

ESCI Escola Superior de Comerç Internacional Universitat Pompeu Fabra



PRiME Principles for Responsible
Management Education

Sharing Information on Progress (SIP) Report

Barcelona, June 2012

INDEX

1. Letter of renewed commitment
2. The Principles for Responsible Management Education
3. Brief presentation of ESCI
4. Reporting on PRME Principles implementation
 - 4.1 Curriculum (Principles 1 and 2)
 - 4.2 Learning frameworks (Principle 3)
 - 4.3 Research (Principle 4)
 - 4.4 Partnership & Dialogue (Principles 5 and 6)
5. Desired support from the PRME community

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, consisting of several overlapping loops and lines, positioned above the printed name and title.

Xavier Cuadras Morató
Director

2. The Principles for Responsible Management Education

<p>Principle 1: <i>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.</p>	
<p>Principle 2 <i>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.</p>	
<p>Principle 3 <i>Method:</i> We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</p>	
<p>Principle 4 <i>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.</p>	
<p>Principle 5 <i>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.</p>	
<p>Principle 6 <i>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.</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 24 months:

- After adapting to the European Higher Education Area (EHEA), ESCI offers its Bachelors's Degree in International Business and Marketing. In the academic year 2011/2012, the compulsory subject "Corporate Deontology" (4 credits ECTS) has been taught for the first time according to this new teaching plan. This subject aims to refine the following skills among students: ability to reflect on conflict of interests situations generated by business, ability to balance business goals with general welfare protection, and capacity for holding dialogue with various stakeholders.
- 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 24 months:

- In order to promote the social and environmental commitment of students and university community, some extracurricular activities have been organized, e.g.:
 - Seminar "Sustainable events" (Environmental Management Research Group, now UNESCO Chair in Life Cycle and Climate Change), 23 November 2010
 - Presentation of "Walk On Project" , a social entrepreneurship initiative to promote research into rare diseases, 22 May 2012

- In order to “teach by example”, ESCI conducts 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 internationalisation 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:

- **UNESCO Chair in Life Cycle and Climate Change (*Càtedra UNESCO de Cicle de Vida i Canvi Climàtic*):** This UNESCO Chair, formerly ESCI's Environmental Management Research Group (*Grup d'Investigació en Gestió Ambiental, GiGa*), aims to promote research, education, the establishment of cooperative networks and the generation of documentation aimed at sustainable development of products and processes worldwide.
- **MANGO Chair in Corporate Social Responsibility (*Càtedra MANGO de RSC*):** 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 Piràmide, 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 24 months:

- UNESCO Chair in Life Cycle and Climate Change (*Càtedra UNESCO de Cicle de Vida i Canvi Climàtic*):
 - Lehmann A., Russi D., Bala A., Finkbeiner M., Fullana-i-Palmer P., 2011. Integration of Social Aspects in Decision Support, Based on Life Cycle Thinking. *Sustainability* 3(4): 562-577.
 - Watson J.M., Gazulla C., Fullana-i-Palmer P., 2011. Developing Effective Product Panel Methodology through Practice. A Case Study of the Catalan Toy Industry. *Journal of Industrial Ecology* 15(4): 629-637.

- Fullana-i-Palmer P., Puig R., Bala A., Baquero G., Riba J., Raugei M., 2011. From Life Cycle Assessment to Life Cycle Management: A Case Study On Industrial Waste Management Policy Making. *Journal of Industrial Ecology*, 15(3): 458-475.
- Ulgiati S., Ascione M., Bargigli S., Cherubini F., Franzese P.P., Raugei M., Viglia S., Zucaro A., 2011. Material, energy and environmental performance of technological and social systems under a Life Cycle Assessment perspective. *Ecological Modelling*, 222: 176-189.
- Margallo M., Aldaco R., Bala A., Irabien A., Fullana P., 2010. Implementation of wastes selective collection in small villages of less than 50 Inhabitants in Cantabria Region (Spain): preliminary viability study. *Chemical Engineering Transactions*, 21:733-738.
- MANGO Chair in Corporate Social Responsibility (Càtedra MANGO de RSC)
 - Russi D., Ayuso S., Fullana P., 2012. El Análisis Social del Ciclo de Vida como instrumento de RSC: El punto de vista de las empresas españolas. Càtedra Mango RSC, Documento de trabajo n° 12, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Cyclus Vitae Solutions, 2012. Guía de recomendaciones prácticas de eficiencia energética para tiendas de ropa y complementos. Càtedra Mango RSC, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Salerno H., 2012. *La Responsabilidad Social Corporativa de la prensa en tiempos de crisis*. Càtedra Mango RSC, Documento de trabajo n° 11, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Ayuso S., Arenas D., 2012. *RSC en la empresa internacional: BBVA*. Càtedra Mango RSC, Estudio de caso n° 5, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Ayuso S., Garolera J., 2011. Códigos éticos de las empresas españolas: Un análisis de su contenido. Càtedra Mango RSC, Documento de trabajo n° 10, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Colomé R., 2010. *RSC en la empresa internacional: Fluidra*. Càtedra Mango RSC, Estudio de caso n° 4, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Puig J., Ribas J., 2010. *Salarios de subsistencia en el Sudeste Asiático: Una comparativa con los salarios mínimos y prevaletentes*. Càtedra Mango RSC, Documento de trabajo n° 9, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Ayuso S., Roca M., 2010. *Las empresas españolas y el Pacto Mundial*. Càtedra Mango RSC, Documento de trabajo n° 8, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Puig J., Ribas J., 2010. *Salarios de subsistencia: Una estimación para las provincias chinas (2000-2007)*. Càtedra Mango RSC, Documento de trabajo n° 7, ESCI, Universitat Pompeu Fabra, Barcelona.
 - Ayuso, S., Mutis, J., 2010. El Pacto Mundial de las Naciones Unidas - ¿una herramienta para asegurar la responsabilidad global de las empresas?, *Revista de Globalización, Competitividad y Gobernabilidad (GCG)*, 4 (2): 28-38.
- Base of the Pyramid Laboratory (Laboratorio de la Base de la Pirámide, LABP):
 - Arenas D., Sánchez P. y Murphy M., 2011. *Relaciones empresariales con comunidades locales y ONG. Segunda parte*. Ed. ESADE – IIS. Universitat Ramon Llull, Barcelona.

- Sánchez P., Casado F., Vives J. y Mutis J., 2011. *La base de la pirámide bajo el prisma de Euskadi*. Ed. Innobasque, Bilbao.
- Sánchez P., 2010. *Estrategias de entrada en los países de bajos ingresos: una evaluación a partir de los modelos de negocio de empresas multinacionales (tesis doctoral)*. Ed. Universitat Politècnica de Catalunya, Barcelona.

For further information about ESCI's research activities, please consult the web site of the School (www.esci.upf.edu) and the research groups (unescochair.esci.es, 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 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 24 months:

- ESCI collaborates regularly with business, both through research projects (e.g. conducting case studies of companies like Fluidra, BBVA, Freixenet) and internship agreements for students.
- ESCI presents its research results in scientific congresses and meetings, and also in conferences to a broader public. Furthermore, ESCI organizes workshops and seminars for business about specific sustainability issues, e.g.
 - “EnerBuiLCA seminar about Life Cycle Analysis in the construction sector”, 18 October 2011
 - Workshop “Social Life Cycle Analysis: an interesting methodology for Spanish businesses?”, 30 November 2011
- ESCI itself organizes events in order to disseminate its acquired know how, e.g.
 - FENIX: 1st International Conference on Life Cycle Thinking, ESCI, 14 September 2010
 - Presentation of the report “Analysis of CO2 emission data in Spain”, in collaboration with Fundación Empresa y Clima, ESCI, 7 June 2012

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 internationalisation of the Catalan economy.

For any questions or comments related to this SIP report, you can contact Silvia Ayuso (silvia.ayuso@esci.upf.edu).