

ESCI Escola Superior de Comerç Internacional Universitat Pompeu Fabra



PRME Principles for Responsible
Management Education

Sharing Information on Progress (SIP) Report

Barcelona, June 2010

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1. Letter of renewed commitment

In October 2008 ESCI signed its adoption of the Principles for Responsible Management Education (PRME). Since then, we have made significant progress in implementing the six Principles and want to give account of our efforts sharing in this report.

As an institution of higher education involved in the development of current and future managers, ESCI renews its commitment to continuously improving in the application of the PRME, reporting on progress to all our stakeholders and exchanging 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.

A handwritten signature in blue ink, appearing to read 'Xavier Cuadras Morató', is positioned above the printed name and title.

Xavier Cuadras Morató
Director

2. The Principles for Responsible Management Education

<p>Principle 1: Purpose: <i>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.</i></p>
<p>Principle 2 Values: <i>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.</i></p>
<p>Principle 3 Method: <i>We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</i></p>
<p>Principle 4 Research: <i>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.</i></p>
<p>Principle 5 Partnership: <i>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.</i></p>
<p>Principle 6 Dialogue: <i>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.</i></p>

3. Brief presentation of ESCI

In 1993, the School of International Trade (ESCI) was created as a joint initiative between the Generalitat (Government) of Catalonia and Universitat Pompeu Fabra which, right from the beginning, counted on the support of some of the main business organisations in the country. The founding objective was to prepare students, from within the university environment, for the necessary internationalisation of the Catalan economic and productive fabric. Several years have gone by since then and it can be affirmed that this objective has been achieved with very good results. Our graduates are progressing in the companies and institutions of the country and this has meant that our training offer is fully consolidated in the Catalan university panorama.

The courses that we offer are linked to the world of company internationalisation, but they also cover other fields such as marketing, trade distribution or the management of human resources and leading of organisations. One of our objectives is to adapt to the training needs that may arise in different business areas throughout our country.

Our main asset is the people. ESCI is made up of a group of academics and professionals who are highly active in the teaching area and in research and services to companies. The School has contributed towards the creation of knowledge in areas of international trade, the Catalan economy, environmental management and corporate social responsibility, among others.

4. Reporting on PRME Principles implementation

4.1 Curriculum (Principles 1 and 2)

ESCI has the vocation to train professionals capable of adapting to different cultures and prepared to apply fundamental ethical values in their international business practices. The training that ESCI students receive is based on a commitment to the values of professional integrity and ethics, respect for people and other views, solidarity with the poorest and sustainable economic and human development.

Major achievements in the last 18 months:

- After adapting to the European Higher Education Area (EHEA), ESCI offered its new Bachelors's Degree in International Business and Marketing in the academic year 2009/2010. During this four-year university course, the following skills are refined among students: “profound moral and ethical commitment and consciousness”, “promotion and respect for multicultural values: respect, equality, solidarity, commitment”, “promotion and respect for gender issues, environment and safety at work”. Additionally, the Degree includes the compulsory subject “Corporate Deontology” (4 credits ECTS).
- ESCI also runs some Master and Postgraduate programmes, most of which include subjects related to social responsibility and sustainability:
 - Master in International Management: “Business Ethics” (1 credit ECTS)
 - Master in International Retail “Corporate Social Responsibility” (1 credit ECTS), “New trends: Green Retail” (1/3 credit ECTS)
- As the only university school in Spain, ESCI offers a Postgraduate (24 ECTS) and a Master Programme (60 credits ECTS) in Women’s Leadership, with the aim to provide management training from a gender identity perspective.

Future perspectives:

ESCI aims to consolidate its commitment to an education based on the acquisition of skills and attitudes that favour social interculturality, social responsibility and environmental sustainability of business activities.

4.2 Learning frameworks (Principle 3)

ESCI pursues to incorporate innovative teaching methods and assist students in order to fulfill its mission: attain the maximum quality in training professionals with suitable knowledge and managerial skills for taking decisions and assuming responsibilities in the area of international business.

Major achievements in the last 18 months:

- In order to promote the social commitment of students and university community, some extracurricular activities have been organized, e.g.:
 - Speech “For a quality education for disadvantaged children in Pakistan” (Ashraf Khan from NGO Horizon Islamabad), 11 November 2009 and photo exhibition of projects undertaken by this NGO in the field of education in the hall.
- In order to “teach by example”, ESCI has also initiated an internal project called “Green University” (*Universitat Verda*), implementing green purchasing practices and waste reduction measures.

- ESCI awards scholarships to students with the aim of facilitating access to the School's programs. ESCI assigns 7% of its incomes for registration to scholarships that may cover between 30% or 50% of the tuition fees for the Bachelors's Degree in International Business and Marketing.

Future perspectives:

ESCI aims to consolidate and adapt the educational model and the training program in order to improve the academic performance, especially regarding the curriculum "environmentalization" of the Bachelors's Degree in International Business and Marketing.

4.3 Research (Principle 4)

ESCI undertakes knowledge creation activities through academic and applied research, in search of becoming a reference to Catalan companies in terms of training and assessment for improving their internationalization processes. Apart from the Research Group in International Economics and Business (*Grup de Recerca en Economia i Empresa Internacional, GRE²i*), focused on applied economics and international business, ESCI hosts three research groups specialized in the fields of environmental, social and economic sustainability:

- **Environmental Management Research Group (*Grup d'Investigació en Gestió Ambiental, GiGa*):** GiGa, ESCI's research group dedicated to environmental management, aims to develop and transmit knowledge about environmental issues that can help organisations in their internationalisation models, by means of tools such as life cycle analysis, eco-design or environmental communication.
- **MANGO Chair in Corporate Social Responsibility (*Càtedra MANGO*):** The Chair in Corporate Social Responsibility (CSR), financed by the Spanish company MANGO, aims to foster research activities into CSR and related areas, especially in the international business context.
- **Base of the Pyramid Laboratory (*Laboratorio de la Base de la Pirámide, LBP*):** The Base of the Pyramid Laboratory aims to create knowledge about the "world's socioeconomic bottom of the pyramid" (two thirds of the world's population that subsist on less than two dollars a day) as a potential market for companies, thus promoting the social development of the most disadvantage social strata of our planet.

Most relevant research publications in the last 18 months:

- Environmental Management Research Group (*Grup d'Investigació en Gestió Ambiental, GiGa*):
 - Bala A., Raugei M., Benveniste G., Gazulla C., Fullana P., 2010. Simplified tools for Global Warming Potential evaluation: when 'good enough' is best. *The International Journal of Life Cycle Assessment* 15 (5): 489-498
 - Gazulla C., Raugei M., Fullana P., 2010. Taking a Life Cycle Look at Fine Wine Production in Spain: Where Are the Bottlenecks? *The International Journal of Life Cycle Assessment* 15 (4): 330–337.
 - Raugei M., Frankl P., 2009. Life Cycle Impacts and Costs of Photovoltaic Systems: current state of the art and future outlooks. *Energy*, 34 (3):392-399.

- Puig R., Argelich M., Solé M., Bautista S., Riba J., Fullana P., Gazulla C., Calvet D., Raggi A., Notarnicola B., 2009. Industrial ecology as a planning approach for a sustainable tanning industrial estate. *Journal of the Society of Leather Technologists and Chemists* 92 (6): 238-244.
- Cerdan C., Gazulla C., Raugei M., Martinez E., Fullana P., 2009. Proposal for new quantitative eco-design indicators: a first case study. *Journal of Cleaner Production*, 17 (18): 1638-1643.
- Fullana P., Betz M., Hirsch R., Puig R. (eds.), 2009. *Life Cycle Assessment applications: results from COST Action 530*. Aenor, Spain.
- MANGO Chair in Corporate Social Responsibility (Càtedra MANGO)
 - Ayuso S., Mutis J., 2010. *La Responsabilidad Social Corporativa en el entorno global: Tendencias de las empresas españolas*. Càtedra Mango RSC, Documento de trabajo nº 6, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Roca M., Ayuso S., Colomé R., 2010. *Requisitos de RSC en la cadena de suministro: el caso de las PYMES catalanas*. Càtedra Mango RSC, Documento de trabajo nº 4, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Sánchez P., 2010. *RSC en la empresa internacional: Esteve*. Càtedra Mango RSC, Estudio de caso nº 3, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Ayuso S., 2009. *Estructura organizativa de la RSC en las empresas españolas*. Càtedra Mango RSC, Documento de trabajo nº 3, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Abenoza S., Ayuso S., 2009. *RSC en la empresa internacional: Sol Meliá*. Càtedra Mango RSC, Estudio de caso nº 2, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Ayuso S., 2009. *RSC en la empresa internacional: Mango*. Càtedra Mango RSC, Estudio de caso nº 1, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Puig J., Xifré R., 2009. Umbrales de subsistencia e ingresos salariales en Filipinas, México y Polonia. Una comparativa con España. *Estudios Económicos de Desarrollo Internacional*, 9 (2): 25-54.
- Base of the Pyramid Laboratory (*Laboratorio de la Base de la Piràmide, LABP*):
 - Sánchez P., Mutis J., Casado F., Alice, L. 2010. *La Base de la Piràmide: Casos i Perspectives a Catalunya*. ACCIÓ, Generalitat de Catalunya, Barcelona.
 - Casado F., Lariu A., Mutis J., Sánchez P., 2009. *Desarrollo de negocios en países de bajos ingresos. Crecimiento empresarial y desarrollo social*. Càtedra Mango RSC, Documento de trabajo nº 5, ESCI, Universitat Pompeu Fabra, Barcelona.

For further information about ESCI's research activities, please consult the web site of the School (www.esci.es) and the research groups (www.giga.cat, mango.esci.es, www.basedelapiramide.net).

Future perspectives:

ESCI is committed to increase its research activities, improve their impact on science and society, and promote synergies between the different research groups hosted at ESCI.

4.4. Partnership & Dialogue (Principles 5 and 6)

ESCI wishes to hold close relationships with with business, state and civic organisations, and enable an active space of debate and discussion around issues of international trade and sustainability.

Major achievements in the last 18 months:

- ESCI collaborates regularly with business, both through research projects (e.g. conducting case studies of companies like Mango, Sol Meliá, Esteve) and internship agreements for students.
- ESCI presents its research results in scientific congresses and meetings, and also in conferences to a broader public, e.g.:
 - Presentation of Eco-Toy Application Guidelines by GiGa, Departament de Medi Ambient i Habitatge, Barcelona, 4 March 2009
 - “The Base of the Pyramid: new opportunities for innovation and internationalization of Catalan companies”, by Base of the Pyramid Laboratory, ACC1Ó, Barcelona, 17 December 2009.
- ESCI itself organizes events in order to disseminate it acquired know how, e.g.
 - 1st Conference in Women’s Leadership, ESCI, 6 March 2009
 - 1st International Congress of Women’s Leadership, ESCI, 16 -18 September 2009

Future perspectives:

ESCI aims to continue promoting its presence in society, especially with regard to its Alumni Association and the public and private institutions that work in the area of the internationalization of the Catalan economy.

5. Desired support from the PRME community

In order to improve the learning network of the PRME community, the information sharing about signatories’ good practice should be facilitated.