Principles for a responsible management education EGADE Business School

- It is a pleasure to submit our Communication on Progress Report for 2009-2010.

- As the following report suggests, we have achieved several goals in our effort of maintain the PRME Principles at the center of our educational programs.

- Much is being done and in the future we will continue to look for opportunities to strengthen the PRME Principles in our curricular and extracurricular activities.

- I am thankful to the students, faculty and staff who have worked hard to support and include the principles of responsible management in our teaching, research and community involvement.

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TEC de Monterrey
Principles for a Responsible Management Education

**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.

We at EGADE Business School have incorporated in all the curricula.

**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.

**Principle 3: Method**

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 4: 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.

**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.

**Principle 6: Dialogue**

We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.
Among the most important and representative actions made by EGADE regarding the Principles for Management Education we can find the next ones:

**Regarding Principle 1 and Principle 2:**

Jointly with the Secretariat of Social Development of Nuevo León, EGADE runs courses free of charge for regional Civil Society Organisations, aiming at their professionalization and development. EGADE Faculty members contribute with free teaching hours in sections of the course, depending on the area being taught.

The most important activities that focus on the social area are those related to the training programmes for social leaders, public officials, and socially responsible organisations’ members. These programmes have two lines of work for social development, one following academic and research proposals, and the other dealing with relations with institutions. EGADE Monterrey’s links to other institutions allow it to address opportunity areas in preparing individuals who work in non-profitable organisations. The School joins efforts with the community to work collaboratively in solving different problems.

As a result of its continuous search for new formulas to participate in the development of society in general, EGADE Monterrey has been able to benefit more and more people. It should be pointed out that to date a programme focused on the complete development of women has been started, aside from the creation of new alliances that, together with the Government and companies, guarantee the exchange of better practices and the preparation of more members of the community. Besides EGADE Monterrey’s initiatives, Monterrey Campus displays an intense social activity to improve the quality of life of people and to support human and community development projects promoted by institutions whose objectives are consistent with Tecnológico de Monterrey’s Mission, Principles and Statutes.

One such activity is The Community Social Services, one of the most important activities aimed at fostering an interaction between the Tecnológico de Monterrey community and society.

Examples of these are education, nutrition, healthcare and medical services, housing, culture, employment, family protection, civic commitments, public services (drinking water, electricity, etc.) and communication infrastructure (roads, transportation, etc.), among others.

EGADE encourages students to reach out and help their community. In doing so, students are required to prepare a course project on an organisation without expecting payment in return as part of some courses, e.g. Projects that help industries struggling.

Some doctorate and graduate students carry out their research with NGOs, while others choose to elaborate their field projects with local or national NGOs.

These activities need to be supported by the institution. This is why the School fosters this kind of participations and operates within a framework of great flexibility and innovation. EGADE Monterrey promotes the involvement of faculty, allowing them to dedicate time and use resources of the School for this purpose.
Regarding Principle 2:

Ethics Committee made up of five faculty members who make decisions regarding the content of ethical, corporate social responsibility and environmental courses; the Committee is also in charge of training other faculty members concerning this matter, and planning conferences and events, among other responsibilities. Moreover, when starting to work at the ITESM, a Code of Ethics is given to all staff.

There is a conduct code handbook where all subjects regarding the expected behaviour of a student that enters the ITESM system are addressed, including themes regarding Ethics. In this handbook, the Vice-chancellor of ITESM System invites students to, on their own volition, act accordingly to the school’s rules and comply with the school’s mission of forming them as complete, ethical, competitive and committed professionals and people.

These same issues concerning ethical behaviour and corporate responsibility are transferred to the degree programmes, executive education and research activities in order to enrich them. For this, all students are forced to take a course called Politics, Ethics and Corporate Social Responsibility where the main benefits, obligations and aspects of sustainable behaviour and management are discussed through various case studies.

The general objective of this course is to define the standards used to make decisions based on sustainability criteria, apply ethical reasoning to determine norms and directives that guide the implementation of any strategy, and define company policy that is consistent with the needs of today’s world.

With regards to open executive education programmes, each of the two programmes currently offered includes a seminar or workshop called Business Ethics and/or Corporate Social Responsibility, where ethical and social responsibility issues are discussed by participants, invited guests, and instructors. As for the Ph.D. Programme, starting August 2009 a specific course concerning Ethics has been added to the curricula.

Another important aspect is the growing concern for the environment so the school has a Sustainable Campus program in which recycling and other environmentally friendly activities are encouraged. The main objective is to incorporate the concepts of Sustainable Development in courses and CV’s so values, suggestions, tools and procedures to implement SD are transmitted throughout the studies from the beginning.

Regarding Principle 3:

Researches at EGADE are constantly creating materials with the purpose of develop in our students the necessary values according to this era. Several professors had created study cases, theoretical material and empirical reports regarding the values and competences of ethical and sustainable behaviour.
Regarding Principle 4:

Several of our research chairs have engaged in diverse projects regarding sustainability, corporate social responsibility, business ethics and humanistic management.

For example at the humanism and management chair the students form the diverse masters of EGADE and the doctoral program, have developed and written many theoretical and empirical papers regarding this subjects:

- Sustainable consumption.
- Humanism and management.
- Corporate Social Responsibility in Mexico.
- Social development and poverty.
- Green Marketing.

All of these materials have been published in congress proceedings, journals, or else as chapters in a couple of books.

Regarding Principle 5:

EGADE Monterrey activities in favour of disadvantaged communities:

- From 2005 and to the date, EGADE Monterrey continues working with the Secretariat for Social Development of Nuevo Leon on preparing Civil Society Organisations for their professionalization. Nowadays, about 1000 people have been trained on the subjects of fund raising, organisation of charity events, strategic planning, project development, measuring impact, productive products and sustainability.

- In 2004, the School reassured its commitment with the community by creating a concept that generates spaces for action, reflection, and learning, so that business women in their different aspects and diverse development environments exchange and share experiences, practices, and successful life styles.

  The idea behind this effort is that of enriching the business opportunities and contacts for women, as well as recognising the contribution of women to organisations and the society in general. Through a series of activities that include keynote lectures, panels, discussion roundtables, personal development workshops, social events, and a yearly forum, EGADE Monterrey assembles students, alumni, business women and well-known leaders in order for them to get to know each other, exchange ideas, and learn more about the challenges that women are faced with in the current environment.

- In 2008, jointly with the SUMAQ Alliance, to which EGADE Monterrey belongs, and the Club for Excellence in Sustainability, made up of twenty four large companies, carried out a European/Ibero American Congress on Corporate Responsibility in Bogotá Colombia in which a faculty member was sent to represent the school. During this Congress, subjects of great importance for business performance with a focus upon corporate responsibility were presented and discussed. This event was attended by executives and entrepreneurs,
as well as by public sector officers, from different countries around the world, mainly from Europe, Anglo America, and Latin America.

- The Aspen Institute, a non-profit organization that promotes the development of social impact initiatives at an international level through the collaboration among companies, public sector organizations and business schools, selected and invited EGADE Monterrey to become part of a group of 11 prestigious schools (Cornell University, Kellogg School of Management, McGill, among others) with the objective of launching the Teaching Innovation Programme (TIP). The school is still a member of this prestigious programme which aims at generating spaces for learning, discussion, and reflection for action in aspects related to the social impact of decision making in businesses.

- In addition to these initiatives, EGADE Monterrey continuously organizes conferences, workshops, and panels on different strategic business subjects that support and promote the development of the community. This type of event is open to the public to ensure the participation of a large number of people and, thus, achieve a larger scope in order to share this type of subjects with the community.

**Regarding Principle 6:**

The creation of the Centre for the Integration of Economic and Social Value (CIVES)

The centre offers a space to develop knowledge on the effective administration of social initiatives for the generation of economic and social value.

This new centre has been created with the sponsorship of FEMSA and the Social Enterprise Knowledge Network (SEKN). It aims at developing and transferring knowledge and tools for the simultaneous creation of economic and social value in companies and organizations. The main purpose is to build a fairer and sustainable society.

CIVES aims at consolidating in 5 points:

- Social responsibility research
- Transference of knowledge through specialised courses
- Development of tools for the effective management of economic and social value focused on companies
- Exponential growth of networking to support the topic area
- Corporate acknowledgement for its work on sustainability

On the other hand, with the creation of CIVES, the School intends to institutionalize everything regarding the creation of knowledge in the area of Corporate Social Responsibility and Sustainability.

Not only it focuses efforts on research, but it also trains companies and civil society organizations, and coordinate forums and debates open to public, regarding this topic.