

**Educatis University
Graduate School of Management
(Educatis Foundation)
2010 Report**

PRME Principles for Responsible
Management Education

Altdorf, Switzerland, May 2010



Educatis University
Herrengasse 12
CH 6460 Altdorf
Switzerland

In 2007, Educatis University and its Graduate School of Management (EGSM) signed the UN Global Compact. Thereafter, EGSM adhered to the Principles for Responsible Management Education (PRME); the Global Compact initiative dedicated to academic institutions.

For Educatis University and its Graduate Schools of Management in English, Spanish, French and German, which are active with blended learning programs in four continents, the Global Compact principles are an important and long-term commitment. Therefore, we have taken several actions outlined in this *UN Global Compact* report. The main focus during the first year (2008) was placed on teaching, i.e. on the review and adaptation of the courses in the curricula of the different schools.

A foreword

Business ethics and sustainable development has been an integral part of teaching at Educatis Graduate School of Management since its inception in the year 2003. With the participation in the Global Compact initiative and the adoption of the Principles for Responsible Management Education (PRME), Educatis University has increased its engagement and concern in all related concepts of Corporate Social Responsibility.

The reaction of the students to this extended focus has been very positive and has increased their and our ability to interpret a number of economic situations, corporate practices and behavior in a more comprehensive manner.

It is through our participation in the Global Compact initiative that we have been motivated to review our activities and our behavior as a globally active, multilingual and committed blended learning university.

Through our participation in the Global Compact program, we are highly privileged to be able to participate in and contribute to the preparation of a better tomorrow.

Prof. Dr. Konstantin Theile
President
Educatis Foundation and University

1. Letter of renewed commitment

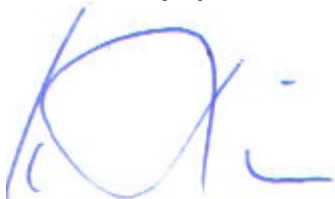
PRME Steering Committee
c/o Dr. Manuel Escudero, Head PRME Secretariat
Research Centre for the Global Compact
116 East 55 Street
New York, NY 10022, USA

Dear members of the Steering Committee,

I am pleased to re-confirm that Educatis University supports the ten principles of the UN Global Compact with respects to human rights, labor, environment, and anti-corruption. The university and its School of Management will continue to follow the six principles of Responsible Management Educatis as stipulated by PRME.

With this commitment, we express our engagement to advance these principles within our sphere of influence, and will take a clear statement of this commitment to our stakeholder and the public in general.

Sincerely yours,



Prof. Dr. Konstantin Theile

1. Update on initiatives taken in 2008 and 2009

Following Educatis Graduate School of Management's (EGSM) commitment to the UN Global Compact, EGSM adhered to the Principles for Responsible Management Education (PRME); the Global Compact initiative dedicated to academic institutions

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (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.

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.

Principle 3. Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

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.

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.

Principle 6. Dialogue: We will facilitate and support dialogue 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.

In this report, we will present a number of initiatives.

2. Short statement to the PRME principles

Educatis has implemented and is promoting the principles as follows:

Principle 1:

Through online seminars and colloquia (residential seminars), the academic programs have been re-designed in 2008 and implemented in 2009 with a clear focus on sustainability and responsibility.

Principle 2:

Due to the incorporation of "value discussions" in the programs, students have to discuss the issues of sustainability and responsibility in a broader context, i.e. the impact on society and natural environment.

Principle 3:

All the programs included online seminars and colloquia on ethics and sustainable management and the text in most other courses have been extended to the two mentioned topics.

Principle 4:

Due to the small size of the school, research is limited to topics of ethical and sustainability issues in the context of the master thesis.

Principle 5:

As all the students are working (distance learning programs), the impacts of discussions on their regular behavior in quite direct and multiplied though discussions with colleagues in the company. As the school does not offer executive programs, the impact is limited to regular students.

Principle 6:

The school promotes the dialogue with its stakeholders on ethical issues, especially within the academic faculty and the civil society.

3. Implement and promote PRME

3.1 New courses

Educatis Graduate School of Management is segmented in four languages: English, German, French and Spanish. The curricula of the programs are similar. The following online seminars have been implemented in 2008 and 2009:

Sustainable Management

In the German School an extensive seminar has been introduced in 2009. Similar courses are currently being developed for the English school.

Sustainable Economics

This course was introduced in the French school in 2009. Similar courses are currently being developed for the German and English school.

Business Ethics

Business ethics is a mandatory topic in all the four schools.

3.2 New programs

Educatis Graduate School of Management is currently in the accreditation process for two new programs in the English and German school. Both curricula, the MBA and M.A., are oriented towards sustainability, and the majority of the courses in the programs are focused on sustainability. As soon as the accreditation is granted the new programs will start.

3.3 New development models

The UN Millennium Summit held in September 2000 brought together world political leaders to set measurable targets known as the Millennium Development Goals, to be achieved by 2015. Educatis University promoting the achievements set by the U.N. with the following policy implemented in 2009:

A Hub in Africa” program

Due to its geography, French-speaking Africa requires a specific development model. The region’s economy, which is mainly oriented toward the primary sector, is highly dependent upon natural resources.

The Ecole de Management in French and the Graduate School of Management in English both offer lower fees for students from sub Saharan countries in Africa. The reductions are in the range of

65%. Furthermore students working for a NGO normally receive a scholarship.

Lower fees for students from emerging and developing countries

The university offers all students from emerging and developing countries significantly reduced fees, in the range between 50% and 65% on the normal fees.

3.4 Scholarship system

Educatis Graduate School of Management has implemented a new system to promote students from emerging and developing countries with scholarships. The reduction of the fees is between 80% and 100%. The students must however engage in projects for civil society.

(<http://www.educatis.org/en/egsm/academic-programs/scholarships/>)

Educatis Graduate School of Management is still a small school, and therefore, our options of activities are limited.

4. Re-orientation of Educatis University

The board of Educatis Foundation and Educatis University decided late on 2009 to transform and expand the university in the next few years into a:

School of Management, Social Sciences, Law and Technology,

which will integrate various disciplines in one comprehensive institution. With this new configuration the features of the University will be:

- The dictum: Sustainability, Responsibility and Humanity.
- Teaching and Research shall be international and focused on topics of sustainability, responsibility, and humanity. The programs shall be interdisciplinary implemented and international research projects will include the regular students.

The school shall have three departments:

1. Business and Society

Globalization has changed the world and new economic, social and political realities have been created. We assume that the transformation of the economies and societies will increase in complexity both, in terms of the ecological challenges and in respect to the magnitude of the problems. Therefore, the focus of the department is centered on four fields:

- a. Management
- b. Global Economy
- c. Society and Culture
- d. Media and Communication

Research will focus on economic and social sustainability, transnationalisation, development and communication.

2. International Relations, Politics, Law and Governance

The focal point of this department is on International Relations, Governance and Business Law with special topics such as environment law. Their center of attention is all matters related to sustainability and responsibility. The two main fields are:

- a. International Relations and Governance (political science) and
- b. Law (Humanitarian Law, Environment Law)

3. Ecosystems and technology

The department focuses on its activities in close co-operation with other universities and research centers on the topics of Ecosystems and Technology. With this approach, resources in teaching and research can be shared in the most efficient and effective way. The concrete topics will be defined together with the partners. Three main subjects are foreseen:

- a. Renewable Energy and Materials
- b. Food and Health
- c. Habitat

These topics shall be integrated in teaching and research with those of the other departments, and thus lead to interdisciplinary curricula and research programs.

Conclusion, outlook, and priority objectives for 2010

The initiatives outlined in this report are just a sampling of the efforts of Educatis University to further the PRME objectives. However, the projects discussed here do illustrate the school's willingness to integrate the six principles into operations across the organization.

The re-orientation, which is planned for the next three to five years, will fully implement the principles of PRME.

May 1st, 2010