Sharing Information on Progress (SIP)

Report on the implementation of the Principles for Responsible Management Education (PRME)
December 2012-December 2013

This report had the participation of (alphabetical order by first name):

- Angela Maria Montoya (Faculty)
- Francisco Lopez (Dean)
- Jorge Mesa (Faculty)
- Juan Gonzalo Perez (Students Representative)
- Leonardo Sanchez (Head of Department)
- Luz Maria Rivas (Faculty)
- Maria Alejandra Gonzalez-Perez (Faculty)
- Mauricio Bejarano (Head of Department)
- Mery Gallego (Associate Dean)
- Olga Lucia Garces (Faculty)
- Ricardo Uribe (Head of Department)
- Sara Aguilar (Program Coordinator)
- Sergio Castrillon (Program Coordinator)

Further information available at: mgonza40@eafit.edu.co . Tel: +57 4 2619500 ext. 9431
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PRME Steering Committee
c/o Jonas Haertle, Head PRME Secretariat at United Nations Global Compact Office
801 2nd Avenue, 2nd Floor
New York, New York 10017

Sharing Information on Progress (SIP) regarding the Principles for Responsible Management Education

We are honored to submit our first SIP. This report presents our developments on the PRME since our School signed its principles in 2012. We would like to highlight that the Business School of Universidad EAFIT is committed to advancing and promoting the implementation of the Principles for Responsible Management Education.

All undergraduate and graduate programs offered at Universidad EAFIT’s Business School have specific objectives to differentiate future managers formed at our school based on interdisciplinary training combined with developing awareness on the needs of individuals and communities, and encouraging practices for responsible and sustainable management.

We would like to emphasize that our commitment to the PRME is connected with our institutional commitment to the Global Compact. Since 2011, Universidad EAFIT is an active member of the United Nations’ Global Compact and ever since we have been strongly involved in the local and national business networks.

Finally, we would like to ratify that we are committed with advancing each of PRME principles through teaching, research and services.

Yours faithfully,

Dr. Francisco López Gallego
Dean
Business School
Universidad EAFIT
Colombia
• **Principle 1: Purpose. Develop the capabilities of students to be future generators of sustainable value for society.**

The Students Union at the Universidad EAFIT has a mandate of incorporating a social outreach dimension to the activities led by students groups at the university. One of the students’ group of the university is Partners Campus. This group was created in 2012, and since then has developed international cooperation aiming to promoting volunteering, and enhancing awareness on socio-economic vulnerable local communities.

For all undergraduate students at academic programs at Universidad EAFIT is compulsory to be enrolled in the course “Initiative and Business Culture”. This semester long course provides undergraduate students with entrepreneurial skills and competences. Every year over 1,500 students are trained as entrepreneurs, and as a consequence of having undertaken this training 275 new companies have been created. At the MBA level, we offer the course “Corporate Entrepreneurship”. This course provides training for current managers on generating new business opportunities at existing companies. Both courses, at the undergraduate and MBA level emphasize the importance of having social and environmental awareness to be sustainable.

The Accounting Consultancy Service (*Consultorio Contable*) is a service learning initiative jointly led by faculty and students to provide free accounting advice, and to suggest alternative courses of action related to accounting procedures such as taxes, audit, cost, business law and finances to young entrepreneurs, university employees and undergraduate students interested in starting new businesses.

Another service learning initiative at the Business School is the students’ study group on processes improvement (SIMPRO for its initials in Spanish). Since 2005, this study group coordinated by a lecturer in the Management Department has a research outreach program focused on providing free personalized advice and managerial training to lower income entrepreneurs. The main areas of training are: personal finances, marketing and general management.

At the undergraduate course Synthesis Seminar of Business Administration has been emphasized the importance of increasing awareness in business realities, managerial styles and practices through classroom visits by entrepreneurs who share their experiences with students. This initiative has encouraged new understanding of the management profession, and has incorporated dimensions of sustainability, social and environmental responsibilities.

In 2013, the observatory of trade, investment and development was created with the support of the virtual institute of the United Nations Conference for Trade and Development (UNCTAD). This observatory is a development policymaking’s study group by students from different Schools at the Universidad EAFIT and it generates short informed articles to guide policy around trade and investment under UNCTAD’s perspective.
• Principle 2: Values. 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.

During 2013, we maintained our institutional mandate in which each of our undergraduate and postgraduate courses has at least one module on either business ethics or corporate social responsibility. This institutional decision aims to promote critical thinking and to provide decision-making elements for future managers and current citizens regarding ethical dilemmas. This implies that we continue with the promotion of teaching strategies that facilitate the development of socially responsible practices and values, such as: debates, discussions, students’ projects, workshops, and evaluations.

Nonetheless, we have courses entirely dedicated to corporate social responsibility, business ethics and sustainability at both undergraduate and graduate levels. At the Business Administration undergraduate program we offer the course on Ethics and Social Responsibility, and the undergraduate program in International Business dedicates its final seminar to corporate social responsibility. The Master in International Business (MIB) offers a course on Corporate Social Responsibility, Corporate Governance and Corporate Citizenship. MBA students have a course on Ethics and Social Responsibility. At the PhD program the course on Sustainability and Management is compulsory for all PhD candidates. Additionally, the Master in Administration Sciences was particularly designed for including theoretical bases for developing critical thinking around managerial practices.

Every semester at least two panels with business leaders and local managers are organized and delivered at the Business Administration undergraduate course “Business Policy”. These panels are focused on providing considerations for ethical and challenging decisions based on prioritizing values and principles.

Also, we continue with the institutional program "Atreverse a Pensar". This established program is focused on encouraging academic honesty. This program has been model for other Colombian education institutions and companies who have adopted it.
• **Principle 3: Method.** Create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

The Business School offers regularly study tours to undergraduate and graduate students. These study tours are experiential learning mechanisms to complement theoretical and conceptual training provided at the classroom. The School offers a study tour to Panama in which students gain experience on logistics and operations management. With the support of UNCTAD’s virtual institute since 2009, we have led a mission of students by Colombian universities to the United Nations headquarters in Geneva (Switzerland). During an entire week, students participated in lecturers by international experts on trade and development areas.

Additionally, for over 10 years is a Postgraduate Diploma on Human Resources Management (*Especialización en Gerencia del Desarrollo Humano*)’s graduation requirement of the to carry out a free consultancy to a small business or a NGO on Human Resources processes and strategies. This initiative provides a learning-by-doing opportunity to students who apply learnt concepts during the academic program. Up today 310 small and medium businesses and NGOs have been benefited by this program.

Since 2011, students and faculty from the International Business undergraduate program have participated in the X-Culture Global Collaboration Experience. This is an international initiative in which students’ work in virtual teams with peers based on different countries on specific business challenges. This project has proven to develop intercultural and international business competences such as communication, working on different time zones, dealing with cultural differences.

The International Business undergraduate program hosts every year the "International Business's Knowledge Olympics". This is an event in which International Business students from other universities in Colombia are invited to our campus for a team competition in which knowledge on International Business is tested and awared.

Also at the International Business undergraduate program, students are offered to participate in international models of international organizations such as United Nations and the Organization of American States. These models and study tours are unprecedented opportunities of experiential learning, since students are exposed to challenge themselves in international settings following specific protocols, which required dedicated training and commitment by students and coordinating faculty.
Principle 4: Research. 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.

The Management Department, and the research group Management in Colombia have approached leading local companies regarding their business needs. Specifically, an agreement with Sura (one of Colombian largest multilatinas) was signed for research collaboration. This implies conducting in-house joint research by company employees with university researchers on relevant areas for both the academia and business, and developing a database of existing research on the company.

At the Marketing Department the areas of inclusive markets, sustainability and corporate social responsibility of SMEs have been consolidated. A group of researchers of this academic department received government funding to carry out a large-scale research project on inclusive markets and agribusiness.

At the Master in Organizational Human Development, research on how labor and social aspects affects people lives at work and their social context have been carrying out.

Also, the following co-edited books resulting of research and international network by one of the academics in the Universidad EAFIT’s Business School on Corporate Social Responsibility and International Business were published by Emerald.


Furthermore, the following papers were published in 2013 on the areas of corporate social responsibility, sustainability and social enterprises:


• **Principle 5: Partnership.** 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.

Since 2010, Universidad EAFIT is a leading member of the Colombian national Global Compact's network. Since the same year, together with large Colombian firms we have actively participated at the national working table on Anti-Corruption (Principle 10). This working table has focused its initiatives on socialization and dissemination of the Global Pact’s 10 Principles, with special emphasis on Principle 10. We have worked in partnership with one the largest Colombian employers association (National Association of Industrial companies –ANDI), and with Colombian multinationals (EPM, ISA, ISAGEN, Sura and Protection). Some of the events that we carried out in partnership during 2013 were:

- Promotion of Universidad EAFIT’s initiative focused on fostering awareness on values such as honesty and transparency. “*Atreverse a Pensar*”.
- Joint regional symposium on “Responsible Practices And Challenges On Supply Management”. This was organized in cooperation with the regional network of Global Compact (Nodo Antioquia del Pacto Global) on September 2013.

During 2013, Universidad EAFIT provided academic contribution to the Global Compact network with the following conferences:

• Vargas Sáenz, Mario. 2013. (30/11/2013) Focusing concepts towards suppliers’ competitiveness and local development in the Global Compact’s framework. Universidad EAFIT. Medellin, Colombia

Gonzalez-Perez, Maria Alejandra. 2013. (15/08/2013) Colombia and its competitiveness in terms of Corporate Social Responsibility. Proexport, Medellín, Colombia.

Gonzalez-Perez, Maria Alejandra. 2013. (28/05/2013). Global Compact: Internationalization and Corporate Social Responsibility. At the First Regional Global Compact’s Event in Antioquia. EPM. Medellín, Colombia.

Gonzalez-Perez, Maria Alejandra. 2013. (01/04/2013). Launch of the Iberoamerican report on Corporate Social Responsibility by Corresponsables. Tendencies and Challenges of CSR in Latin America and Europe. Universidad EAFIT. Medellín, Colombia.

Gonzalez-Perez, Maria Alejandra. 2013. (10/04/2013). Global Compact: Opportunities and challenges for Colombian companies. National Committee on Corporate Social Responsibility. ANDI. Medellín, Colombia.

**Principle 6: Dialogue. Facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.**

We publicly communicate our commitment towards responsible management education, and share with the business community our views through academic papers, books, business magazines’ columns, newspapers articles and conferences in the field of corporate social responsibility and sustainability. Regularly, faculty members publish articles and opinion columns at national and Latin America business media.

Every semester, the Business School hosts events with business leaders (*Lecciones Empresariales*, International Business Speakers Series) who share their experiences and perspectives with the academic community. This initiative aims to generate a space of dialogue around present-day challenges for business managers at both local and international spheres of influence.

Regarding the participation of Universidad EAFIT at academic and professional networks, we would like to emphasize that members of the faculty of the Business School are members at Board of Director of organizations such as: ASCOLFA (Colombian Association of Management Schools),
RedIntercol (Colombian Network of International Relations), RCPI
(Colombian Network of International Professional Training), Colombian Central Board of
Accountants, Paciber (Pacific Asia Consortium for International Business Education and Research),
amongst other.

We are also Colombian leading and coordinating university at the Virtual Institute of the United
Nations Conference for Trade and Development (UNCTAD). Moreover, since 2009 we have hosted
the regional courses for Latin America and the Caribbean on the Key Issues on the International
Economic Agenda (P166) organized by UNCTAD, which training on knowledge and skills on trade,
investment, finance, international negotiation and development is delivered by international experts
to policy makers and academics in the region.

Finally, Universidad EAFIT continue our active participation in the national and local networks of the
Global Compact, in which we are specially committed in the Anti-Corruption national roundtable.