

Principles of Responsible Management Education Sharing Information on Progress (SIP) Report



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Faculty of Business,
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Coventry University

Coventry University is a major UK Higher Education institution of around 22,000 students and more than 150 years of history behind its name. The University has an established academic presence regionally, nationally and internationally.

The University comprises three academic Faculties and one school, namely the Faculty of Business, Environment and Society; the Faculty of Engineering and Computing; the Faculty of Health and Life Sciences and the School of Art and Design.

The University now also has a campus in London and Coventry University College, which draws on excellence in teaching and experience of Coventry University, but operates independently from the University.

The University occupies a purpose built 33-acre campus in the heart of Coventry city centre directly opposite the world famous cathedral. The campus is lively and bustling and its central location is only a short walk from shops, banks, pubs, clubs, cafés and restaurants.

Principles of Responsible Management Education (PRME)

The mission and values of Coventry University are closely aligned to the Principles of Responsible Management Education (PRME).

The University's corporate plan sets out our vision –

We aspire to be a dynamic, global, enterprising University. We will work in partnership with external organisations through our research and engage our students as partners in a community of learning.

The University's strategy clearly sets out that we will:

- *Contribute to economic prosperity and to social well-being. Through our research and teaching we contribute to solving some of the most important problems or 'grand challenges' in our society;*
- *seek to foster excellence, innovation, creativity and enterprise among our students, staff and partner organisations;*
- *take a proactive approach towards caring for the environment, including carbon reduction, and we seek to adopt best practices in the interactions we have with our local communities.*

These fundamentals are continued within the Faculty of Business, Environment and Society, in its delivery of applied research, knowledge transfer and outstanding teaching. The Faculty also recognises the importance of all our graduates being aware of issues around sustainability and the need to adopt responsible and ethical work practices in their future careers. More generally the Faculty is committed to maximising the intellectual, social and economic potential of all individuals and communities it serves through teaching and applied research informed by the fundamental principles of responsible management.



Professor John Latham
Vice-Chancellor and CEO,
Coventry University
Extraordinary Professor,
Stellenbosch University



Highlights of University Achievements

- National Green Gown Awards for Humanitarian Engineering Carbon Challenge, the Refreshed Project and Eat the Campus project.
- 1st Class in People and Planet Green League for the last 2 years.
- Achieved ISO14001 Environmental Management System.
- One of only a small number of UK Universities to have achieved the Green Flag Award for outdoor spaces.
- The University has achieved a year on year CO2 reduction: has introduced renewables on campus and BREEAM Excellent for New Buildings: Funding has been received for LED's Insulation and Voltage Optimisation projects.
- Recycling increase to 75% from 10% in 2010.
- The Student Volunteering scheme has increasing community engagement.
- The Students Union has been awarded a Silver level of Green Impact Awards.

Faculty of Business, Environment and Society

The Faculty of Business, Environment and Society provides a dynamic, innovative and enterprising educational experience for all of our students. With excellent links to major national and international organisations and close partnerships with universities around the world.

As a home to more than 400 staff, BES was formed in 2005 by bringing together a wide range of academic subjects and staff from the social science and business disciplines. The current structure of the Faculty comprises Coventry Business School, which incorporates the three departments:

- Economics, Finance and Accounting
- Strategy and Applied Management
- Organisations, Relationships and Behaviour

In addition BES incorporates the following four departments:

- Coventry Law School
- The Department of International Studies and Social Sciences
- The Department of Geography, Environment and Disaster Management
- The Department of English and Languages

The Faculty of Business, Environment and Society was a founding member of the UN PRME (Principles for Responsible Management Education) initiative, and remains fully committed to these principles. This Sharing Information on Progress report outlines how we are continuing to make considerable progress on promoting the values underpinning PRME.

Teaching and learning is interactive and students have access to the best learning experience possible through our modern, well equipped teaching facilities, which promote the use of technology to enhance the learning experience.

Examples include a new map library and information room, a simulation centre featuring the latest Geographical Information Systems (GIS) software and well-equipped laboratories for our Geography, Environment and Disaster Management students.

We have a language learning facility for staff and students that includes soundproof workrooms available for small groups or individuals; a workroom with recording and playback facilities for those wanting to fine tune their presentations; and learning booths for listening to audio or for viewing digital media, on a self-access basis.

Law students have use of a brand new modern moot room. This room is set up to provide students with the experience of realistic legal and courtroom situations and to develop their advocacy skills. Law students also have access to a comprehensive law library.

Students also benefit from the state-of-the-art Trading Floor which incorporates the best analytical news and data platforms. Software used includes Bloomberg, Reuters, Datastream and Bankscope.

Politics, History, International Relations and Sociology students take advantage of strong relationships with international universities and previous field trips have included visits to places such as Palermo, Berlin and Banjul, as well as to anti-mafia organisation AddioPizzo in Sicily.

Those choosing to study business subjects benefit from being part of the Business School, which is one of the largest in Europe and has been rated as excellent by Eduniversal* and 23rd out of 114 for Business, Management and Marketing in the recent Guardian University Guide league table for 2015.

For any further information on the Faculty's PRME activities please contact **Dr Paul Cashian** (p.cashian@coventry.ac.uk).

Further information on the PRME initiative can be found at www.unprme.org

Highlights of Faculty achievements

- The commitment to PRME has been expanded across the whole Faculty.
- The development of an inclusive and student-focused approach to embedding PRME in all course curricula.
- The responsibility for the enhancement, promotion and development of PRME now rests with a senior member of Faculty staff.
- Significant investment in new academic staff to support the development of modules and course themes relating to sustainability and responsible management.
- The founding of two new Faculty Research Centres: The Centre for Business in Society (CBiS) and the Centre for Communities and Social Justice (CCSJ).
- The involvement of Faculty staff in the regional chapter of PRME through steering group membership, conference papers and contributions to PRME publications.
- Evidence of increasing involvement of staff and students in our local communities recognised by the award of the Small Business Charter by the Association of Business Schools (ABS).



Principle 1

PURPOSE:

We will deliver the capabilities of students to be the future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy



What we have been doing

We take the view that this principle applies equally to all students in the Faculty, not just those in the Business School. Most graduates are likely to find themselves in positions of management and leadership at some point in their future careers whether in a business context, the public sector or the not-for-profit sector. Therefore the need to develop responsible management practices and engage students in issues around sustainability is important for all graduates from the Faculty.

The last SIP report for the Faculty focused on work within the Department of Strategy and Applied Management in engaging students with issues around responsible management and their own ethical values and behaviour. Over the last two years we have built on this good practice by expanding these underlying principles across the whole Faculty. We have adopted an approach which aims to engage students with sustainability issues in a manner which is sensitive to their own discipline area. A fuller summary of how we are approaching this is provided in the commentary for principle 3 'Method'.

What we intend to do in the future

We are focusing on three areas to expand further the underlying purpose behind PRME:

1. Our key focus will be implementing our approach to PRME across the Faculty and ensuring that all students in the Faculty have the opportunity to develop responsible management practices and an awareness of sustainability issues. To facilitate this we will also work to ensure that sustainability is one of the themes within the University's new Education strategy covering the period 2015-2020.
2. We recognise that experiential learning is central to developing student capabilities. Therefore we are exploring ways in which students can experience first-hand sustainability issues which impact on business and the wider community.
3. The Faculty's work on embedding the PRME has been one of the key factors in the University being asked to trial the 'Responsible Futures' kitemark by the NUS. We will continue to work in partnership with our Students Union and the rest of the University in gaining and maintaining this kitemark.

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



What we have been doing

The Faculty has made significant investment in resources to enhance and develop our commitment to the underlying values of PRME. One key change is that responsibility for PRME now rests with a senior member of the Faculty who has a clear mandate to enhance, promote and develop our commitment to the initiative. Other significant developments have been:

- An increasing number of modules within our main business courses which deal with ethical behaviour, responsible management and Corporate Social Responsibility. Progress has also been made outside of the Business School with, for example, a new module in 'Ethics in International Relations' in our Politics and International Relations courses and Environmental Law on our PG Law courses. One new area of particular interest is the development of an Environmental History stream within our History degrees.
- To support the curriculum developments the Faculty have appointed a number of academics to develop and deliver the modules. These include not only Business School appointments related to business ethics and CSR but also environmental historians, environmental auditors and other colleagues who have expertise in the core areas related to PRME.

What we intend to do in the future

Much of the work above is still at an early stage of implementation therefore this will be the primary focus over the next two years. One additional development will be the launch by the Faculty of an MBA Leadership which is targeted at Professional Service colleagues within the University. This MBA will include a module on Responsible Management and Leadership.

- The University has recently undertaken a strategic review of research which has led to a new research infrastructure for the institution. The Faculty has been successful in gaining funding for two new Faculty Research Centres, both of which reflect the values behind PRME:
- Centre for Business in Society
- Centre for Communities and Social Justice

These two new research centres incorporate work which was already been done within the previous Faculty-based research centres.

Principle 3

METHOD:

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership



What we have been doing

Considerable effort has made to develop a process for embedding PRME within courses across the curriculum. We were particularly sensitive in relation to the discipline areas outside of the Business School, some of whom will have their own perspectives on sustainability (Environmental Science and Geography for example). We therefore have developed a common Faculty-wide curriculum entitlement which is:

- a. Student focused - taking the form of a student entitlement to have issues related to sustainability addressed in the context of their discipline area.
- b. Inclusive - a statement of student entitlement was developed which all discipline areas in the Faculty felt comfortable with.

Therefore we have adopted the following statement of student entitlement:

“All courses in the Faculty of BES will provide students with the opportunity to engage with issues relating to sustainable development and ethical behaviour from the perspective of their own discipline area”.

Formal approval of this approach was gained through all of the Faculty’s Boards of Study, the committees which are formally responsible for standards and curriculum content of the Faculty’s courses.

What we intend to do in the future

Two key areas need to be developed:

1. Although our commitment to PRME is now formally acknowledged by all Boards of Study this needs developing further. We need to ensure that each course area reports annually through the annual review and enhancement process on their progress in meeting the curriculum entitlement.
2. We need to find ways of linking the work undertaken in the new research centres into the course curriculum to offer further opportunities for our students to explore issues around sustainability and responsible management behaviour.

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



What we have been doing

At the time of the last SIP report (January 2013) the Faculty had four cross Faculty research centres, all of whom were contributing theoretical and applied research around the PRME research theme. The four centres undertook research and consultancy in areas related to food security (CAFS), peace and reconciliation (CPRS), economic development and regeneration (SURGE) and social justice (CSR). Shortly after the last SIP was submitted a fifth centre was opened for looking at Ethical Behaviour and Trust.

The University has recently undertaken a strategic review of research which has led to a new research infrastructure for the institution. This has led to the previous Faculty based research centre’s being reconfigured and incorporated into new University Research Centres (URCs) or into new Faculty Research Centres (FRCs). The Faculty has recently established two FRCs

- Centre for Business in Society (CBiS)
Further details about this centre and the work undertaken can be found at www.coventry.ac.uk/research/areas-of-research/business-in-society

- Communities and Social Justice (CCSJ)
Further details about this centre and the work undertaken can be found at www.coventry.ac.uk/research/areas-of-research/communities-social-justice

One interesting project already underway in the Centre for Business in Society (CBiS) is work with the British Jewellers Association (BJA) in developing a social responsibility framework for BJA members.

What we intend to do in the future

The focus for future research related to PRME areas will be centred on work in the newly established FRCs. However there is a growing interest outside of the FRCs in pedagogical research including into ethical values and attitudes towards responsible practices amongst students.

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



What we have been doing

The Business School has always been proud of our links with the local business community and this has recently been recognised by the award of the Small Business Charter by the Association of Business Schools (ABS). Other projects of relevance from within the Business School include

- Involvement in the regeneration of an area of the city as a base for creative arts social enterprises (the FarGo Village project). www.fargovillage.co.uk
- Students working with a local council to develop a marketing communications plan for a sustainable growth policy.

Outside of the Business School the Law School have a long tradition of working with the local community through a range of help centres and community based projects. More recently the Law school have established BESLEC law and enterprise clinic.

All courses in the Faculty offer sandwich placements with many students from the Department of Geography, Environment and Disaster Management undertaking placements directly related to sustainability and environmental protection. The University also operates a well-established volunteering scheme with many students from the Faculty taking voluntary work in the local community.

What we intend to do in the future

The work outlined above will continue to grow and develop, with the Business School in particular looking to build on its success with the Small Business Charter scheme. The Law School are to develop further their community links by students offering a service in the local Courts and Councils to support people in completing forms and applications for services.

Principle 6

DIALOGUE:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and stakeholders on critical issues related to global social responsibility and sustainability



What we have been doing

A significant number of Faculty academic staff regularly make contributions to academic conferences and contribute to publications related to sustainability and responsible management. The Faculty is also heavily involved with PRME with a member of staff on the UK and Ireland steering group plus contributions from Faculty staff to both the *Inspirational guide for managers on the implementation of PRME 2*. (Greenleaf Publishing, Sheffield, UK) and *Inspirational guide for the implementation of PRME: UK and Ireland Edition*. (Greenleaf Publishing, Sheffield, UK). Staff from the Faculty are involved in other national bodies such as the ABS where we work to develop links with PRME. The chair of Enterprise Educators UK is also a member of the Faculty.

Students in the Faculty have been involved in a number of events around sustainability including taking part in the University's green week plus a Faculty wide student conference on PRME as part of the curriculum implementation process. One interesting project has been a webinar discussion between students from the Faculty's Law School and students from a Law School in Argentina on "Antarctica – what are the biggest threats?".

What we intend to do in the future

We will continue to promote dialogue around issues relating to sustainability and responsible management through our continued involvement with our academic communities, local communities and involvement in national bodies. The Faculty's commitment to PRME has been key in being asked by the National Union of Students (NUS) to trial the new Responsible Futures kitemark. We will remain central to the Responsible Futures project and work with the Coventry University Students Union and rest of the University to achieve and maintain kitemark status.