPT.

A soft launch of the program was conducted during Fall 2013, introducing the curriculum to a select group of institutions. Already, professors and students have shared positive feedback from their introduction to the program, in both graduate and undergraduate level classrooms.

The program content was developed by leading ethics professors from across the country, led by Drs. O.C. and Linda Ferrell, and an expert advisory panel.

CPT President, Alfonzo Alexander, believes the certification program is a valuable educational opportunity for academics and students. "For professors, the curriculum is a great classroom supplement as student review sessions can be held throughout the semester, and professors can track student progress through weekly reports," shared Alexander. "In turn, students who complete the program will greatly benefit from increased marketability to employers, enhanced leadership skill and knowledge, understanding of ethical leadership and techniques for eliminating ethical conflicts," he continued.

Funding for the development of the project was provided through the Daniels Fund. The Daniels Fund was founded by Bill Daniels, a pioneer in cable television known for his kindness and generosity to those in need.

Currently, the initial phase of the program is available for college professors to incorporate into their business course syllabi. However, the CPT looks to expand the certification program in the near future to the corporate sector in hopes that companies will feature the program as part of their ethics and compliance program offerings.

To learn more about the Student Ethical Leadership Certification Program and how to offer the curriculum on your campus, contact Lara Loewl, at (615) 312-3841, or lloewl@nasba.org.

To learn more about the NASBA Center for the Public Trust (CPT), visit: thecpt.org.

About NASBA Center for the Public Trust

The NASBA Center for the Public Trust (CPT) is a non-profit organization whose mission is to champion the public trust by advancing ethical leadership in business, institutions and organizations. www.thecpt.org.

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