



SHARING INFORMATION ON PROGRESS (SIP)

June 2015

Statement of Renewed Commitment

Alberta College is a higher educational institution which implements higher educational standards and keeps in line with the latest development trends in the business sector, thus preparing highly qualified experts for business in all the 11 study programs offered by Alberta College. Considering Corporate Responsibility and Sustainability as an important trend of a modern business, Alberta College is continuing UN PRME initiative.

This is the first progress report regarding Alberta College. We expressed our commitment to PRME on April 23rd, 2013 as one of the higher education institutions from the Baltic States. Alberta College continues to support the objectives of the UN Principles for Responsible Management Education.

Alberta College believes that the PRME six principles are essential for the development not only of the students and lecturers, but also for society at large. The significance of these principles is still increasing and urging for action towards improvement in the field of corporate responsibility and sustainability.

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Alberta College – a brief overview

Alberta College is a higher educational institution which provides the first level of the higher professional educational programs related to different qualifications. (Law On Institutions of Higher Education Chapter 2, Section 10.1)

Higher education can be acquired after secondary education. Internationally recognized diploma of level 4 professional qualification can be awarded only 2 or 2, 5 years of both full-time and part-time studies in higher education, as well as distance learning (e-studies).

The mission of Alberta College is to foster students' abilities to be socially active, responsible, willing to continue their learning; develop students' understanding about starting their own business, thus creating new jobs; provide talented and creative specialists in business and culture for the labor market.

Values of Alberta College are:

- ✓ Opportunity
- ✓ Professionalism
- ✓ Openness
- ✓ Collaboration
- ✓ Support
- ✓ Reliability
- ✓ Unity
- ✓ Creativity
- ✓ Innovation

Alberta College is one of the most rapidly growing experienced colleges in Latvia. It was founded in 2001, and called after the bishop Albert, who was the founder of the first school in Riga, the capital city of Latvia.

11 study programs provided by Alberta College are the following:

- ✓ Entertainment management and production
- ✓ Development of the computer games (*new program*)
- ✓ Cultural tourism management
- ✓ Marketing and its innovations
- ✓ Public relations
- ✓ Law – Legal foundation of the business (*new program*)
- ✓ Human resources management
- ✓ Business accountancy and taxes
- ✓ Economics and organization of the small business companies
- ✓ Information technologies (network administration and programming)

Alberta College welcomes not only school graduates, but also those, who have had intervals in studies for some reasons or wish to change their profile of studies. It is a well-known fact, that people with higher education earn 45% more than without it.

PURPOSE AND VALUES

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

The Principles for Responsible Management Education were announced to the staff of the Alberta College for the first time in spring 2013 during a special meeting on PRME principles. In line with its mission, Alberta College is keen to operate with utmost integrity and based upon high ethical standards and principles. The college has developed and communicated standards of behavior within its community which is expected to oblige by all its programs, students, and staff.

The current strategy of Alberta College is clearly driven by the college's mission of developing leaders with focus on responsibility, self-education, innovation and concentration on European values. The current strategy is also based around developing program capabilities to position the college among the very top of colleges in Latvia and continuing to support and improve the college's leading programs.

Purpose and **Values** principles are provided within the module for developing professional business competencies, in line with the provisions of the Cabinet of Ministers Regulations No. 481. Regarding the State Standard for the Second Level Higher Professional Education (as of 20.11.2001.).

Business ethics, corporate responsibility and sustainable business are part of the core curriculum of all programs. These topics are integrated from the beginning of the studies through all study process. The following courses where previously mentioned topics are integrated are:

- ✓ Corporate culture
- ✓ Management
- ✓ Business organization and planning
- ✓ Culture management
- ✓ Introduction in specialty and professional ethics
- ✓ Public relations and it's practicum
- ✓ Reputation management
- ✓ Crisis communication
- ✓ Marketing
- ✓ Business law
- ✓ Labor and social law
- ✓ Event management
- ✓ Business communication and ethics
- ✓ Human resources
- ✓ Management of public administration
- ✓ Investment economy
- ✓ Quality management etc.

Alberta College has pooled experts combining academic knowledge with capabilities to teach and consult. Corporate responsibility and sustainability classes are integrated in all programs. Alberta College lecturers, program managers adhere to the founding mission of Alberta

College to educate responsible leaders. The key benefits of these topics at Alberta College are to understand not only the latest research but to provide key examples of it in cases, thus enabling its transfer into the everyday life of participants.

METHOD AND RESEARCH

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

In accordance with the **Method** principle, Alberta College is certain that the work of fostering learning environment begins with the creation of college's community, including recruitment and support of students, lecturers and staff. A big step forwards is distance learning (e-studies) development which gives the opportunity to study not only on the one spot in college, but also outside the Riga city or even the borders of Latvia.

Distance learning in all study programs is based in the main principle – study wherever you are! In a special learning environment students can find all necessary study materials, tasks, literature, submit home works and pass exams, communicate with lecturers and other students, also join the online video lectures or watch them recorded. This environment is also highly appreciated and used by full-time and part-time students.

Alberta College's **Research** area proves that the college meets the growing demand in analyzing and developing corporate ethics, responsibility, sustainability and leadership. Few lecturers have been active in this area and conducted students' research in cooperation with the Employers' Confederation of Latvia (LDDK).

There are several examples of how Alberta College incorporates the principles of PRME into its educational offering by using different kind of methods:

- ✓ **Guest lectures** given by employers:
 - Corporate social responsibility, Lecturer: L.Meņģelsone, Employers' Confederation of Latvia (2013)
 - Crisis as the component of reputation, Lecturer: I.Svilāns, SIA "MAXIMA Latvija" (2014)
 - Responsible business – advantage in the way to sustainability, Lecturer: D.Helmane, Institute for Corporate Sustainability and Responsibility (2014)
 - Public administration communication: innovative and sustainable?, Lecturer: L.Kučinska, The State Chancellery (2015)
 - Corporate social responsibility, Lecturer: D.Helmane, Institute for Corporate Sustainability and Responsibility (2015)
- ✓ **Researches** about the topics related to PRME principles
 - Entrepreneurs attitude towards social responsibility principles in Latvia and Lithuania (2014)
The research was carried out by Alberta College lecturers and business and law students in cooperation with the Employers' Confederation of Latvia (LDDK). Survey results were presented in Alberta College's XI Student's scientific practical conference "Students towards growth of Latvia" by law student S.Ziediņa

- ✓ Professional guidance **workshops** and **special tasks**
 - Workshop “Creation of new ideas”, guided by M.Anspoka, Alberta College (2014)
 - Workshop “Mediation: theory and practice, guided by L.Liepiņa, The State Chancellery (2015)
 - Special task “Educational charity event”, in the frame of study course “Strategies and tactics of public relation campaigns” (2014, 2015)
Public relation students organized charity events about green thinking, theatre art, fairy tales and creative educational games in kindergarten, orphanage, school and for children with special needs. Information in Latvian is provided here http://ej.uz/student_event.

PARTNERSHIP AND DIALOGUE

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 dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability

According to its values, Alberta College is paying a deep attention to **Partnership** and **Dialogue** with all stakeholders and participants of the corporate network for the development of learning environment, student knowledge, skills and opportunities. These links have been strengthened with engaging activities and actions.

Stakeholders have taken part in roundtable discussions, conferences and workshops, given guest lectures in the college and invited for the excursions to their enterprises. Students have a chance to choose the organization or enterprise at his/her own choice for the praxis, also qualification works are strictly interacting with enterprise or organizations research.

In the academic year 2014/2015 Alberta College is leading an international project “Employers’ needs and collaboration with educational institutions in strengthening enterprises’ competitiveness”. It is realized in the framework of *Nordplus Horizontal* program in collaboration with University of Applied Science (Lithuania) and Estonian Entrepreneurship University of Applied Science (Estonia). Project is carried out by the universities’ staff, lecturers and students in cooperation with employers from the Baltic States. The first results of the research are presented and discussed in the international camp in June 2015. The end of the project and summary of results are expected in autumn 2015.

Overall, the good progress has been made in creating more opportunities for business to engage with the college’s research, teaching and program development.

FUTURE PERSPECTIVE

Sustainability and social responsibility will always be a fundamental part of Alberta College.

Primary strategic objectives are to:

- ✓ continue to embed teaching and learning on responsibility and sustainability into all study programs,
- ✓ extend multi-disciplinary work through collaboration with other higher education institutions and employers,
- ✓ extend teaching and learning activities that develop staff and students' sustainability literacy and capabilities,
- ✓ further integrate the colleges' research expertise,
- ✓ identify new opportunities for improving the environmental performance.

Overall, the mission of Alberta College is entirely in line with the PRME principles and the college strongly supports the aims of the PRME. The college continues the commitment to long-term affiliation to and support for the Principles.

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