To: PRME Secretariat
New York, NY 10017, USA

March 11, 2014.

European College of Economics and Management SIP Report for 2012-2013

The European College of Economics and Management (ECEM) is higher education institution involved in the education of current and future managers based in Sofia and Plovdiv, Bulgaria. Prof. Tsvetan Kotsev, Rector of ECEM reaffirms its commitment to engaging in a continuous process of improvement in the application of the Principles for Responsible Management Education, reporting on progress to all stakeholders and exchanging effective practices with other academic institutions.

ECEM encourage other academic institutions and associations to adopt and support PRME Principles.

ECEM understands its organizational practices should serve as example of the values and attitudes conveyed to its students.

Prof. Tsvetan Kotsev
Rector
European College of Economics and Management

Attachment: ECEM SIP Report for 2012-2013
This document is the first report on progress since the European College of Economics and Management (ECEM) become a signatory to UNPRME. The report is structured under the 6 Principles. ECEM is pleased to report substantive progress in a range of areas as follows.

Purpose

The European College of Economics and Management, Bulgaria develops the capabilities of students to be generators of sustainable added value for business and society at large and further promote an inclusive, knowledge driven and sustainable global economy.

The ECEM mission has been updated to transforming students into responsible citizens by ensuring that discovery of knowledge and dissemination of scholarship generate positive sociocultural and economic impact.

The ECEM has a clear development strategy for the 2014-2020 that is centered over three main axes: strengthening institutionalization (quality of education and management systems), entrepreneurship institution (alumni that create businesses and generate employment, not seeking one), and internalization (English language teaching, international teaching and student body, global career orientation).

In addition to the inclusion of the UNPRME in the general curriculum, ECEM has launched a new course on Sustainable Development, that deals with the understanding and practical application of the SD concept in its three dimensions - economic, social, and environmental.

Values

The ECEM is one of the leading private business schools in Bulgaria, committed to pursue high academic performance, teaching excellence and management culture.

The ECEM has incorporated into its academic curriculum and student activities the values of global social responsibility as in international activities and initiatives by the NU Global Compact. The telling examples of corporate social responsibility are indicated in a number of academic subjects.

The ECEM has in addition adopted its own concise Sustainable Development Policy that helps create modern study environment and facilitates learning and personal development, while taking measures on energy, transportation and waste management, dissemination of sustainability information, natural and cultural preservation.
The ECEM considers UNPRME principles as part of the quality of educational services that it provides. In respect to quality, ECEM has increased networking and has become member of two quality management organizations in Europe - CEEMAN and EFMD.

Method

The ECEM educational infrastructure is among the basic elements of high-end teaching and learning environment that is deemed necessary to create stimulus and motivation for quality sustainable management education. ECEM has engaged in planned facilities renovation and new construction of its Sofia and Plovdiv campuses, considering the newest materials and tools for quality and comfort, yet environmentally friendly and reducing carbon emissions. For this end the lecture halls were acoustically adjusted and equipped, with amenities for simultaneous translation, central multimedia control, overhead projectors, remote screens, AV outputs, TV cameras for recording and real time internet broadcast, etc. The ECEM Sofia campus was awarded with building of the year in Bulgaria 2013 in terms of education facilities.

The ECEM has launched its custom e-class platform that allows for paperless exchange of study materials, course work, projects and term papers, general information materials, schedules and more.

With respect to ECEM curriculum inclusiveness of the UNPRME, ECEM has launched a topical discipline - Sustainable Development, while the sustainability in the economic domain has been subject in two public lectures and one Academic Council session that discussed and adopted the ECEM Sustainable Development Policy.

The excellent students and the underrepresented students of ECEM receive monthly scholarship as a result to socially responsible and merit based Tuition Policy.

The ECEM has its own professional multi-purpose sports complex (two soccer fields, sports hall equipped with football, volleyball, basketball, tennis, gym and fitness amenities) surrounded by student and staff planted trees.

Research

The ECEM research activities are clustered into virtual institutes within the faculties and are centered on several EU funded programs in the areas of higher education, human resource management, entrepreneurship and competitiveness. Individual ECEM researchers also make experts in larger Intra-European research networks that deal with professional research projects.
Two open lectures on the sustainability issues were held (corporate social responsibility of the banking sector, and natural hazards and social sustainability), both as a result of continuous monitoring and research in practice.

The ECEM launched its peer-reviewed journal for students named Science and Business in the beginning of 2014 as an aspect of modern institutional development, societal role and capacity building. The Journal enhances student - university collaboration in research, diversifies the means of communicating the ECEM educational products, and focus on applied research, including sustainability issues.

It is believed that Science and Business will add to increasing the quality of the educational services to the benefit of the professional and personal development of ECEM students, by the innovation and increased opportunities (give a chance to students to pay sustained effort to their usually first peer-reviewed publication, add to increasing student’s career development and employment chances).

The ECEM has adopted a Research Strategic Plan for 2014-2020 that has three main pillars: compatibility and synergy between research focus and curriculum, strong applied & practice orientation of research, and internationalization of research.

Partnering

In respect to ECEM Sustainable Development Strategy and the UNPRME Principles, the ECEM developed many indispensable international partners, such as the esteemed quality management in higher education organizations and some of their constituent members - CEEMAN, EFMD, and UNPRME.

On the course of a large quality management project ECEM is undertaking an investigation of the mechanisms of partnership with labor market stakeholders. ECEM intends to address the issue in respect to the employability of its graduates within national and international context. Multiple meetings with the industry, businesses, public sector and professional bodies were held to date to ensure representativeness and inclusiveness of all sectors. Regular business and professional lecturers are invited to share their expertise.

Academic intra-university partnerships are important in sharing management and research know-how and ECEM has several long standing partners. In its operational contacts ECEM refers to UNPRME as a foundation of sharing common values and principles in building future partnership in terms of sustainability, similarly with academic integrity and research practices.
Dialogue

It is the philosophy and values of qualitative and functional development and constant improvement that ECEM considers distinctive within the large national and European context. As stated in the previous section, ECEM is struggling for balanced advances in all spheres of its competency and capacity by innovating in respect to sustainability. ECEM shares the values and principles of the responsible management education as a member of UNPRME. As one of the few private higher education institutions in Bulgaria ECEM has the potential and responsibility to further work towards setting a standard for academic and institutional performance, nevertheless following the benchmark of the most respected CEEMAN, EFMD and UNPRME organizations.

The ECEM campuses are located in the two biggest cities in Bulgaria, offering the opportunity of studying in most competitive academic environment, participation in many social and cultural activities, and finding employment at most of the national and international companies based in Bulgaria. The dialogue between ECEM and the other educational stakeholders on national and international level is ongoing.

ECEM emphasize the dialogue and interaction with academics, businesses, public sector through regular open lectures, discussions, seminars, conferences and publications. ECEM regularly raises issues related to global social responsibility and sustainability, while through its organizational practices serving as example of the values and attitudes conveyed to students.

Objectives

The ECEM intends to further continue the quest for UNPRME practical accomplishments, especially given its current strategic orientation towards internationalization and sharing the best examples and cases on sustainability.

Support

ECEM membership in UNPRME would ideally foster its activities that engage with internationalization (exchange of ideas and dialogue on management education and development, case studies and experiences, new valuable peer contacts, tools and implementation guides) that would improve its internal operations to the benefit of its educational stakeholders (implementation of newest applicable methodology in quality provision and control, consultations and review, aspects of modern institutional development, socially responsible development).