SHARING INFORMATION ON PROGRESS (SIP) REPORT 2019

OBS BUSINESS SCHOOL
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1. OBS BUSINESS SCHOOL GENERAL OVERVIEW

OBS Business School was founded in 2007, as the first 100% Online Business School in Spanish. OBS is part of Grupo Planeta, a multinational group leader in the publishing industry. Grupo Planeta’s network gives us a privileged place among the existing Business Schools. OBS Business School is integrated by three different schools:

- OBS School of Administration and Leadership Management.
- OBS School of Health Management.
- OBS School of Innovation and Technology management.

OBS Business School offers double degree programs with two different academic partners: The University of Barcelona and the International University of Catalunya. Both institutions have a vast experience in the educational sector, and offer undergraduate and postgraduate programs.

Since 2007 we have trained more than 26,000 professionals from more than 55 countries. Our methodology, based on the concept of eLearning, allows us to provide innovative content, internationalization and flexibility to each of our students. Our methodology assures the quality of the provided postgraduate education, as well as remove all the existing physical barriers, facilitating the alignment with the required professional skills required in today’s labor market.

Diversity, educational and professional experience is what make our students different. The 47% of OBS students are women while the 53% are men. The 95% has university studies, and the 100% has professional experience.

OBS has international delegations located in Lima (Peru), Bogotá (Colombia) and Mexico City (Mexico) in order to strengthen our institutional ties with Latin America. Our business school also maintains agreements with more than a hundred academic institutions and business schools in 40 different countries.

In addition, OBS is a member of prestigious national and international entities: EFMD, (European Foundation for Management Development), CLADEA, (Latin American Council of Management Schools), EDEN (European Distance and e-Learning Network), BGA (Business Graduates Association) and PMI (Project Management Institute).

OBS Business School has been chosen as the Best Business School Online in the category of training, according to the Ranking FSO 2019, from a selection of over 60 business schools, universities and other online education institution worldwide. Also, eleven masters of OBS were recognized as the best in the world, according to the ‘Eduniversal Best Masters Worldwide 2018.

In addition, OBS Business School has been recognized with 5 stars in the category of online learning by the QS stars rating.

This context allows OBS to nurture its international experience and to be a global model in higher education. OBS is socially committed to continuing to surpass challenges in the fields of personal and managerial training.
2. RENEWAL OF THE COMMITMENT TO PRME

Please, find enclosed below a letter of our renewal of the commitment to PRME Principles, signed by the highest executive of our organization:

OBS Business School

To:
PRM Steering Committee
DC2-612
2 United Nations Plaza
New York, NY 10017, USA

Barcelona, April 22nd, 2020

Renewal of commitment to the Principles for Responsible Management Education

It is a pleasure for me to renew our institutional commitment to the PRME principles. We adhered to them in November 2012, and renewed our commitment periodically.

As a Higher Education institution, which mission is to train the current and future managers, OBS Business School is engaged to a continuous process of improvement, based on the application of the Principles for Responsible Management Education. The experienced progress, derived from the application of the PRME principles, is reported to all our stakeholders and academic institutions, facilitating an environment of constant exchange of information about the best practices.

With this letter, we would like to manifest our intention to keep supporting and advancing each of the six PRME principles in our context as well as in the society-at-large. We understand that our own organizational practices should serve as an example of the values and attitudes that we convey to our students and the rest of our stakeholders.

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

Sincerely yours,

Oscar Aguer Bayarri
CEO
OBS Business School
PRINCIPLE 1. PURPOSE

We will train students and develop their skills to be future generators of sustainable value for business and society, working for an inclusive and sustainable global economy.

PRINCIPLE 2. 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, as well as introduce Master Degree Programs oriented towards Social Responsibility and sustainability.

PRINCIPLE 3. METHOD

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

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.

PRINCIPLE 5. 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.

PRINCIPLE 6. 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.
PRINCIPLES 1 AND 2: CURRICULUM CHANGE

PURPOSE

The PRME Principle 1 is fully embedded in OBS Business School’s mission, vision and values, that state:

Mission and Vision

“OBS is a Business School that is opened to the world and it is linked to employability to contribute in the progress of companies and professionals that can foster a better society and business competitiveness. OBS wants to be a Business School that is connected to companies and employees globally and (also) communicate the most innovative knowledge that can be useful in a successful professional.”

Values

1. “People first”: respect, integrity, honesty, teamwork, and multiculturalism.
2. “Committed to quality, excellence and results”: CSR (Corporate Social Responsibility), ambition, innovation and undertaking.
3. “Ambition to continue growing in a sustainable way”: commitment, professionalism, excellence & quality, results oriented.

All these values have been integrated along our curriculum as mandatory and elective courses. Some examples are:

- **Master in Project Management**: “The Human Factor in Project Management. Project change management”.
- **Master in Supply Chain Management**: “Trends and best practices in SCM: innovation, environmental sustainability and social responsibility”.
- **Master in Strategic Operations Management and Innovation**: “New challenges in Operations Management: Sustainability and Resilience”.
- **Master in Business Intelligence**: “Ethical and legal aspects in Business Intelligence”.
- **Master in Corporate Communication Management**: “Corporate Social Responsibility”.
- **Global MBA**: “Ethics and Corporate Social Responsibility”.
- **Master in Branding and brand strategies**: “Sustainable Branding”.
- **Master in Health Management**: “Patients participation and organizational ethical context”.
- **Master in Human Resources Management**: “Diversity, CSR and Coaching”.

In addition, we have a Master Degree Program 100% focused on CSR and sustainability since November 2019, The Master Degree in Corporate Social Responsibility and sustainable leadership.
**PRINCIPLE 3: METHOD**

In order to create the convenient frameworks that will foster responsibility and sustainability values among our students beyond their education programs, the following actions and initiatives have taken place:

- Regular participation of speakers coming from the corporate world, in positions specially linked to CSR.
- Case studies of companies particularly reputed for their CSR activities and approach as well as for their sustainable performance.
- Students are encouraged to include/consider in their Final Project the dimension of Sustainability, Development and/or CSR. In fact, OBS Business School organizes an annual competition to award the project that focuses the most on these dimensions.

**INTERNATIONAL AND DIVERSE ENVIRONMENT**

OBS considers that international, ethnic, gender, religious and cultural diversity is a key driver to develop CSR and sustainability values such as respect, tolerance, acceptance and integration. In that sense, OBS Business School cohorts are a perfect example of ethnic, gender, religious and cultural diversity as our students come from different cultures and backgrounds. We believe this enriches the students’ learning experience.

**PRINCIPLE 4: RESEARCH**

Keeping in mind that there is still room for improvement and progresses in the field, OBS has one research line focused on Sustainability. The research outlets from this line are presented in International Conferences and published in leading journals. Some examples of recent Conferences and publications are:

**Conferences**

Annual attendance to the European Operations Management Association (EurOMA) Sustainability Forum.

**Publications**

- **Title:** The impact of environmental and social practices on the triple bottom line: A mediated model  
  **Editorial:** Francis & Taylor  
  **Year of Publication:** 2018  
  **OBS Author:** Cristina Sancha

- **Title:** En Portada: Economía verde & circular DAFO  
  **Journal:** Mundo global  
  **Year of Publication:** 2018  
  **OBS Author:** Cristina Sancha

- **Title:** Mix energético DAFO  
  **Journal:** Mundo global  
  **Year of Publication:** 2018  
  **OBS Author:** Elena Bulmer
¿Cómo extender la sostenibilidad a proveedores?

A national culture perspective in the efficacy of supply chain integration practices

La diversidad en la empresa, fuente de innovación y oportunidades

In addition, the Academic Department supports professors in publishing reports related to CSR topics. These reports are distributed both externally and internally, so that managers and students can stay up to date in this field. Examples of reports are:

Las empresas y la lucha contra el cambio climático

El renacimiento, el único camino del problema medioambiental.

Vehículos Ecológicos. Las claves de su desarrollo y adopción.

Las energías renovables en España y Latinoamérica

App’s de carácter social

La ética de la corrupción en la España actual

Transparencia en Empresas españolas

La corrupción a nivel internacional
**PRINCIPLE 5 AND 6 PARTNERSHIPS AND DIALOGUE**

**OBS collaborates with international academic institutions**

OBS collaborates with academic institutions offering activities aimed to provide students a holistic perspective about CSR and Sustainability. Specifically in 2019-2020 OBS has conducted two global classroom hand with hand with TEC Virtual de Monterrey, where students from both institutions has interacted through a virtual room, created in Google Sites and discussed about ethics in management and, also, ethics in the marketing area.

**KEY OBJECTIVES FOR THE NEXT 18-MONTH PERIOD WITH REGARD TO THE IMPLEMENTATION OF THE PRINCIPLES.**

In the next year and a half, we will reinforce our commitment to the PRME through different initiatives and activities, not just focused on our cohort of students but especially in the rest of actors of OBS, as the Faculty body, staff, alumni, shareholders, top management, suppliers, companies, our closer environment and the society-at-large.

| Principle 1. PURPOSE | • Add questions related to CSR and Sustainability awareness in main interview to candidates during admission process.  
|                      | • Deliver in our Welcome Programme a document with the PRME and our institutional commitment to them. |
| Principle 2. VALUES  | • Development of activities focused on reinforce students awareness about CSR and Sustainability.  
|                      | • Introducing new modules on CSR, as elective courses in graduate and undergraduate programmes. |
| Principle 3. METHOD  | • Increase the number of funds destined to specific scholarships for women, disabled people and students from countries in development.  
|                      | • Increase the number of visits to responsible companies and social business developments. |
| Principle 4. RESEARCH| • Increase the number of publications in CSR and Sustainability through our Strategic Research Center |
| Principle 5. PARTNERSHIP | 5  
|                      | • Strengthen our institutional and corporate partnership network based on common projects and initiatives involving social, economical sustainability, environmental and Human Rights aspects. |
| Principle 6. DIALOGUE | • Redefine our planning of meeting with stakeholders, creating specific groups for special |
DESIRE SUPPORT FOR PRME COMMUNITY FOR THE NEXT 18 MONTHS

Some advice or examples related to the implementation of the PRME would be welcome, especially not just promoting among students but among the faculty and staff that usually feel more distant concerning CSR and Sustainability issues.

Providing or recommending some speakers that could participate in our programmes and/or activities as well as more diffusion or events around PRME focused on best practice sharing, where starting Schools in these projects could learn from more advanced institutions.