Principles for Responsible Management Education (PRME)

Sharing Information on Progress (SIP) Report

05/09/2013
Letter of Renewed Commitment

Caucasus University remains committed to the principles of responsible Management Education and continues to undertake significant steps towards the progress in this direction.

As the first university that has introduced Corporate Social Responsibility (CSR) to higher education in Georgia, Caucasus University strives to develop a learning environment that promotes corporate and ethical values among the students and graduates.

The presented report illustrates the progress achieved to date along with the challenges that Caucasus University faces in its attempts to encourage and integrate principles of corporate social responsibly in the business society of Georgia through its transformed academic programs and research projects.

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Tbilisi, Georgia
Introduction

Caucasus University was established in 2004 on the basis of Caucasus School of Business (CSB), which was founded in partnership with Georgia State University (GSU) in Atlanta, U.S.A. in 1998. Today, Caucasus University represents one of the most prominent higher educational institutions, not only in Georgia but also in the South Caucasus Region offering high quality education in its eight schools: Business, Law, Media, Information Technology, Governance, Humanities, Truisim and Healthcare. Of the above mentioned schools, the Caucasus School of Business is recognized as a school of global significance with far-reaching impact. With this report Caucasus school of Business responds to the principles for Responsible Management Education (PRME) by declaring its commitment to the PRME and highlighting main achievements during the previous months.

Principle 1: We will develop the capacities 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

CU is the first Educational Institution in Georgia which has introduced Western European style of teaching and curriculum. The main purpose of the CSB faculty is to produce future managers and leaders who will serve society. University continuously updates its programs and implements the new international educational standards. CU is the first University in Georgia which has introduced a new course of Corporate Social Responsibility (CSR) (2011) and CSB remains the only business school in Georgia teaching CSR in accordance to global practices. CSB offers a number of initiatives that foster commitment to civic responsibility, leadership, ethical behavior and integrity among its students in both curricular and extracurricular activities. CSB introduced several new courses that are specifically related to sustainability and responsibility:

- Quality Infrastructure
- Total Quality Management
- Internal Audit
Various events are organized by CU and its students to promote CSR:

CSB continues its cooperation with representatives of JSC Alliance Group Holding which provides scholarships for those students who successfully pass the course “Corporate Social responsibility” under the framework of the project. Those dedicated students who are able to pass the program will be provided with, internship and job placement opportunities. Alliance Group regularly conducts informational meetings with CSB students and organizes award ceremonies for winners.

Under the initiatives and guidance of the University students’ self-government, a charity evening was held as a fund raising event. With the funds gathered during the evening and with the support of various sponsors, students provided support to three socially unprotected families. Great support in the search process of these families was provided by the foundation “ lavnana” which represents the main charity organization in Georgia.

The Students’ self -government has organized another charity evening to provide funding for one of the CSB student suffering from cancer. The event was attended by the students, faculty, staff members, representatives of public and private sector agencies and prominent members of society, and was supported and broadcasted by the main Georgian TV channels.

Additional charity event was organized by CU with the purpose to support one of the lecturers suffering from cancer. The event was accompanied by Georgian popular singers and was attended by the CSB faculty, staff and students.

Principle 2: 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

In recent years, the studies have proved that the business environment in Georgia is more stable than before. And, with the environment being positive, interest for eager entrepreneurs increased and the business education is being promoted. Business is becoming more and more attractive to new generation. According to the mentioned tendencies, Corporate Social responsibility becomes more significant for
Georgian business companies striving to establish constructive partnership with western companies, introduce their products to foreign market and strengthen their leading positions in the local market. CSB promptly responds to this tendency and continuously updates its CSR syllabuses/courses in accordance to global practices, providing students with a unique combination of knowledge and skills in the behavioral and administrative sciences with particular strength in management decision-making and leadership. Thus, the rates of enrolment in the Business school and employability of CSB graduates significantly increase from year-to-year. The course of Corporate Social Responsibility was introduced on the BBA, and DUALBBA programs. It also should be noted that the demand to take CSR course among students increases from year to year:

![Graph showing enrolment increase from 43 in 2010-2011 to 125 in 2012-2013](image)

**Principle 3:** We will create educational frameworks, materials, processes and environment that enable effective learning experiences for responsible leadership

Ms Lela Khoferia, Lecturer of CSR, along with the support of CSB Faculty and Center for Strategic Research and Development, has developed a text book on Corporate Social Responsibility. The manual reviews different aspects of Corporate Social Responsibility and discusses not only concept, terms, scientific theories, main instruments/channels of regulations and International Practice, but also offers an in depth review of specific themes and components, related to CSR and its establishment and realization in an organization.
The textbook is based on the existing scientific literature, such as theoretical works, guidance principles, analysis of practical examples and results of social surveys. The book also takes into consideration social-political, economical and legal practices and experience of Georgian companies.

The presented textbook is intended for students of business schools in HEI. It also will contribute to the development of CSR within Georgian business companies, civil organizations and expert agencies operating in Georgia.

SCB has updated the CSR syllabus according to the mentioned textbook and the students were provided an opportunity to enjoy more efficient and practical learning process.

**Principle 4:** 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 values.

To advance our understanding of the role, dynamics, and impact of corporations on the creation of sustainable social, environmental and economic values, Caucasus University has introduced the Scientific Department. The main aim of the academic research department is to identify research priorities and use the findings of its research to develop management applications in various aspects. The department is actively involved in raising scientific potential of the University. CU conducts research according to the plan elaborated by the scientific council and agreements signed with international organizations. Scientific Conferences are annually organized at the university. The department also organizes school and university-wide meetings and different international conferences.

CU is actively involved in programs funded by local and international organizations, including:

- EU International Cooperation FP-7 project “Perfection of Scientific Work at Universities and the Establishment of International Cooperation in the countries of the South Caucasus and Central Asia”;
- INTAS’s “Scientific Research and Development, Technological and Innovative Direction”; via Hellenic Aid project “KOMNINOI - Modernization of Georgian Legislation and Training for Georgian Public Officials and Judges”;
- Mason University’s project “Investigating Organized Crime and Corruption in Georgia”, Open Society Georgia Foundation project “East-East”;
- LA MANCHE Project “Leading and Managing Change in Higher Education”, TEMPUS IV Program of European Commission.
- Other important projects, in which CU participates, are funded by USAID, TACIS, DFID, the World Bank and UNDP. By participating in the aforementioned and many other projects, the researches of CU have gained the wide experience needed for training public officials and carrying out reforms.
- Erasmus Mundus Project-HUMERIA, cooperation in the fields of Humanities, Education, research, International Relations and Arts between EU and ENPI HEIs.

All the aforementioned projects and activities of the Scientific Department of Caucasus University play important role in forming and accomplishing leadership principles of the university that, in turn, meet the university’s goals and foster creation of social, environmental and economic values.

In order to raise motivation not only of students but also the lecturers and help them to realize their scientific potential, CU scientific department periodically publishes “The Collection of Scientific Works of Caucasus University Lecturers”. Lecturers of Caucasus School of Business along with the lecturers of other schools take active participation in the publications. All activities, including international conferences and seminars, ongoing actions and results of the projects accomplished by the department are regularly published in local magazines, newspapers and media.

**Principle 5: 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 approaches to meeting these challenges.**

To become a successful member of the corporate world, CSB is committed to development professional networks with scientific/educational Institutions and leading business organizations, not only in Georgia but also worldwide.

Thanks to CSB’s well-developed network, companies in Georgia benefit from its students and alumni – trained undergraduate and graduate employee candidates. CSB is considered as a main source of human resources in Georgian labor market. Moreover, companies often address CSB for in-service training and expert consultations. At the same time, CSB benefits from cooperation with different companies and government organizations as they provide internship and employment opportunities to students and graduates. Career Development Office contributes to CSB’s link with the corporate world by establishing strong contacts between Georgian and international employers. The mentioned connections help to extend knowledge of labor market needs and challenges to meet social and environmental responsibilities.
In addition, CSB strengthens its corporate connections by its memberships in various international organizations.

**Principle 6: We will facilitate and support dialogue 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.**

To facilitate and support dialogue between CU and its stakeholders, CSB regularly invites internationally recognized qualified lecturers/practitioners to deliver lectures and seminars for the students and faculty members. Also, the School provides students with the opportunity to meet professionals from various companies/organizations and learn about their demands and opportunities. Professional guest speakers are regularly invited to Caucasus School of Business to inspire, advice, and share their experience on how to become a successful professional. Workshops and guest speaker lectures are open to all students and alumni to expand their knowledge on up-to-date industry practices and standards. CSB has particularly close links with the US Embassy in Georgia which supports CSB through different activities.

CU’s curriculum is also supported by visiting professors not only from Georgia but also from the top international universities. In addition, CU invites the best entrepreneurs of their fields to deliver lectures and to share their practical experience and knowledge with the students. At the same time, CU strives to enhance competence and motivation of lecturers and researchers.

Besides, based on the partnership memorandums signed with various institutions, CU cooperates with public institutions, private companies, NGOs, public/private schools, Georgian and International universities and International organizations:

- 33 public/private schools
- 45 International Universities in 27 Countries
- 48 Public institutions, Private companies, International organizations and NGOs.
Future Plans:

For the purpose of continuous improvement of the School, and in order to maintain and further advance market leadership, fulfill its mission and increase value of its graduates for the employers, CSB plans to promote improvements in the following areas:

- Increase and strengthen research activities in terms of quantity, quality, and impact of scholarly publications and externally funded research
- Recruit and retain quality lecturers, faculty and administrative staff
- Advance academic program assessment process
- Continue developing international partnerships
- Promote PRME in Georgia
- Continue involvement of the students and faculty in CSR related activities and projects.
- Update and enhance existing programs according to the Global Practice whenever required.

Caucasus University

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