

PRME

SHARING INFORMATION ON PROGRESS

2015–2017

I. Letter of renewed commitment

AESE Business School is delighted to present its renewed commitment to the Principles for Responsible Management Education.

In the 10th anniversary of the PRME, we are proud to be part of the largest organised relationship between the United Nations and business and management schools.

We look forward to continuing to work with fellow members and the business community as we collectively strive to develop a world 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.

Yours sincerely,

A handwritten signature in black ink that reads "Fátima Carioca".

Fátima Carioca
Dean

II. AESE / PRME Commitment

AESE, the oldest Business and Management School in Portugal has since 1980 been dedicated to the development and improvement of business leaders according to a Christian perspective of man and society. One of the steps towards this goal was to sign up the Principles for Responsible Management Education, in 2011.

The school's reputation in the business world is directly linked to its 5 pillars that make AESE an unique Business School: more than 33 years teaching with the Case Method while encouraging prudential decisions, a culture of participative learning based on a humanist stance, ethics and corporate and social responsibility, result in a real transformation of the participants into managers and leaders who actively build the Portuguese society.

The Case Method is, at AESE, the key of the educational process, a lively and interactive process of learning, discovery and sharing that allows each participant to develop their analytical skills whilst encouraging prudent decisions.

To keep the bonds created among the participants alive, as well as those created between them and the School, AESE promotes activities that enable participants to get together over a wide range of aspects of business and social life.

III. Implementing the PRME in AESE

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.

AESE's educational guidelines give special relevance to the impact that decisions regarding to the business operating can have on the society and the environment.

Through the Case Method, classes are based on real problems, similar to those that an executive or leader encounters in his/her professional life, with complexity, high risks and challenges, through which the participants' leadership capabilities are developed in a practical, real and invaluable manner.

The principles and techniques are learned through collaboration and cooperation between participants geared towards solutions to real challenges and problems.

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.

Values are the oxygen students breathe in AESE.

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Principle 3 - Method

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

The Case Method is, at AESE, the key of the educational process, a lively and interactive process of learning, discovery and sharing that allows each participant to develop their analytical skills whilst encouraging prudent decisions.

Since 2017, not only teachers are actively engaged in the **writing of new Cases**. Participants that finished the Executive MBA wrote 13 Cases in which they share their vision as managers, developed through years of practice and the learning experience in AESE.

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.

The **AESE/EDP Chair of Ethics in the Company and in Society** was set up in 2011, under an Agreement between the two organizations. The Chair is an institutional initiative, within an academic field, related to the development of an area of study. It consists of a research, teaching and dissemination programme on a particular subject matter.

A holistic vision of business requires a synthesis of technical and ethical aspects based on humanist values. We understand ethics as an orientation towards human excellence for both individuals and organizations, particularly businesses, expressed in all spheres of action. We thus propose to research and transmit ethical knowledge that can be effectively integrated into strategic and operational decisions, in administration and management and in the development of organizations in general.

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.

The Intensive Custom Programs are intra-company short term programs based on predefined training in specific areas. These programs are ideally created according to the needs and uniqueness of each organization.

Through these programs the participants, both individually or in teams, are asked to rethink and re-examine the problems and challenges facing their organization in an environment that encourages productive discussion and creativity. The immediate result of the program is the ease and speed to implement these ideas and solutions.

AESE Custom Programs are created on a one to one basis to support companies in training their staff. These programs are solutions tailor-made to each company's structure, culture and ambitions.

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.

Participants in the school's long duration programs form the **AESE Alumni Group**.

The School's relationship with its Alumni and the relationships among the Alumni themselves generate an endless source of knowledge, experience and contacts for the professional and personal enhancement of all.

To keep the bonds created among the participants alive, as well as those created between them and the School, AESE promotes activities that enable participants to get together over a wide range of aspects of business and social life.

These activities establish a platform of lifelong learning and permanent transformation. Here, the focus is on the evening conferences – Continuities Sessions – unique moments when personalities of recognized academic and professional merit talk about topics relevant to the management area, serving and facilitating learning in each of the functional areas of the company or in the company as a whole, as part of society.

For further information on the AESE PRME SIP, please contact:

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