SIP Report: Nebrija Business School

I. Letter of Renewed Commitment

From:
Nebrija Business School
D. Carlos de Benito, Headmaster
C/ Pirineos, 55
28040, Madrid
Spain

To:
PRME Steering Committee
c/o Dr. Manuel Escudero, Head PRME Secretariat at United Nations Global Compact Office
DC2-612
2 United nations Plaza
New York, NY 10017, USA

14th May 2010

Renewal of Commitment with PRME Principles

As an Institution of Higher Education involved in training of current and future managers, Nebrija Business School renews its commitment with the continuous improvement in the application of the Principles for Responsible Management Education, reporting on progress to all stakeholders and exchanging effective practices with other academic institutions.

We, therefore, understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these principles.

D. Carlos de Benito
Head
II. PRME principles

Principle 1

1. Description: 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.

2. Overview: Our institution wants our students to be leaders which create sustainable value for business and society, so all our Programmes include activities which generate capabilities for students to be able to do so.

3. Achievements: All our Postgraduate Programmes have been adapted to the European Higher Education Area (EHEA). This fact has had the following consequences:

- We have added sustainability objectives for all our Programmes:
  - Teach the students to give value to human rights as the main framework and guide to their personal and professional development, as well as their work, with special respect to equality between men and women and no discrimination.
  - Teach the students that a company is a productive environment which satisfies the needs of different groups related to it, in a climate of dialogue and social peace.
  - Teach the students that decision making can bring consequences that affect people inside and outside the company.
  - Teach the students how to develop a Business Vision related to social sustainability and responsibility, which starts with a good government of the human resources of the company as the main factor to generate an appropriate relationship with society.
  - Teach the students how to add value to the company using creativity and participation.

- As a consequence, we have added capabilities regarding Corporate Responsibility and Sustainability:
  - Capacity to determine the coherence of Corporate Social Responsibility (CSR) actions of a company, whether or not they are integrated within the company’s strategy, and how they affect the groups of interest.
  - Capacity to prepare a CSR Plan and a Sustainability Memory, and communicate them to society, public institutions and administrations.

Principle 2

1. Description: 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.

2. Overview: We are conscious of the importance of CSR and Sustainability, so we want to give it a higher importance in our Programmes.

3. Achievements:

- All our Master Programmes include contents on corporate responsibility and sustainability.
- The MBA and the Executive MBA have a full module on that issue which has been optional for students. From now on, it is going to be compulsory.

- We have developed a course called “Programa Gobierna” oriented to CSR and other issues, that affect Corporate Governance.

Principle 3

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

2. Overview: Our University has been conscious, from the moment of its foundation, of the importance of CSR and Sustainability, so all its Graduate and Postgraduate Programmes have had some relationship with these issues.

3. Achievements:

- All our Master Programmes include case studies and readings related to good or bad practices in CSR and Sustainability.

- Students have access to CSR Reports and Sustainability Memories by internet and in our Library.

- The University applies CSR and Sustainability practices to its own management and employees.

- We have, annually, a Case Study contest in which one of the issues to write a case about is corporate responsibility and sustainability.

Principle 4

1. Description: 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.

2. Overview: We are conscious of the importance of research in order to improve our efforts in this area. For that reason, the University founded the Chair “Grupo Santander” in Analysis of Corporate Responsibility:  

3. Achievements: here we list some of the research initiatives of the Chair.

- Advantages of CSR and social cohesion.

- The evolution of CSR in the Spanish company in the last 40 years. For the Alfonso Martín Foundation.

- Corruption, institutions and corporate government. For the Iberoamerican General Secretary.
- CSR in Spain and Latin America: comparative study and debate about the influence in CSR of the economic, social and political context. For the Iberoamerican General Secretary and The Iberoamerican Foundation for Culture.

**Principle 5**

1. **Description**: 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.

2. **Overview**: We wish to have a fluent relationship with managers to get in depth information about the challenges they face in this field, and promote the debate between the maximum possible number of parties.

3. **Achievements**: here we list some of the activities we have done:

   - Debate “Iberoamerican companies: challenges, problems, opportunities”: together with the Iberoamerican General Secretary and the Chamber of Commerce of Madrid, inside a cycle of debates about CSR, between businesses, universities, NGOs and foundations.
   - Nebrija Debates on CSR:
     - Competitive advantage and CSR
     - Social Responsibility and Social Cohesion

**Principle 6**

1. **Description**: 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.

2. **Overview**: We want to dialog and debate with all the actors that deal with CSR and Sustainability and can help companies to improve in this area.

3. **Achievements**: here we list some of the activities we have done:

   - Conference: “Proposal for a new economy for responsible and sustainable companies” Aldo Olcese.
   - Forum Nebrija Debates: on CSR we had
     - Competitive advantage and CSR
     - Social Responsibility and Social Cohesion
   - Debate “Iberoamerican companies: challenges, problems, opportunities”: together with the Iberoamerican General Secretary and the Chamber of Commerce of Madrid, inside a cycle of debates about CSR, between businesses, universities, NGOs and foundations.
   - Seminar “The companies in 1968”: a 20 hour length seminar to analyse the social responsibility companies had in the 1968 events.
   - Seminar “Cultural Dimension and CSR in a Business internationalisation context”
   - Course “Cultural and Social Dimensions of Multinationals: the growing of CSR”: a 1 month Course.
• Annual Meeting of CSR Chairs of Grupo Santander: to share experiences in Spain and Latin America.
• Conference: “Challenges and Opportunities in CSR”. Guest Speaker from Universidad del Externado. Colombia.

III.- Future Perspectives

We are going to continue with the same courses of action: forums, debates, conferences, etc.; in order to achieve a complete understanding and share experiences and good practices about CSR in the business world.

We are designing a specific long length course on CSR.

We are approaching some initiatives in this area and short length courses or seminars.

The University is designing a Summer Course on CSR for undergraduate students for this summer.

IV.- Support

We would ask for support to other PRME signatories or the PRME Steering Committee when we need so. Nevertheless, we are open to work together with any University in this area or reach an agreement for a joint Programme.