

Coventry Business School Faculty of Business, Environment and Society



PRME

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

The University's corporate plan for the period to 2015 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 Coventry Business School, an integral part of the Faculty of Business, Environment and Society, in its delivery of applied research, knowledge transfer and outstanding teaching. The School and Faculty are 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 Madeleine Atkins

Vice Chancellor, Coventry University

Implementing PRME in Coventry University's Faculty of Business, Environment and Society

Sharing Information on Progress Report January 2013

Coventry University was among the founding contributors to PRME and we believe that it is only by a solid grounding in evidence that we can implement PRME. We are in the early stages of a journey designed to create an environment where our students will be nurtured to become the ethical and sustainable business-leaders of our shared future. Following the Faculty's commitment in August 2011 to implement PRME this document sets out on-going progress over the past year and outlines plans for the future.

The Principles of PRME

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.

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.

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

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.

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.

Dialogue: We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and our stakeholders on critical issues related to Corporate Social Responsibility.

Our strategy to implement these principles has been built upon the commitment of a wide range of colleagues and the dedication of specific resources to PRME. Two full-time academics have been recruited with the remit of developing and inculcating Business Ethics and Corporate Social Responsibility. They are actively integrating

responsible management principles across Undergraduate and Postgraduate programmes.

- With research informed teaching practice, we aim to truly integrate Principles 1-6 of PRME throughout Coventry Business School and the Faculty.
- Staff Members' active research includes ethical business in German healthcare firms, community cooperatives in India, business ethics pedagogy/education, trust equality and diversity, and Fairtrade Cocoa 'Bean-to-Bin' initiatives.
- All staff are proactively engaged in the integration of responsible management across all modules in Coventry Business School. Key staff with PRME related expertise are already scheduled to guest-lecture in various modules in the next academic year. These modules include, but are not restricted to, Law, E-Commerce, Career Development, Finance, Operations Management and Marketing.



Coventry Business School is an integral part of the Faculty of Business, Environment and Society so it is clear to students that Coventry contextualises management and business teaching in a wider framework that both complements and is informed by PRME.

Excellent examples of this commitment to our students are evident in the research centres in the Faculty of Business, Environment and Society. These include SURGE, CAFS, CSR and CPRS. The Applied Research Centre for Sustainable Regeneration, SURGE, provides high quality evidence based applied research, consultancy, education and training services. SURGE informs policy and practice and supports business and society to achieve sustainable regeneration through economic and social development.

CAFS, the Centre for Agroecology and Food Security, conducts critical, rigorous and relevant research which contributes to the development of agricultural and food production practices, which are economically sound, socially just and promote long-term protection of natural resources.

The Centre for Social Relations, CSR, encourages work in applied and policy research in areas of integration and cohesion, including multi- and inter-cultural relations, community relations, trust, identity, social policy as well as tension monitoring, conflict management, migration, diversity, integration, secularism and belief, the role of science in society, and international relations.

The Centre for Peace and Reconciliation Studies, CPRS, promotes research and understanding of peace and reconciliation. It is a dynamic, secular, cosmopolitan peace centre reflecting contemporary international scholarship on the theories and practices of conflict transformation, peace-building, non-violent politics, human security, faith-based and humanitarian aid, post-conflict reconstruction and related areas.

Our aim is to develop our students to be future leaders in an inclusive and sustainable global economy with a true integration of the Principles of Responsible Management Education across all degree courses. From the start of the 2012/2013 academic year, new students in their induction week hear about PRME and about a business world that is both critical to, as well as situated within, the environment and society.

Coventry University is in the top 25 of UK universities for engaging with business. Guardian Education recognises that we work with more small and medium businesses than any other university in England and we pride ourselves on the support we provide for students in developing employment related skills and achieving employment following graduation. Our students are actively encouraged to take work-placements and internships and we are incorporating PRME in our approach highlighting the possibility of graduate work in 'ethical' arenas or bringing 'ethics' to places where it has not been utilised heretofore. For example, through our contacts in firms that specialise in, or create indices on, Socially Responsible Investment, we will expose our students to the opportunities of responsible management instead of simply prescribing ethical behaviour or regulations.

The University has strong links with industry through our alumni who now have senior management and consultancy roles in companies ranging from the automotive to

logistics, healthcare and computer industries. We pride ourselves on sending our students into the workplace to gain experience. It is our intention to enable them through their education to engage with all firms with a full understanding of PRME. This knowledge will give our students, and the firms they do their internships and work-placements with, access to the opportunities that PRME gives rise to.

The development of links with a wide range of organisations, private and public, and the dialogue this entails has already resulted in 'responsible management' outcomes in multi-national enterprises. For example, in response to findings about the socio-economic sustainability of cocoa production in the Dominican Republic, Green & Black's made a number of changes including going Fairtrade across the whole brand. They have also invested over £3 million in cocoa producing communities in the Dominican Republic.

In addition, outreach has taken academic form. One of our staff members is on the committee for the 'Responsible and Sustainable Special Interest Group' in the British Academy of Management. Academic output which reflects PRME in journal articles, conference proceedings and poster presentations continue apace. In the final reporting note on outreach: students learn about the principles of responsible management in action when we take our students on case study trips to firms such as Cadburys and Jaguar Land Rover, as well as further afield to international destinations such as China.

Curriculum

The Faculty has recently shifted its focus to programmes delivered on a semesterised basis. This has facilitated the integration of PRME as the curriculum has been reviewed as a part of this change. For example, all programmes in the Department of Strategy and Management now have modules that focus on business in the context of environment and society. Each of these modules has an information pack that highlights PRME and how the principles will be disseminated throughout the module.

PRME is, also integrated in Coventry Business School degree courses through the active highlighting of the role of critical thought for business managers in 'Career Development Modules' at Level 1. These skills, critical to PRME, are refreshed in subsequent 'Career Development Modules' at Levels 2 and 3. Furthermore the intensively focussed module of 'Managing Business Responsibly' at Levels 2 and 3 offers further development to interested students who wish to actively connect their education in responsible management principles across all of their modules.

Student representatives are actively consulted in the Faculty and their feedback is key to the design and outcome of all modules. Increasingly students expect that a consideration of Business Ethics and Corporate Social Responsibility are an integral part of their education. The Coventry University's "Add+vantage" modules are mandatory for all students across all years and have employability as a focus. Through this programme students can engage across disciplines different to their own and enhance their critical faculties by taking modules such as: Business Response to Climate Change or The Scandal of International Corporate Excess: can it be controlled?

Beginnings

We can already point to evidence-based, sweeping and fundamental changes; beginning with resource allocation. We look forward to becoming proactive champions of PRME and keeping all our partner-institutions in PRME updated with our news about how we create the environment necessary to develop the capabilities of students to be future generators of sustainable value for business and society at large.