

PRME Steering Committee  
c/o PRME Secretariat  
United Nations Global Compact Office  
685 3rd Avenue, 12th Floor  
New York, New York 10017

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### **Continuation of the Adoption of the Principles for Responsible Management Education**

As an institution of higher education involved in the development of current and future managers, **SAN DIEGO GLOBAL KNOWLEDGE UNIVERSITY** continues to be committed to implementing the Principles for Responsible Management Education - starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

We 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.

Attached is a list of practical actions taken by our university in past 24-month period in support of PRME principles, an assessment of outcomes and specific objectives in the future.

Sincerely,



**Dr. Miguel A. Cardenas**  
*President and CEO*

## **Description of Practical Actions**

### **1. Principle 1 – Purpose**

San Diego Global Knowledge University has integrated subjects such as sustainability and social responsibility to all of its management programs. The programs are focused on developing global competencies and promoting global knowledge to generate future value for individuals, businesses, and the global economy. As a key objective, we have integrated the PRME principles in our programs and courses that are aimed to help students develop global skills and competencies to achieve their personal success and advance their careers.

### **2. Principle 2 – Values**

Most of the academic activities and curricula at San Diego Global Knowledge University are aligned with the values of global social responsibility as portrayed by the United Nations Global Compact. Human rights, labor, and the environment are topics that frequently are addressed at our university via individual class projects to larger academic and social groups gatherings. Ethical behavior in business is a topic that is frequently presented in our business and management curricula.

### **3. Principle 3 – Method**

The main method of instruction at our university is online, through the production of pre-produced videos on topics of global relevance, including the topics of “Global climate change and productivity”, “Innovative strategies for health and the environment”, “Global dynamics and challenges of water and energy”, and several others. This methodology for educational video production has been implemented by our school for over 30 years and addresses key educational objectives and learning topics of global importance. We have over 200 video programs with expert presenters on topics that align perfectly with the values of the UN and PRME.

### **4. Principle 4 – Research**

We have engaged in empirical research that enhances our understanding of organizations worldwide, measuring their respective emotional, technology, and knowledge components. We have also held several



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research symposiums on ethical issues, religion and tolerance in an increasingly interconnected world.

5. Principle 5 – Partnership

San Diego Global Knowledge University has a governing board with membership from individuals in business, government, education, and civil society that act as the main drivers of social and environmental responsibility, because of their experience as managers and leaders in their respective professional fields. By incorporating these key stakeholders, we ensure that our programs and courses remain relevant, focused on our institutional mission, and aligned with the 6 principles of PRME.

6. Principle 6 – Dialogue

San Diego Global Knowledge University has created in the past 2 years, 12 educational video conferences on global topics that engage the global community through the Internet, telephone, and satellite communications. The programs are designed to create a dialogue and raise awareness of the importance of developing global knowledge and skills to improve global social responsibility and sustainability. These video conference programs are transmitted live to over 40,000 receive sites in the Americas, with over 500,000 viewers receiving the program at no cost. Our mission goes beyond generating profit, instead transcending short-term gains for meeting long-term goals set to improve our global society.

**Assessment of Goals Met**

1. All programs and courses have PRME principles incorporated into the curricula
2. Increased importance to ethical business practices was given in all courses related to business and management
3. Several instructional video programs were created to promote the values of the UN and PRME
4. Several research symposiums were held to increase awareness on ethical issues, religion and tolerance, the environment and sustainability
5. More individuals in business, government, education, and civil society were incorporated in our governing board, assigned with the task of aligning our mission with the 6 principles of PRME
6. 12 educational video conferences on global topics that engage the global community to promote social responsibility and sustainability



## **Future Objectives**

1. To increase our student base in Egypt; helping their society increase their global awareness, skills, and productivity (1 year)
2. To create a new videoconference program on global issues, including social responsibility and sustainability (1 program every 4 months)
3. To increase awareness of PRME principles in every new student joining the university (ongoing)
4. To continue partnering with key organizations in greater global community, delivering our programs and courses to students in countries like Mexico and the Dominican Republic to promote to promote social responsibility and sustainability (1 year)