

Principles for Responsible Management Education



Sharing Information and Progress Report

July 2013

Chester Business School, University of Chester, United Kingdom

Chester
Business
School



University of
Chester





LETTER OF RENEWED COMMITMENT

Dear PRME Directorate and members of the PRME Secretariat

The Faculty of Business, Enterprise and Lifelong Learning (University of Chester, United Kingdom) is delighted to take this opportunity to forward our report for the present reporting period and also restate our high level of commitment and engagement with the work and activities of the PRME.

The period 2011-2013 has seen extensive evolution and progressive change for the Faculty of Business, Enterprise and Lifelong Learning (BELL, which encompasses Chester Business School) and it has supported a range of developments that impact on the issues and principles of responsible and sustainable management education. The forthcoming period is one that invites yet further developments, in particular close co-operation with the newly formed UK Chapter of PRME, and will see the Faculty and the overall University transform and develop alongside the PRME community.

Yours faithfully

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BRIEF OVERVIEW

In the preceding reporting period the Faculty of Business, Enterprise and Lifelong Learning (BELL), which encompasses Chester Business School has undertaken a significant range of developments in relation to embedding responsible and sustainable management. The concepts and practice of sustainability and responsibility have been heightened and operationalised through BELL's infrastructure and actions which embrace students, staff, external partners and stakeholders. These developments are outlined within the PRME Principles framework below.

MAJOR ACHIEVEMENTS

(in line with PRME Principles):

PRINCIPLE 1, 2 and 3: PURPOSE, VALUES AND CURRICULUM DEVELOPMENT

■ A key strategic aim of the Faculty is to develop and infuse notions of responsible management, across a broad span, into the curricula and projects that comprise its work. This aim lies at the heart of the purpose and values underpinning the work conducted in the Faculty. A number of illustrations are outlined below.

■ The Faculty co-designed and implemented with the Department of Geography a MSc in Sustainability for Community and Business. The programme is led by the Geography Department in collaboration with BELL lecturing staff and contains innovative projects on sustainable and responsible management of resources. This has seen Innovative field trips to Almeria (Spain) and work with the well-known sustainable village of Ashton Hayes (UK).

■ During the reporting period, the Faculty of BELL has undergone a substantial set of structural reconfigurations. This has provided the opportunity to create a range of task and finish groups. These groups and consultations have reflected on the values and mission of the Faculty and evoked and espoused strong connections with its stakeholder communities.

■ The BA Business Management and Entrepreneurship Degree (set up around the time of the last reporting period) has gone from strength to strength with a potent range of achievements and activities. Students from the programme won the Young Entrepreneur of the Year Award for an environmental product development idea. Moreover, students from the programme in conjunction with staff from the University's Riverside Innovation Centre engaged in 'Destination Rio' which saw a large group of business people and entrepreneurs undertake business development ideas with a range of audiences in Brazil. In addition, students explored the impact of corporations in the creation of sustainable social, environmental and economic value in various ways including input from external industry experts and developed their practice through the use of business simulation software.

■ The Faculty has also designed and introduced a successful and innovative fee neutral, work based learning Masters programme, the Chester Business Masters, led by Professor Danny Moss, whose reputation and standing are substantial both in national and international domains. The programme is specifically designed to significantly improve graduate skillsets and enhance their employability through the engagement of the local business community. In addition, the Faculty continues to further embed ethical principles within all of its teaching. This forms a central tenet of undergraduate modules such as, for example, Contemporary Issues in Business and Management, whilst also being addressed from a practical perspective within courses on business research methods and dissertation. Within both the undergraduate and postgraduate curriculum, ethics and CSR practices are addressed and critically evaluated across the suite of modules including: HRM, Finance and Strategy.



PRINCIPLE 4: RESEARCH

■ The current reporting period has witnessed a range of research developments in relation to responsible management. The Centre for Labour Market Development (CLMD) has continued to generate important research, commentaries and reports on issues relating to responsible conduct of business in the regional and national economy. By way of illustration, the Centre was key to the production of a report on the role of finance in the economic environment and in particular the contribution of the Bank of America in the North West region.

■ The move to explore and discuss the formation of further centres within the Faculty reflects the breadth and depth of its growing work. The notion of a centre that will reflect sustainable and responsible principles remains an ambition. Aligned with this work, within the tourism, events and heritage expertise of the Faculty, early planning has taken place for a Centre for Destination Management. This Centre, among other objectives, seeks to embody and develop the work that has taken place in the Faculty on sustainable and responsible tourism and visitor management.

■ A range of Faculty members are actively following research agendas that inform responsible dimensions of management. The reporting period saw work conducted in the arenas of performance management, public affairs, ethics, business communication and sustainable tourism. Illustrations of this include, for example, the forthcoming publication of a special issue on sustainable and responsible business in the EuroMed Journal of Business. In addition, there is a growing doctoral base in the Faculty as a range of theses are being completed.

The Faculty and University have also continued to enjoy the benefit of a range of guest speakers on issues of responsible aspects of management. These include the world renowned thought leader Prof Etienne Wenger who provided a dynamic presentation and discussion on his work on communities of practice.



PRINCIPLE 3 REVISITED: NEW LEARNING FRAMEWORKS

A number of innovative MBA programmes have been developed and launched during the reporting period. These include programmes employing work based methodologies and custom-built programmes that are taking responsible and sustainable agendas into major corporate and public sector organizations.

PRINCIPLE 5: PARTNERSHIPS

■ There has been the continuation of a wide range of successful local, national and international partnerships during the year. These include, by way of illustration, the Chester Forum and the Business Advisory Council (which encompasses many multinational, SME, public and not-for-profit organizations). The Chester Forum events have covered a range of leading-edge topics including: 2011 Sustainable Business & Public Affairs; 2012 Strategic Competitive Advantage through Innovation: Radical Thoughts and Conversations; 2013 Growth Through Exports and International Trade: Challenges, Opportunities and New Horizons. These events have drawn together invited key decision makers and commentators to identify strategic directions and future policy initiatives.

■ An extensive network of pan-organizational partnerships has been developed by the Faculty during the period. It is actively involved with, among others, EFMD, EuroMed Business Research Institute, British Academy of Management, International Association of Business Communicators, Chartered Institute of Marketing, Chartered Management Institute, Institute of Directors and the UKTI. This building work has been complemented by the broadening of individual institutional partnership. This work has seen an intensification of European links programmes encompassing various aspects of ethics, sustainability, CSR being delivered in partner settings most notably in France and Germany.

■ A key moment during the last reporting period was the participation of the Faculty and University in the founding meeting of the UK Chapter of PRME at Aston University. This was both a highly significant and symbolic moment and event.

PRINCIPLE 6: DIALOGUE

Dialogue is a pertinent and representative term for the work the Faculty has been increasingly engaged in during the last reporting period. The Faculty, in conjunction with the University has been extensively active across regional and international audiences. The Faculty is regionally well-established and respected by public and private bodies and agencies alike. Moreover, its international reputation as a provider of responsible management education has been rolled out across, to cite but a few of the countries where projects have taken place: India, China, the Philippines, Malaysia, Japan, North America, France, Germany, Switzerland, the Netherlands and Turkey.



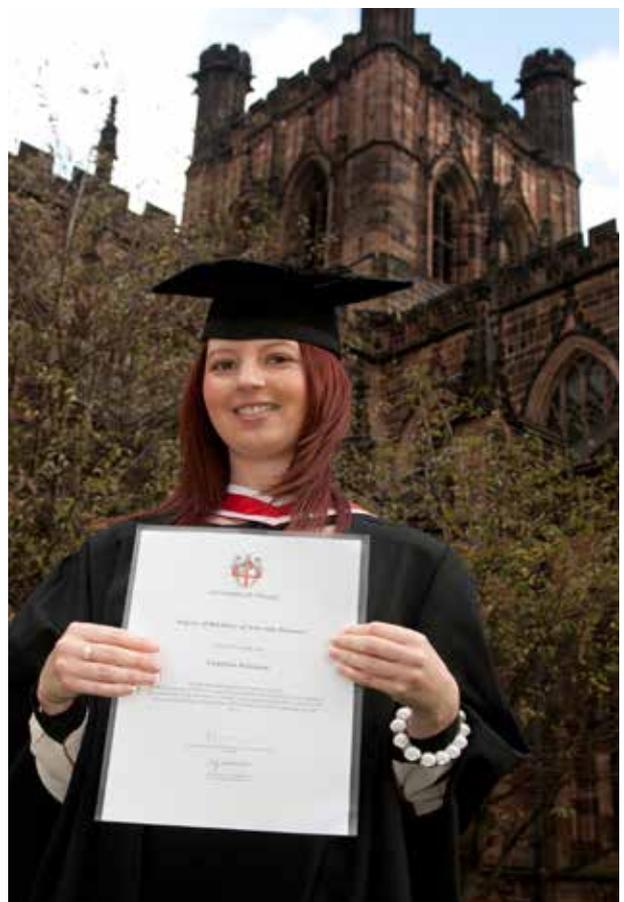
KEY OBJECTIVES FOR THE NEXT 18-MONTHS

- Progressive planning and development of a new Centre for Destination Management.
- The expansion of the doctoral programmes (DBA, DProf, PhD and PhD by Publication).
- Continued development and integration of partnership relationships in academic, corporate, governmental and non-for-profit national and international contexts.



DESIRED SUPPORT FROM PRME

The Faculty of BELL and the University would welcome extended engagement with PRME. This might involve members of the Faculty attending PRME events, however, equally we would welcome visits from PRME representatives and we warmly extend an invitation to PRME members to visit the Faculty.



ENVIRONMENTAL SUSTAINABILITY ON CAMPUS, THROUGH OUR CULTURES AND WITH OUR COMMUNITY

■ At the University of Chester our vision is of a just and sustainable world for present and future generations.

Sustainability Unit

■ The Sustainability Unit sits within the Facilities Department and aims to ensure that the University of Chester leads by example, putting sustainability at the heart of decision making and service delivery.

■ We recognise our responsibility to function with due concern for the environment in which we live and work, and to minimize the impact of our activities on that environment and promote awareness through all of our educational activities.

■ We seek to continually improve our environmental performance by implementing policies and processes, such as EcoCampus, that set targets and objectives to minimize our impact on the environment.

Our Goals

1. Value added for staff, students and the wider community
2. Carbon neutral operations
3. Secure natural resources/security of supply
4. Closed loop waste systems

Our Objectives

1. Reduce the University's carbon footprint by 30% by 2015 and 43% by 2020;
2. Raise the profile and participation of health and sustainability initiatives at the University to staff, students, and prospective staff and students and the wider community
3. Increase the University of Chester's position in the People & Planet Green League
4. Achieve EcoCampus Platinum and ISO14001 by 2015
5. Raise the profile of the university by winning 'green awards' for best practice

■ Fundamental to the university's ideals and aspirations is the positive impact that the University has on the lives of students, staff, and community, all of which underpin the institution's significant and developing contribution to the region and beyond. This sits naturally with the goal of sustainable development; to ensure that we have a positive impact on our natural world, starting at the University and spreading out across the region.

Over 80% of respondents believe sustainability skills are important to their future employersEcoCampus

STUDENT DEMAND FOR SKILLS IN SUSTAINABILITY, HEA REPORT

EcoCampus

■ The University of Chester joined EcoCampus as part of Cohort 5 in 2012 and achieved the EcoCampus Bronze Award Certificate and the EcoCampus Silver Award Certificate on 12 March 2013.



■ EcoCampus is the leading Environmental Management System & Award Scheme for the Further and Higher Education Sectors in the UK.

■ The scheme provides the tools and guidance to implement an Environmental Management System up to ISO14001 standard.

■ The scheme offers a flexible approach, with recognition of progress through awards at each phase.

People & Planet Green League

■ University of Chester has risen 44 places in the Green League since 2011; now ranked 53 out of 143 participating universities for its environmental and ethical performance.

■ Our final score was 39 out of 70 points giving the University of Chester a Upper Second Class (2:1) 'degree' for the People & Planet Green League 2013.

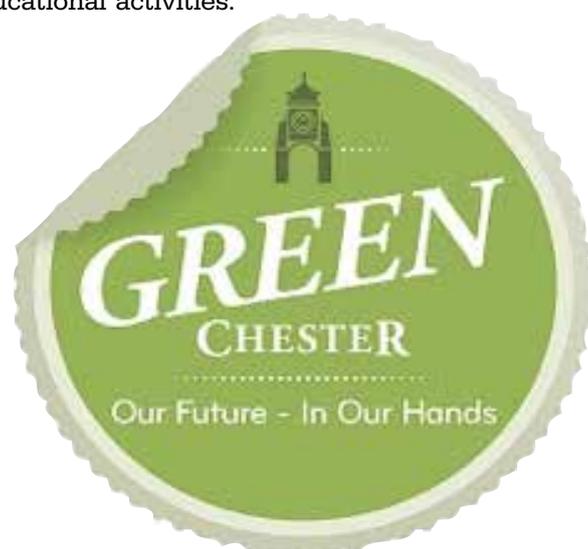


Environmental Sustainability Executive Steering Group

■ This quarterly steering group is responsible for supporting the development and delivery of environmental sustainability across the university, including EcoCampus, the Carbon Management Plan, the Green Chester campaign and associated initiatives.

Green Forums

■ We run a monthly Green Forum at Chester and Warrington campuses - everyone is welcome to take part - the forum is responsible for delivering campaigns and initiatives to green our University and promote awareness through all of our educational activities.



Green Chester

■ “Please watch our Green Chester animation here” <http://vimeo.com/57862472>

■ We want to promote awareness and engagement, in order to achieve environmental sustainability through all of our educational activities.

■ Green Chester is our campaign to give staff and students driven by shared values the opportunity to transform the environmental impact of the way we work and learn together at the University of Chester.

Green Chester Initiatives



■ Green Impact is a project run by the National Union of Students in 55 Universities and 105 Students Unions across the UK. The programme encourages teams of staff from all departments of the University to think about their environmental impact at work, challenging them to make small changes to their personal or departmental routines to make the University of Chester a more sustainable place. There is an online workbook with specific actions for teams to undertake to achieve different levels of accreditation, and the team who has made the greatest positive impact over the year will be awarded the coveted Gold Recycle Bin and individual team awards. Plus, everyone registered attended the 2013 Green Tie Awards dinner in early June.

- Health4ALL
- The Big Green Makeover
- Carbon Cutters
- The Donation
- Fairtrade Group
- Student Switch Off
- People & Planet Society
- Chester SU Green Issues
- Veg Out available weekly.
- Nature's Garden allotment meets weekly.
- Bicycle User Group meets quarterly.



Environmental Policy: Our policies can be found in the downloads section of the University website; <http://www.chester.ac.uk/about/corporate-and-public/corporate-social-responsibility>

Further information on University wide activities is available on:

- Twitter: @GreenChester
- www.facebook.com/greenchester
- www.vimeo.com/greenchester
- www.greenimpact.org.uk/chester
- www.greenchester.co.uk – launching very soon

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