



Hong Kong, 5 September, 2015.

Responsible Management Education at Alfred Nobel Open Business School, Hong Kong SAR, China

2014-2015

This **Sharing Information of Progress** (SIP) was prepared by the Board of Alfred Nobel Open Business School with the purpose to demonstrate the School's activities towards responsible management education.

Commitment

In January 2014 the Board of Alfred Nobel Open Business School of HKSAR, China expressed its commitment to the Principles of Responsible Management Education. This was an important step along our journey to realize our mission and to integrate the principles of social responsibility and Sustainable Development into all of our activities. This report introduces our most important achievements since then and expresses our continuous commitment to the implementation of the six principles of PRME for the future.

The name oblige: Alfred Nobel story at a glance

ANOBS's roots reach back to 1983 and the founding of African-Asian Advanced Study Centre (AAA-SC, later AAA Foundation), a private non-orthodox education scheme in London, UK.

Its founders of West African origin and the initial Board of Trustees was charged with establishing a special preparatory institution for the broadest training in order to provide preparatory courses for the children of the migrant communities. It was not regarded as an accredited traditional school, however it quickly gained a reputation for its innovative teaching methods of initial forms of distance education.

Over the course of the next decade, the institute grew and changed significantly not only in its name but in its corporate structure, too. Scholars of different nations throughout the school were making significant contributions to their disciplines. In recent years, ANOBS faculty members, associated professors and tutors have been recognized by the international scientific community, especially in the Asian emerging countries.

In 1994 the AAA Foundation has merged with an incorporation registered in the USA, later changed into another transnational structure and received all the attributes to become the professional centre of excellence of an independent and prominent distance education service provider.

In accordance with the international requirements and high standards of quality and efficiency, from 2010 a new management started conducting a profound reorganization of the school with the clear vision of serving the global community through the creation and dissemination of knowledge.

Catering to the working professional, the ANOBS programmes, along with their business focus, also offer specializations in different areas. Our MBA programmes have been designed to develop highly skilled individuals who can think critically and design, implement and apply research initiatives. They enable students with extensive business experience to design and concentrate their research on a practical business situation and to be sensitive to research questions and implications that are inescapable in the conduct of business.

Since 1901, the Nobel Prize has been honoring men and women from all corners of the globe for outstanding achievements in physics, chemistry, medicine, literature, and for work in peace.

In 2012 the new Alfred Nobel Open Business School has been re-established in Hong Kong under the no.1709134 with the registered capital of one million HK dollars.

This unique institution holding the name of *'The Man Behind the Nobel Prize'* is recognized worldwide for the quality and impact of its research, teaching, and service. The success story will certainly continue...

Our Motto

"Linking Strategy to Performance through Professional Education"

Our values

Alfred Nobel Open Business School is committed to its four core values: sustainable business practices, proactivity, innovation and global orientation.

Sustainable business practices: Researching, developing, and promoting social, financial, and environmental approaches that lead to sustainable businesses and communities.

Proactivity: awareness of the values, principles and objectives, and action taking accordingly, regardless of the conditions and circumstances. Initiate what is happening and be accountable for that.

Innovation: creation of innovative environment as a medium for creating new knowledge, implementation and continuous improvement of internal systems of innovation, a willingness to undergo changes, breaking traditions and to offer the new.

Global orientation: Providing education and research that reflects the fast-changing global environment and the need for global citizens.

Activities / In context of PRME principles

Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability

Activities / Description of practical actions

Management Education

During the period of 2014-15 the School continued to provide a wide range of sustainability and corporate responsibility related courses at MBA and DBA levels of higher education.

Courses addressing business responsibility directly or as a part of the curriculum are :Business Ethics, Development Corporate Social Responsibility CSR, Management Case Studies and Globalization Economy

Research and publication in Nobel Science Review (NSR)

Publications in the field of responsible management practices in form of articles in peer reviewed journals and DBA dissertations as well as in books, book chapters, conference proceedings and research papers.

NSR is a peer-reviewed, open-access scholarly journal published by Alfred Nobel Open Business School, that features works of exceptional significance in all areas of international socio-economic relations.

Multidisciplinary in perspective, NSR publishes articles in English, French and Chinese, based on original empirical research, however papers reporting on case studies, pieces focusing on theory and describing promising practices, policies and projects of applied research are also encouraged.

Specific objectives for the next 24-month period

The next edition of NSR in 2016 will be a special issue dedicated to sustainability and corporate responsibility in Asian context

Creating awareness of the mission of PRME

Our delegation has participated on the 5th PRME Asia Forum, at University Utara Malaysia, Kuala Lumpur, Malaysia on 13-14 November 2014, and issued a press release as well as several communication in the social media.

Assessment of outcomes

ANOBS will constantly develop itself as a socially responsible organization. Designated by the United Nations, the global values, and other initiatives for socially responsible business are included in the plans of ANOBS. The academic process of all levels (MBA and doctoral) involves the study of sustainable development and corporate social responsibility.

Renewal of commitment

Alfred Nobel Open Business School is delighted to present its renewed commitment to the Principles for Responsible Management Education. We are proud to be a signatory to PRME, and look forward to continuing to work with fellow members as we collectively strive to develop the next generation of globally responsible leaders. As a signatory to the principles, we believe that the values of social responsibility, ethics and sustainability are important in all areas of our activities.



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