



Shantou University Business School

Sharing Information on Progress (SIP) Report 2010 - 2012

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for**
Responsible Management Education

Renewed of Commitment to PRME

As one of signatories, Shantou University Business School (STUBS) is pleased to renew its commitment to the Principle of Responsible Management Education (PRME). We have engaged in several new and ongoing activities in support of the six principles and are striving to integrate the six principles into our teaching and research activities. The following report provides an overview of some of our achievements since December 2010 SIP report.

About Shantou University Business School

The STUBS plays an important and active role in the education reform of Shantou University (STU). The distinctive educational mode and geographical location of STU provide the School unlimited room to move forward.

With the motto of “Enterprising Achievement, Global Mindset”, the School has long committed to social responsibility through developing business and management talents. STUBS offers 8 academic degree programs -- four undergraduate programs (BBA in General Management, Marketing, Accounting, International Trade & Economics, and Finance), three Masters Programs (Master of Management, Accounting and Economics), one Full-time MBA program, and one non-degree executive education program.

On 24th February 2012, the BBA program (including three areas of specialization: General Management, Accounting, and Marketing) was granted of EFMD Program Accreditation System (EPAS) accreditation, which is the first BBA program in Asia with EPAS accreditation.

With the development philosophy of “Stand through Teaching, Prosper through Research and Flourish with People”, the School aims to create a differentiated reputation and become an international competitive, sustainable business school.

Professor Zongling Xu

Dean, Shantou University Business School

Major Achievements and Progress from Last SIP Report

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.

With a highly international and professional faculty team, we are educating our students in a social responsible way. Over the past two years, we are providing our students extensive opportunities to practice their social responsibilities and business ethics. A team of our students have been committed to the projects of SIFE. There are Agricultural products projects such as Lychee, tea and their byproducts promotion which focus on the organic planting concept and bring both social and economic benefits to the farmers, and Waste reduction and environment protection project. Most notably is the Ceramic Rebirth Project implementing the idea of recycling and reusing of the waste ceramics, and A New City of Plastic helping technical innovation to avoid plastic products pollution. For the benefits of local community, the team provides the migrant workers with free training.

In June 2012, another student body STU AIESEC was established. AIESEC is the biggest students-run organization in the world. It spreads over 110 countries and territories with more than 60000 members. The mission of AIESEC is discovering and developing young people's potential, encouraging their leadership and cultivating them to be a qualified citizen of the world. Students from Business School have participated the Overseas Volunteer Program in India and Cambodia.

The School encourages the faculty to be a mentor or advisors to embrace a personal passion for social responsibility.

Principle 2 & Principle 3

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.

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

Since 2011, the School has fostered teaching and researches and offers the following new courses: Non-profit organization marketing management, Green Marketing, Managing Non-Profit Organizations, and Innovation Marketing Management.

In addition, the undergraduate students must complete additional requirements including attending relevant seminars, projects and get additional credits by engaging in meaningful community volunteer work or projects.

Since 2011, STUBS has offered some customized certificate or executive programs for local and large enterprises.

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.

Since 2011, three research centers have been established including Research Center for Finance and Accounting, Institute of Finance and Investment, and the Collaborated Enterprise Research Institute of Guangdong and Taiwan, which symbolize its role in the sustainable development of local business and communities. In addition, a Chinese Businesses and Chaoshan Businesses Case base embeds corporate responsibility in sustainability

In the past two years, the key accomplishments of faculty in research include: published papers in leading academic journals such as “Green Subsidy and Its Spillover Effect in International Trade”, “A Summary of Green Barrier and Environmental Trade Policy”, “Study on Entrepreneurial Process Model for SIFE Student Team Based on Timmons Model”, and “The Empirical Analysis on the Relationship between the Opening of Chinese Economy and Economic Growth”. The STUBS faculty have engaged in related funded research projects such as “Service Brand and Corporate Social Responsibility” and academic conference such as “2011 International Conference on Physical Education and Society Management—ICPESM2011”.

Principle 5 & Principle 6

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.

Dialogue: 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.

The School developed strategic relationships with local business. We have set up 17 Intern Bases and 7 collaborated Research Bases. Through the support, we are developing education platform and expose our students to experienced individuals within “responsibility leadership”. The School has been focused on strengthening the interaction between students, alumni and professionals. The *MBA Auditorium* and *Alumni Auditorium Series* not only serve to have the guest speakers share their corporate social responsibility in local community and sustainable development practices, but also embed the principles in our teaching and researches.

Key Objectives

For the next 24 months, we will continue to integrate the PRME principles into our undergraduate and graduate programs and researches.

The School will recruit scholars with professional experiences and professionals to deliver courses of entrepreneurship and provide students a unique learning experience with strong interaction between theories and practices.

To promote the sustainable development of local economy and society, we plan to further expand our collaborations with local governments and industries, which not only facilitate the existing teaching and research partnership, but also can create materials for the case bases.

In terms of teaching and learning, we will host a number of academic seminars or workshops to bring in some researchers and entrepreneurs to share their insights on social entrepreneurship and responsible leadership with our faculty, staff and students.

We will also continue to emphasize the social, environmental and ethical topics and deliver high quality MBA program and executive training to develop ethically engaged business professionals.

Desired Support from the PRME Community

We appreciate more opportunities to communicate with signatories to share their innovative ideas and experiences in undergraduate and MBA programs. We hope the PRME community organizes more international conferences.