

The Principles for Responsible Management Education

Sharing Information on Progress

October 2011

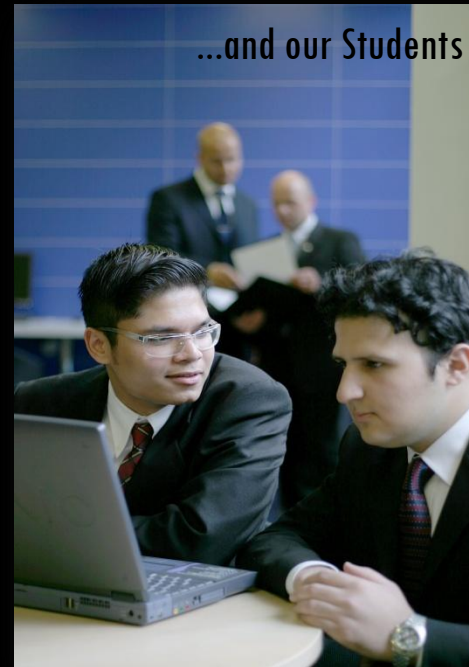
An Introduction

A welcome to Bradford University's School of Management's first Sharing Information on Progress Report, and a Welcome to Bradford:

From our Dean



...and our Students



... And a Welcome to our Campus:



Bradford University: **ECOVERSITY**

“Ecoversity is not just about how we build and run our estate and operations or pure environmental sustainability – it is also about how we embed sustainable development into the formal and informal learning experience of all our students; about involving all our staff, students and visitors and addressing our social responsibilities; fostering a sense of community and engendering wellbeing”

Working towards sustainable education

By engaging students, staff, the local community and employers on the skills and knowledge needed in the pursuit of sustainable development.

Working towards a healthy environment

Protecting the environment by minimising our resource use and emissions whilst also enhancing the surrounding environment.

Working towards social well-being

Creating a greener, safer environment in which our students, staff and the local community can live, interact, study, and be active.

Working towards a thriving economy

Developing research, innovation and knowledge transfer to bring greater prosperity to our students, the University, City and Region



Committed to Corporate Social Responsibility

PRME Principle 1: 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

The School committed to the PRME Principles in March 2010. In support of its work in this area it established a PRME Steering Committee, chaired by a member of the Advisory Board. This group has monitored change, captured faculty and student activity and through 2011-12 will be driving changes in the curriculum, student experience and campus in line with its endorsement of the Principles.

Headline developments since March 2010:

- Revised the School's mission and strategic plan to explicitly incorporate CSR
- Embedded the teaching of CSR and Sustainability in the Curriculum
- Opened our new BREEAM-awarded facilities
- Increased our Research activity in the areas of CSR, Ethics and Sustainability
- Strengthened our portfolio of Working with Regional and National Businesses
- Secured funding to build the Sustainable Education Centre



The Mission: To enhance the understanding and practice of business and management world-wide:

As a leading European full-service business school, with an international staff and student community

Engaged in internationally excellent learning, teaching and research in close collaboration with businesses and other users

Whilst fostering a commitment to corporate social responsibility

Bradford University School of Management:

The Curriculum

PRME Principle 2: 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

In the last 18 months the School has worked hard to fully embed CSR and Sustainability into the Curriculum:

Appointment of Education for Sustainable Development Champions

Full ESD Review of Curriculum Content

A Core CSR/Sustainability Module introduced on the new Accelerated MBA Programme

Explicit reference to CSR/Sustainability in all module descriptors

Introduction of MSc Sustainability in September 2011

MSc Sustainability:



CSR, Sustainability and Ethics Module Descriptors:

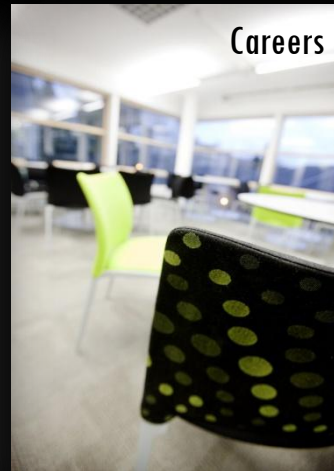


Your Learning Experience

PRME Principle 3: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership



The New Build Project



Careers

In the last 18 months the School has completed a huge schedule of Estate Improvements. In July 2010 it opened its new BREEAM award winning building, with incorporates the following sustainable credentials:

The installation of a bio-mass boiler for heating and hot water

The Installation of a Thermodeck mechanical ventilation system

Comprehensive BMS linked to University Main Campus

Solar panelling

Rainwater recycling for flushing of WCs

PIR operated lighting

Use of low maintenance materials throughout



Effective Learning



Facilities



Ecoversity
Ambassadors

Research

PRME Principle 4: 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

Research into the areas of CSR and Sustainability continues to grow within the School and through its global network of Partner Institutions.

Global Research:



ESRC Seminar Series:



Working Paper Series:



Research Groups & Centres:



Example Academic Portfolios:



Business Engagement

PRME Principle 5: 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

The School commitment to CSR/Sustainability permeates all aspects of its work. The following initiatives within the Executive Education Department reflect this:

Management Training Programmes

Open sessions and master classes

Free Breakfast Briefings

Significant Bespoke Public Sector training

Increased number of MBA In-Company Projects



Programme Brochures



Case Histories



Other Services



Alumni



The Venue



Knowledge Transfer

PRME Principle 6: We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability



Knowledge Transfer Networks



Sustainable Education Centre



Social Enterprise and Community Working



Working with Students

In the last 18 months, the School has embedded Knowledge Transfer within its mission statement.

It has Engaged with a significant number of initiatives to ensure that it helps facilitate engagement in the ideas of CSR and Sustainability within its communities and global network:

Confirmation that the Professor appointed to lead the development of the Sustainable Education Centre will be a member of the School of Management faculty

[Faculty and students engaged in the Ellen McArthur Foundation, and 10+1 Conference](#)

Development through the PRME Working Group of a programme of engagement with Global student community and local community to foster new forum for debate, discussion and knowledge tra

[Student engagement with University initiatives](#)

For Further information regarding the UN Global Compact:

<http://www.unglobalcompact.org/>

For more information regarding PRME:

<http://www.unprme.org/>

<http://www.brad.ac.uk/management/>

<http://twitter.com/BradManagement>