Sharing Information on Progress (SIP) Report
2015 – 2016

This is our Sharing Information on Progress (SIP)
Report on the Implementation of the Principles for
Responsible Management Education
Dean’s Message

STU Business School was among one of the very first institutions to join PRME in China.

The School also strengthens its international image by becoming the first business school with EPAS accredited undergraduate programme in 2012 in the Asia region. In 2015, both undergraduate programmes, i.e. BBA and BEcon, won EPAS accreditation.

STU Business School has proven its strong commitment to ethics and responsible education with the emphasis on curriculum and research.

The 2016 Report provides an update of the achievements in support of the six principles in the past two years.

Professor Erming 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 the motto "Enterprising Achievement; Global Mindset.", the School has been focused on developing the capabilities of students to be future business leaders of sustainable value for business and society.

The School organizes and supports sustainability-related activities to raise awareness on sustainability issues among students, including the annual Charity Marketing Plan Competition, Enactus Social Enterprising Programmes. STU Enactus, as a student organization of STUBS involved in social entrepreneurship projects, has substantial impact on the local community. Over 80 to 100 STU students participates in this program annually. In 2016, its "Fenghuang Organic Tea Promotion Project" won the Runner-Up trophy at the Enactus China National Competition with 280 universities involved in the national program.

The undergraduate students have undertaken the following projects in the past two years.

1. Charity Supermarket Project

The "Charity Supermarket" project is committed to helping Shantou Charity Supermarket which was founded by the local charity organization and city civil administration bureau. The mission of the supermarket is to help the community poor residents with their profits. Donors can donate materials directly to the supermarket, donate money or choose their own form donation. Charity supermarket sells to the general public at the market price and offers to the poor people living in the Shantou community products well below the market price. The project aims to help the supermarket to build an effective business model, improve its management skills, and promote its publicity and sales online for a sustainable operation.

2. Fenghuang Tea Organic Promotion Project

Based on the Fenghuang Mountain in Chaozhou, Fenghuang Organic Tea Promotion Project has built up 15 mu organic tea fields. From two aspects of organic planting and sales promotion, it helps the tea growers search for the organic-planting technology and sales resources to develop the organic planting. It has increased the income of tea
growers, facilitate the sustainable development of this area, and improved the local environment.

3. Chaozhou Porcelain Recycling Project

Chaozhou is famous for producing porcelain, but is also known for lacking an effective recycling method. The waste porcelain is dumped and buried randomly. To solve waste porcelain dumping problem, the Waste Porcelain Recycling Project has set up a sustainable waste porcelain recycling model to apply waste porcelain in different technologies.

4. Chanshan Craftsmen Supporting Project

The local area has many kinds of intangible cultural heritage crafts, such as paper cutting and embroider. But with the development of science and technology, the traditional crafts are gradually ignored by people. As the result, the craftsmen are struggling to make livings and they are disregard by people. Aiming at the issue, this project mainly enhances the connection between the traditional crafts and the modern society and improve the craftsmen’s living standard.

5. Supporting Vegetable Grower Project

Faced with the low bargaining power, single sales channel and lack of guidance from market analysis, many farmers in Chanshan have low income. The project is devoted to build a sales model between farmland and community to help farmers adjust their planting scale based on the market demand. Combined with Internet and logistics, it will become a mature farmland-community sales modal to increase farmers' income and ensure quality vegetables for customers.

The Students have received various awards for coming up with innovative solutions to environmental problems, some of which are highlighted below:

- The China Chapter of Enactus World Cup Innovative Charity Competition (2014), 2nd Prize;
- The EDC (Engineering, Development, Community) project to help local tea farmers by STU Enactus Team and exchange students from Technion and other universities in US, Canada and Denmark (2014)

**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.
Courses with strong focus on environment, ethics and sustainability have been developed to provide students understanding and abilities to solving relevant issues. In addition to courses with environmental and sustainability elements like Business Ethic, Green Marketing, Non-profit Programme Marketing and etc., the School incorporates education in environment, energy and sustainability in almost all programmes, courses and extra curriculum activities by supporting faculty and students to conduct sustainability related research projects and programmes.

Faculty members are also encouraged and supported to develop public interest-related courses which are intensively based on an action learning approach. The School collaborates with local governments and enterprises and a couple of faculty members provide consulting services or participate in strategy formulation.

The credit-based course “Value-Based Innovation” course delivered by Professor Shlomo Maital from the Technion held in April 2016, which is focused on innovation and entrepreneurship, has incubated a joint kindergarten in Shantou.

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.

Sustainability and environmental studies is one of the key research areas of Business School faculty. New and on-going sustainability-related researches undertaken by faculty members of the School include:

- The effect of the structure of female leaders in country government agencies on the social trust: a study in Chaoshan region;
- An empirical study on eco-dumping and the solutions in international trade;
- Study on energy consumption, economic growth and carbon emissions of ASEAN-5;
- The development of circular economy industries in Guiyu Area;
- Social entrepreneurship development in China.

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.

STUBS has invested substantially in developing partnership with local enterprises, commercial association, banks, and others to provide internship opportunities for students. STUBS arranged internships for 110 students, accounting for 22% of overall internship placements.

STUBS began to establish a mechanism for strengthening its linkage to companies. Over 30 entrepreneurs and managerial executives were appointed corporate mentors. In addition to introduction of corporate mentors to give lectures to students, STUBS encouraged corporate mentors to lead or co-teach specific courses.

The School annually provides students from the applicant programs with over 160 internship positions, as complementary to undergraduate course studies, in both private and public sector. Students are arranged to conduct internship mainly in the corporate partners for one to three months. About 65 guest speakers are invited to address the Economic Forum Series, Alumni Series and Chaoshan Business Series or host professional workshops designed to undergraduates per annum.

Key Objectives

The school will continue to integrate the PRME principles into our undergraduate and graduate programs and researches. It will continue to encourage the faculty members to participate more projects on sustainability and responsibility.

The School will increase more courses with Corporate Social Responsibility and Entrepreneurship for the undergraduate and MBA programs.

The School will continue its commitment to the sustainability of local society and economy. It will focus on cultivating both faculty’s and students’ awareness and willingness to cope with the challenges and needs of the industries.