



## **De La Salle University**

**Ramon V. Del Rosario, Sr.**

**College of Business**

**Management and Organization Department**

**Accountancy Department**



## **Principles for Responsible Management Education (PRME)**

**Sharing Information on Progress (SIP) Report  
AY 2008-09 to AY 2010-11**

# Table of Contents

<b>Renewal of De La Salle University to the UN Principles of Responsible Management Education.....</b>	<b>3</b>
<b>Major Achievements.....</b>	<b>4</b>
<b>Key Objectives for Next Two Years.....</b>	<b>16</b>
<b>Desired Support From UNPRME Community.....</b>	<b>17</b>

# Renewal of De La Salle University to the UN Principles of Responsible Management Education



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## **PRME Steering Committee**

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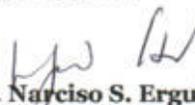
## **Adoption of the Principles for Responsible Management Education**

As an institution of higher education involved in the development of current and future managers, De La Salle University, through its Accountancy Department and Management & Organization Department under the Ramon V. del Rosario, Sr. College of Business, is committed to progress in the implementation of the Principles for Responsible Management Education, starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these Principles.

Very truly yours,

  
**Br. Narciso S. Erguiza, Jr. FSC**  
President and Chancellor

Office of the President and Chancellor

# Major Achievements

## Introduction to the Report on Progress

This introductory section provides a contextual account of how the academic units related to business education have undergone reorganization since the original commitment of De La Salle University to UN-PRME and the implications of this reorganization on the University's continuing commitment moving forward.

The original signatory to the United Nations' Principles for Responsible Management Education (PRME) in January 2009 was the Ramon V. del Rosario, Sr. Graduate School of Business (RVR-GSB) of De La Salle University. This academic unit offered the following graduate degree programs: Master of Business Administration (MBA), Master of Science in Computational Finance and the Doctor of Business Administration (DBA).

At that time, the University had a separate College of Business and Economics (CBE) which offered undergraduate business programs in business management, marketing, accountancy, financial management and legal management, and undergraduate programs in economics. CBE also offered its own graduate programs: Master in Risk and Insurance Management, Master of Marketing Communications, Master of Science in Accountancy, Master of Science in Entrepreneurship, Master of Science in Financial Engineering, Master of Science in Industrial Relations Management, Master of Science in Marketing and PhD in Business. Finally, CBE also offered undergraduate and graduate programs in economics.

In May 2010, the economics programs were transferred to a newly created School of Economics, leaving behind the resulting College of Business (COB). The RVR-GSB programs were integrated into the COB, with the MBA and DBA programs being managed by the Business Management Department under the COB. Thus, the COB became the University's fully integrated business academic unit for all programs from the undergraduate to the graduate levels. The integration was intended to achieve synergies among the programs of the former RVR-GSB and CBE and one of the intended synergies was in the area of management education for social responsibility.

Effective May 16 2011, a final reorganization of COB has taken effect when the former Business Management Department was divided into two new departments, namely, the Management and Organization Department and the Decision Sciences and Innovation Department. Part of the rationale for this reorganization is to create a department which is intended to focus on the education of managers grounded in social responsibility and sustainability. Thus, the academic unit that will now pursue the UN-PRME principles will be the newly formed Management and Organization Department of the College of Business, particularly through the BS Applied Corporate Management, Master of Business Administration and Doctor of Business Administration programs. Another department in the COB, the Accountancy Department, has also expressed its commitment to the UN-PRME principles. The College has now been named the Ramon V. del

Rosario College of Business. It is hoped that in time the other undergraduate and other graduate programs of the new RVR-COB will likewise be aligned with the UN-PRME.

### **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.

#### **1.0 Organizational Changes**

Over the past three years, DLSU undertook several organizational changes to improve its organizational efficiency, including the integration of the Ramon V. del Rosario Graduate School of Business into DLSU and the creation of the College of Business and the School of Economics. In June 2010, during the Launching Conference of the new College of Business, Dr. Benito Teehankee, presented a paper on Humane Business and National Development.

The College of Business has become the first named college in the university's history. In naming the College the Ramon V. del Rosario Sr. College of Business (RVR-COB), DLSU honored one of its outstanding graduates, Ambassador del Rosario, who has been described as "the quintessential Lasallian, a shining example of a business leader, entrepreneur, professional manager, public servant and family man who has achieved success without sacrifice of honor, principles and integrity and who has lived his life fully according to the basic Lasallian tenets of Religio, Mores, Cultura."

In May 2011, two new departments were created in the College of Business when the Business Management Department, the largest department in the College, was rationalized. These two new departments, the Management and Organization Department (MOD) and the Decision Sciences and Innovation Department (DSI) are multidisciplinary in nature and reflect the University's mission and vision. Innovation will be emphasized in DSI and it will be a catalyst for creating and reinventing tools and techniques that will be used in today's dynamic business environment. MOD, in turn, will be the heart and soul of the College since it will focus on how managers can act ethically and responsibly and make their organizations accountable to local and global communities.

The vision-mission of the MOD is grounded on social responsibility and sustainability. It reads:

### ***Our vision***

*Inspired by the Lasallian Guiding Principles and Catholic Social Teachings, we seek to be a leading academic department that bridges faith and management practice through values-based management education and research geared towards promoting integral human development and sustainable value-adding organizations.*

### ***Our mission***

- *To develop competent, humanistic, nationalistic, and socially responsible business leaders, professionals and entrepreneurs that serve as change agents in society.*
- *To provide formal and continuing education and training to interested professionals, not only in business but also in other fields that require management expertise.*
- *To advocate responsible management practice through research-based writings, talks, and service engagements.*
- *To actively engage government and business leaders in the formulation of policies meant to enhance the innovative capacity, competitiveness, and social responsibility of Filipino firms.*
- *To create an environment that enables students to take responsibility for their learning through innovative, creative, and collaborative educational approaches*
- *To build a collegial work community that supports each member's personal and professional growth.*

### ***Our core values***

*As the “heart and soul” of the College of Business, we stand by the Lasallian values of Faith, Zeal for Service and Communion in Mission.*

## **2.0 Student Outputs**

Students were highly encouraged to enter competitions and to write their theses on topics related to Corporate Social Responsibility and Sustainability. The following are their achievements:

### **2.1 Case Competitions**

#### **2.1.1 CIMA-ACPACI Business Case Competition**

The DLSU team, composed of four Bachelor of Science in Accountancy (BSA) majors, was the champion in the team category in the “2009 Search for Most Outstanding Accounting

Student of the Philippines” sponsored by the Association of Certified Public Accountants in Commerce and Industry (ACPACI) and Chartered Institute of Management Accountants (CIMA) last December 2009. The final round consisted of a business case to be presented to a panel of judges.

#### 2.1.2 CIMA-ACPACI 2010 Global Business Challenge

The DLSU team, composed of four BSA majors, was one of the six national finalists in the CIMA-ACPACI 2010 Global Business Challenge. The final round, held last June 2010, is about presenting solutions to an actual business case to a panel of judges.

#### 2.1.3 Philippine Stock Exchange 2010 Best Thesis Competition

The BSA undergraduate thesis entitled “Cost Stickiness: An Empirical Study on the Existence of Asymmetrical Cost Behavior of Publicly-listed Companies in the Philippines” won first place in the 2010 Best Thesis Competition held May 2010. The competition required the team, composed of three BSA students, to defend their thesis to a panel of judges.

### **2.2 Theses written by B.S. Applied Corporate Management (ACM) Students from AY 2009-2011**

- 2.2.1 Factors that affect a firm’s decision to employ persons with disabilities
- 2.2.2 Developing a framework for business-community partnership in the Philippine setting
- 2.2.3 Leading organizations towards sustainable operation/production management
- 2.2.4 Extent of employee participation in CSR endeavors

## **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.

### **1.0 Curriculum Changes**

#### 1.1 Ethics Assessment

Starting AY 2008-09, the assessment of the Oral Comprehensive Examination of graduating MBA students includes the ethical and social responsibility dimensions of their proposed business strategy.

#### 1.2 Integration of Service Learning in the MBA Program

The MBA course on Social Responsibility, Human Rights and Sustainable Development continues to incorporate service learning which enables students to help organizations in need through their management skills and develop their social sensitivity in the process.

#### 1.3 Integration of Ethical and Professional Values in undergraduate programs

1.3.1 All courses offered by the DLSU-Accountancy Department involve ethical and/or real business case analysis as course requirements. The promotion of ethics and professional values are also part of each course offering's value aims.

1.3.2 The B.S. ACM program has integrated Service Learning into the following courses: Corporate Social Responsibility, Sustainable Organization, and Leadership and Organization.

### **2.0 Professional Development Training**

The Center for Professional Development in Business and Education (CPDBE) has revised the curriculum for the corporate governance training program for board directors offered by the Center. The school is one of a select group of institutions accredited by the Central Bank and the Securities and Exchange Commission to conduct corporate governance training for board directors. The training program has been revised around a common good framework which is now called Corporate Governance for the Common Good. The new program design was presented in a pilot run last December 2010.

### **Principle 3**

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

#### **1.0 Creation of new syllabus**

Dr. Benito Teehankee collaborated with the Management Association of the Philippines on a recommended syllabus for the course on Social Responsibility and Good Governance required by the Commission on Higher Education (CHED) for undergraduate business students.

#### **2.0 Incorporation of Lasallian Guiding Principles into DLSU's syllabi**

DLSU has mandated that all syllabi be revised to incorporate Lasallian Guiding Principles which reflect the teaching of faith-based social responsibility within all courses offered by DLSU.

### **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.

#### **1.0 Faculty Research - Published**

Magpayo, C. (2010). *Outcomes of Business Social Responsibility Progress of Selected Semiconductor Companies in the Philippines*. ISBN 978-616-202-137-4.

Rabo, J. (2010, February). The Effect of Firm Size and Firm Activities on CSR Practices of Selected Chinese-Filipino-owned MSMEs in Metro Manila. *Chinese Business Review*, 9(2).

Roxas, F. and Santiago, A. (2010, September). *A New Systems Paradigm for the Rural Electrification Program, Philippines*. Paper presented at the XXI World Energy Congress, Montreal, Canada. Published by the International Energy Technology Data Exchange by the International Energy Agency (Paris, France) and Curran Associates (NY, USA) ISBN:9781617387364.

Teehankee, B. (2008). Humanistic entrepreneurship: An approach to virtue-based enterprise. *Asia-Pacific Social Science Review*, 8(1), 89-110.

Uy, A. (2009). Can Culture Explain Economic Growth? A Note on Issues Regarding Culture-Growth Studies. *Journal of Economics and Economic Education Research*, 10(3).

## **2.0 Faculty Research - Unpublished**

Manalastas, P. (2010). *Consumer Perceptions of Corporate Social Responsibilities: The Philippine Experience*. Unpublished manuscript.

## **3.0 Faculty Research – Newspaper Columns**

Berino, D. (2010, December 20). A Green Christmas [Green Light]. Manila Standard Today, B-2.

Demaisip, S. (2011, March 14). The Challenge of Climate Change [Green Light]. Manila Standard Today, B-2.

Habaradas, R. (2011, June 6). Shifting philanthropic motives [Green Light]. Manila Standard Today.

Hudtohan E. (2011, May 30) Mining and the Next Generation [Green Light]. Manila Standard Today.

Hudtohan E. (2009, August 17). Our Indonesian Connection [Green Light]. Manila Standard Today.

Lugtu, R. (2009, February 23). Smarter Power for a Smarter Planet [Green Light]. Manila Standard Today.

Manalastas, P. (2011, May 23). Centennial Undertakings [Green Light]. Manila Standard Today, B-2.

Manalastas, P. (2011, March 10). Values in business education [View from Taft]. Business World.

Manalastas, P. (2011, January 3). Go Green in 2011 [Green Light]. Manila Standard Today, B-2.

Manalastas, P. (2009, December 28). Addressing Climate Change in 2010 [Green Light]. Manila Standard Today, B-2.

Manalastas, P. (2009, July 22). Willingness to Pay More for Socially Responsible Products [Managing for Society]. Manila Times.

Manalastas, P. (2009, June 15). Carbon Footprints [Green Light]. Manila Standard Today, B-2.

Santiago, A. (2011, February 8). Sustainability entrepreneurship: Pathway to a better society [Managing for Society]. Manila Times.

Santiago, A. (2010, October 20). Nuclear energy bandwagon [View from Taft]. BusinessWorld.

Santiago, A. (2010, October 12). CSR in Rural Development Projects [Managing for Society]. Manila Times.

Teehankee B. (2011, May 10). The quest to educate socially responsible managers Projects [Managing for Society]. Manila Times.

Teehankee B. (2011, April 26). Building a corporate conscience [Managing for Society]. The Manila Times.

Teehankee B. (2011, March 7 and April 12). The Catholic challenge to business leaders [Managing for Society]. The Manila Times.

Teehankee B. (2011, January 6). Dialogue and Reproductive Health [The View from Taft]. BusinessWorld.

Teehankee, B. (2010, April 29). The trouble with conflicts of interest [The View from Taft]. Business World.

#### **4.0 Faculty Research – Presentations**

Aquino, N. (2010, July). *An Update on Environmental Disclosures in Annual Reports of Selected Philippine-listed Corporations.* Presented at the 2010 International Conference on Asia Pacific Business Innovation and Technology Management, Beijing, China.

Cudia, C., et al. (2010, July). *Sustainability and Firm Performance: A Case Study of Japanese Electronics Companies.* Presented at the 2010 International Conference on Asia Pacific Business Innovation and Technology Management, Beijing, China.

Cudia, C., et al. (2010, March). *Opportunity Costs and Savings from Environmental Innovation of Japanese Automotive and Electric Companies.* Presented at the 2010 International Conference on Business, Economics, and Information Technology, Seoul, Korea.

Manalastas, P. (2011, February). *Measuring the Impact of Values Education on Business Students*. Presented at the 9th Entrepreneurship Educators Association National Conference, Davao City, Philippines.

Peñacerrada, N., et al. (2010, March). *Is Environment Cost of Beneficial? A Case Study of Toyota Motors Corporation, Japan*. Presented at the 2010 International Conference on Business, Economics, and Information Technology, Seoul, Korea.

Santiago, A. (2011, February). *Sustainability entrepreneurship for a bright tomorrow: Preparing the youth*. Presented at the 9th Entrepreneurship Educators Association National Conference, Davao City, Philippines.

Teehankee B. (2010, March) *Institutionalization of Pharmaceutical marketing Ethics in the Philippine Setting*. Presented at the Corazon C. Aquino Professorial Chair Lecture.

Teehankee, B. *Analytic Hierarchy Process for Balanced Decision-making*. Presented during the Operations Society of the Philippines Conference.

## **5.0 Faculty Participation in International Conferences**

Dr. Benito Teehankee participated as a session moderator in the Logic of Gift symposium organized by the Pontifical Council for Justice and Peace and held in Rome, Italy last February 24-26, 2011. The symposium focused on the applications of the Pope Benedict XVI's social encyclical Caritas in Veritate.

## **6.0 Student Theses and Dissertations**

### **6.1 Doctoral Dissertations**

Juico., P. (2008). *The Dynamics of Integrating a Mission-Driven Social Responsibility in Management Education at the De La Salle University Ramon V. del Rosario Sr. Graduate School of Business*. (Unpublished doctoral dissertation). De La Salle University, Manila, Philippines.

Que, M. (2010). *An Explanatory Study on the Impact of Integrating Catholic Social Teaching in Business Purpose and Business Practices: The Case of Selected Companies in Metro Manila*. (Unpublished doctoral dissertation). De La Salle University, Manila, Philippines.

### **6.2 Masteral Thesis**

Baliza, N. K. (2009). *Micro-finance Legislation as a Strategy for Poverty Alleviation* (Unpublished master's thesis). De La Salle University, Manila, Philippines.

Latina, G. (2001). *Harmonizing Laws on Protection of Women in the Business Process Outsourcing Industry*. (Unpublished master's thesis). De La Salle University, Manila, Philippines.

Mendoza, P. (2010). *Sustainable Energy Consumption and Production: A Case Study for Eco-Enerhiya Renewables Inc.* (Unpublished master's thesis). De La Salle University, Manila, Philippines.

San Pedro, K. (2009). *What is the current employment situation of children in the entertainment industry in the Philippines?* (Unpublished master's thesis). De La Salle University, Manila, Philippines.

Velasquez, M. K. (2009). *Legal Framework for Adult Advertisements: Balancing Corporate Social Responsibility and Advertising Effectiveness*. (Unpublished master's thesis). De La Salle University, Manila, Philippines.

## **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.

### **1.0 Corporate Partnerships**

- 1.1 The Accountancy Department has established strong partnerships with top auditing firms in the country (Ernst & Young, Deloitte, KPMG to name a few) which serve as our (1) Practicum partner firms; (2) Sponsors for lectures and conferences; and (3) Resource speakers for lectures and conferences.
- 1.2 The DLSU-Accountancy Department has a Memorandum of Understanding with NetSuite, a web-based ERP firm based in Canada. In one of the basic accounting courses, ACTBAS2, the ERP system of NetSuite is being discussed to meet with the challenges of technology in the field of accounting.

### **2.0 Non-Profit/NGO Partnerships**

- 2.1 Management Association of the Philippines (MAP) – designed a proposed syllabus for the newly government mandated undergraduate course on Social Responsibility and Good Governance for undergraduate business students. Dr. Benito Teehankee is the Vice-Chair of the CSR Committee of the MAP where he has advocated for the inclusion of an integrated approach to CSR in the MAP's annual CSR Award – the CSR Leadership Challenge.

- 2.2 Institute for Corporate Directors (ICD) – validation of assessments of corporate governance practices of insurance companies. For a second time, DLSU’s the doctoral students have been tapped as assessment validators for the government’s corporate governance self-assessments by insurance companies.

### **Principle 6**

**Dialogue:** We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

## **1.0 Faculty Engagement**

Dr. Benito L. Teehankee served as academic adviser to the CSR Institute of the League of Corporate Foundations. He also serves as a member of the Ethics Committee of Pharmaceutical and Healthcare Association of the Philippines (PHAP) where he directed a research project on the extent of the members’ awareness and observance of the PHAP Code of Marketing Ethics.

A column focusing on socially responsible business in The Manila Times entitled “Managing for Society” has been running weekly since 2005. DLSU Faculty members write for the column by rotation, focusing on various social responsibility themes. In 2009 the column was given a citation by the Catholic Mass Media for Best Business Column. The school also has regular weekly columns in Business World and Manila Standard Today.

## **2.0 Department Initiatives/Practices**

- 2.1 The Management and Organization Department is a research collaborator of the Coalition Against Corruption and Makati Business Club in documenting the private sector led Integrity Initiative and documenting company case studies involving combating corruption.
- 2.2 The Accountancy Department hosted the Association of Certified Public Accountants in Education (ACPAE) seminar entitled “Trends and Development in Accounting Education” during the annual national convention last November 30, 2009. This seminar presented updates in

accounting standards, as well as facilitated dialogue and debate among educators from the entire country.

- 2.3 The Accountancy Department's Vision and Mission reflects its commitment to the UNPRME principles.

### ***Vision***

*The Accountancy Department envisions itself as the premiere academic institution in professional accounting education and of research in the Philippines and the Asia-Pacific region.*

*It is committed to aim for excellence in teaching accounting through the constant development, refinement and implementation of undergraduate accounting curricula responsive to the challenges of emerging global trends and through the pioneering development and implementation of world-class graduate and post graduate programs in accounting.*

*It is also committed to spearhead quality research activities through the continuous enhancement of the research capabilities of its faculty.*

### ***Mission***

*Guided by the Vision, the Accountancy Department commits*

- *to train young men and women to become professional accountants who are well prepared for careers in public practice, private practice, government and academe;*
- *to produce technically competent, morally upright individuals, disciplined by the rigors of the accounting course, responsive to the rapidly changing global business environment and aware of the profound magnitude of their role in nation building and in the stewardship of business resources;*
- *to undertake theoretical and empirical researches in the various disciplines of accounting that will advance the frontiers of knowledge in these fields, that will improve the conduct of business and the management of the economy, and that will promote the development of the nation;*
- *to enhance the quality of accounting education in the country through the rigorous training of accounting educators and through the promotion of research and dissemination of research findings; and*
- *to provide expert advice in accounting to the government, the business sector, civil society groups and international development agencies in order to promote national development.*

## **Key Objectives for Next Two Years**

### **Principle 1: Purpose**

- Advocate for the adoption of UN-PRME by all departments in the College of Business and assist the other departments in incorporating the principles into their operations.
- Recruit two other Lasallian business schools to be UN-PRME signatories

### **Principle 2: Values**

- Conduct annual self-audit of department practices alignment with UNPRME principles
- Incorporate Lasallian Guiding Principles and BBC-Code of Ethics for Business in all department syllabi and develop appropriate methodology relative to this
- Train the Business Management Society student organization on advocating social responsibility and sustainability
- Refine delivery of Corporate Governance for the Common Good seminars for board directors

### **Principle 3: Method**

- Develop a culturally- and values-based management framework supportive of social responsibility and sustainability to be taught to students and professional development clients

### **Principle 4: Research**

- Publish one peer-reviewed article on social responsibility and sustainability per full-time faculty in collaboration with part-time faculty and graduate students
- Orient DBA students on the UNPRME research agenda to yield dissertations

### **Principle 5: Partnership**

- Engage business associations such as the Pharmaceutical and Healthcare Association of the Philippines (PHAP), the Management Association of the Philippines (MAP) and Makati Business Club (MBC) as UN-PRME Partners.
- Engage the Technical Panel for Business Education of the Commission on Higher Education (CHED) as a UNPRME partner.
- Engage BS-ACM internship partner companies as UN-PRME partners.

### **Principle 6: Dialogue**

- Actively participate in forums related to the CSR Bill pending in Congress
- Participate in forums related to the Unified Business Code proposed by the Integrity Initiative

## **Desired Support From UNPRME Community**

- We welcome the opportunity to link with the UNPRME Community via invitations to regional conferences on sharing best practices.
- We would like to receive invitations to contribute to research publications.

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