PRME Principles for Responsible Management Education

REPORT ON GLOBAL RESPONSIBILITY
May 2012
Introduction
AESE is the first Business School in Portugal, founded in 1980.

Mission
AESE is dedicated to the specific training in business management following a Christian perspective of Man and Society.

AESE
A UNIQUE SCHOOL

The recognition of AESE’s activity in the business world comes as a result of four core principles that make AESE a unique business school in Portugal:
• its way of training through the Case Method since 1980
• its participatory learning culture
• its alumni network
• and its social and corporative responsibility

The faculty of AESE is composed by academics and business leaders that give to the executives who elect AESE as a partner in the future, tools and management techniques, focusing on ethical and humanistic values, which allow the continuous improvement, personally and professionally.

AESE’s objective is to develop outstanding business leaders who have the ability to make a positive impact on the corporate world, and therefore society at large.
A LETTER FROM THE DEAN

As an institution of higher education involved in the development of current and future managers, AESE Escola de Direcção e Negócios is committed to progress in the implementation of the Principles for Responsible Management Education, starting with those that are more relevant to our capabilities 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.

Our report on the AESE’s PRME engagement provides an overview of the actions committed to the principles that have been carried out by the School over the recent years.

At present, we are organizing, in partnership with the PRME secretary, Jonas Haertle, a seminar, which will take place on the second half of 2012 at AESE, to present PRME among the business schools and other organizations, mainly Corporate Universities. In that event we intend to discuss with its participants the six principles and other relevant ethical issues. We think that this could become an innovative and strategic option with a high potential of transformation for the board meetings on the companies.

Obviously we strongly encourage other academic institution and associations to adopt and support these Principles.

Yours sincerely,

José Manuel Ramalho Fontes, Dean
**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.

**OUR ACHIEVEMENTS**

AESE's educational guidelines give special relevance to the impact that decisions regarding business activities can have on the society and on the environment.

AESE's Executive MBA and Advanced Management Programs include in their outlines the teaching of how to incorporate the Principles for Social Responsibility and its practices in their firms.

On the other hand, we deliver the GOS Program, a program for Presidents, General Directors and Managers of institutions of the Third Sector. It gives them the opportunity to improve decision-making capacity and use of management tools, which is of particular importance in the context of financial crisis and its social consequences in the population in terms of poverty.

**OUR FUTURE PERSPECTIVES**

To provide workshops related to Social Responsibility, such as the Seminar on Anti-Corruption (Corporate corruption and malpractice – New models and technologies to prevent and fight it), that the Ethics Chair is currently preparing and that will take place next June.
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.

**OUR ACHIEVEMENTS**

At AESE ethics is an integral aspect of the programs. We design and develop courses that discuss the ethical dimensions of business activities in diverse areas. We also teach Ethics during several lectures on our MBA and Executives programs.

When new professors join AESE’s faculty, they are introduced to the school’s programs, activities and mission. The school organizes seminars on teaching methodology and ethics training for both junior and senior faculty on an ongoing basis. Through these forms of support, AESE faculty remain highly attuned to the school’s focus on social responsibility and what it entails, and are able to transmit this effectively in the classroom.

**OUR FUTURE PERSPECTIVES**

To continue developing courses and lectures focused on Ethics and Corporate Social Responsibility, namely through the use of teaching material prepared by the PRME Working Group on Anti-Corruption in Curriculum Change.
**Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**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.
OUR ACHIEVEMENTS

Our Research areas, based on the publication of books, case studies and articles, discuss in multiple occasions ethical aspects of business activity. Examples of these include the following:

Articles:
- Cantista, I., “Ethical Consumption: the case of fair trade in Portugal”, International Marketing Trends Conference, University of Venice, 2010

Cases:
- Viassa Monteiro, E., “Dr. Devi Shetty e a Revolução na saúde - A Narayana Hrudayalaya Healthcity”, 2011
- Viassa Monteiro, E., “John Valadares - Pioneer of Agro-industry in Goa”, 2009

Books:
- Regojo, Pedro “Etica e Direcção de Empresas. Reflexões a partir dos ensinamentos da Igreja”, Publicações AESE

OUR FUTURE PERSPECTIVES

To continue publishing on Ethics and Corporate Responsibility and to develop more case studies focused on Social Responsibility.
Active participation in international conferences and academic organizations, such as the 25th Annual Conference of EBEN (European Business Ethics Network), that will be celebrated in September 2012, and the Third International Colloquium on Christian Humanism in Economics and Business, that will take place in October 2012.
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.

OUR ACHIEVEMENTS

Research Centers:
- CIE - Entrepreneurship Chair
The CIE started as a fund established in AESE by António Brandão Miranda, Northern industrial. The Chair arose from a need felt by its founder to encourage entrepreneurship among business leaders and within the youth, so that organizations could have healthy sustained growth, and from his conviction that economic and social progress relies on the formation and transformation of mentalities. The holder of the Chair, Vasco Bordado, is a Professor of Entrepreneurship at AESE. CIE was transformed into a shareholder position in NAVES, a Venture Capital Society launched by our Alumni.

- Idea - Institute of Asian Studies
The Institute of Asian Studies, run by Eugénio Viassa Monteiro, who is a Professor of Social Entrepreneurship at AESE, is an entity devoted to the study of Asia, its evolution, its fast solutions to problems, its innovations in the social and economic fields, etc.

- Ethics Chair
The AESE / EDP Chair on Ethics in the Enterprise and Society, founded in 2011, is the most recent example of the partnership we promote. Its mission is to investigate and transmit ethical knowledge that can be effectively integrated into strategic decision-making, management and organizations development in general. Its holder, Raul Diniz, is a senior Professor of Ethics at AESE.

Awards:
- Citizenship Award for Business and Organizations
The Citizenship Award for Business and Organizations is a partnership between AESE and PwC which aims to recognize companies and NGOs that are most successful in implementing policies of social responsibility in the economic, social and environmental areas. Editions 2005 through 2011

- Most Responsible Family Company Award
The Most Responsible Family Company Award is the fruit of a partnership between AESE and Deloitte, which aims to recognize the best practices for reconciling family and work, in Portuguese firms. Recognizing the growing importance of issues relating to “work-life balance,” the initiative rewards companies operating in Portugal, in the area of family policies, particularly at the level of time flexibility policies, policies of social benefits and business policies of professional support to the employee and her/his family. Editions 2005 through 2011

OUR FUTURE PERSPECTIVES

We intend to strengthen and expand these initiatives in collaboration with firms in order to have social impact.
**PRINCIPLE 6**

**Dialogue:** We will 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.

**OUR ACHIEVEMENTS**

AESE organizes many events that aim to expose and discuss about the impact of company policies on society.

**OUR FUTURE PERSPECTIVES**

During this 2nd term of 2012, AESE/EDP’s Ethics Chair is giving a *Cycle of Conferences about Sustainability and Social Responsibility*, with the aim of lecturing about the importance to integrate sustainability, social responsibility and biodiversity into the corporate strategy. The objective is achieved by 1) placing the issue of sustainability and social responsibility through the presentation of its basic concepts and the international instruments that allow to guide and to evaluate the corporate initiatives, such as ISO2600, 2) by presenting some cases of good practices at EDP and 3) by framing the programs of biodiversity protection in its most global context of international initiatives for environmental and social concerning policies which nowadays are integrating the corporative business models.

We are also organizing a seminar on the second half of the year to present the *Principles for Responsible Management Education* among business schools and other organizations, mainly corporate universities.