

June 21, 2010

Renewal of Commitment to the PRME

Helsinki School of Economics expressed its commitment to the Principles for Responsible Management Education May 22, 2008. Now as part of the newly formed Aalto University combining the schools of Art and Design, Science and Technology and Economics, we are still very firmly committed to those principles and in my opinion can show a very good progress in several areas.

Especially I'd like to mention the beginning of a new Aalto University wide Master's degree program on Creative Sustainability combining the possibilities of the three schools of Aalto and the common will towards the principles of sustainable development.

We want to continuously develop our own practices and curricula in a way that helps to support the cause of responsibility in business.

Helsinki 21st June, 2010



Eero O. Kasanen
Executive Dean

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Aalto University School of Economics

Progress on the PRME

This is the progress report of Aalto University School of Economics, as Helsinki School of Economics has since the beginning of 2010 been part of Aalto University, a unique combination of the schools of Art and Design, Science and Technology and Economics.

The activities reported as we expressed our commitment to PRME the first time in 2008 are still valid. Research on Corporate Responsibility is active especially at the Department of Management. Corporate Responsibility is still an increasingly important topic both in the Bachelor's and Master's Programs and in the MBA programs.

This year we wish to report especially on a few concrete activities and achievements.

Principle 1. In the area of general development of capabilities and values of our students we'd like to report the introduction a new teaching module called "How to change the world, initiatives toward sustainable business, design and technology". It is an "Aalto university spearhead course that brings together students from different disciplines in order to gain experience in wicked problems and start learning how to approach solutions." Through various case studies a student gets an idea of real world ecological and social problems: what they are, how they can be modeled systematically, and why it is important to tackle them. In the future the module will be developed to become a part of the Creative Sustainability Master's degree program.

Principle 2. This year a decision has been made to include a training module on Corporate Responsibility in the basic skills package of all Master's Programs. The module will be carried out the first time in the autumn 2010 and will consist of basic introductory issues of Corporate Responsibility from main drivers to essential tools for manage-

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ment fitted to the frames of the various major disciplines of the school. This will be an important step in integrating Corporate Responsibility in all studies.

Principle 3. A totally new Master's degree program Creative Sustainability was introduced in the autumn 2009 as a minor subject and will be introduced in the autumn 2010 as a major subject. It is a joint teaching platform of the Aalto University on sustainable design & business. The program offers a wide range of latest scientific knowledge related to urban and industrial sustainability with corporate responsibility. It educates and boosts re-thinking in design and architecture, business management and industrial processes. For further information: www.creativesustainability.info.

Future: The new program necessitates the development of a few totally new teaching modules at the School of Economics to amend also the general management curriculum on responsibility issues. The modules will start gradually starting from autumn 2010 to spring 2012.

Principle 4. The active research on corporate responsibility at the Discipline of Organizations and Management was rewarded with two significant awards in the year 2009. The leader of the group, Professor Minna Halme received a personal award of the Academy of Finland for her merits in improving the societal impact of science through participation in public discussions and distributing understanding of her field e.g. by popular writing (thus also serving the principle 6). The whole research group received an award of the Foundation of the School of Economics for good scientific quality and significant societal impact on a demanding field. The funds of the latter award were used for a team development and training session of the research group, during which also future focus areas for the group's research were elaborated.

Principle 5. Interaction with business is traditionally an essential element at HSE. A new Executive in Residence –job was founded at the School in the beginning of the year 2010 in order to further develop the contacts of the school to business corporations. Some new contacts have been established during the first months of the activity.

Future: One of the aims of the activity is to develop the curriculum based on the needs of challenges of the corporate responsibility of-ficers and other managers.

Principle 6. HSE traditionally participates actively in public dialogue on sustainability issues in Finland (see also the award to Prof. Minna Halme). One of the examples is a blog series written (in Finnish) by

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the professors in economics, where issues related to sustainability and responsibility appear frequently (<http://blog.hse-econ.fi>).

Future: The issue of Degrowth, sometimes characterized as “Escaping from the economy”, is gaining importance in the public discussion in Finland. A project for facilitating this discussion is being planned by a broad network of actors and coordinated by Aalto University. Funds are being applied for from a program specialized in enhancing public dialogue on significant issues. The initiative of the group has already attracted attention in the main daily media in Finland.