To: PRME Secretariat
New York, NY 10017, USA
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European Higher School of Economics and Management SIP Report for 2016-2017

The European Higher School of Economics and Management (EHSEM) is a higher education institution involved in the education of current and future managers based in Sofia and Plovdiv, Bulgaria. Prof. Tsvetan Kotsev, Rector of EHSEM 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.

EHSEM encourages other academic institutions and associations to adopt and support PRME Principles.

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

Prof. Tsvetan
Kotsev Rector
European Higher School of Economics and Management

Attachment: EHSEM SIP Report for 2016-2017
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This document represents the third consecutive SIP report that EHSEM is pleased to provide to UNPRME signatories and business school community, and encompasses the period 01.01.2016-31.12.2017. It is structured under the 6 UNPRME Principles and brings forward the EHSEM’s unique experience in their implementation over a range of areas as follows.

Purpose

The European Higher School 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 EHSEM mission is to enable students’ development to responsible citizens by ensuring that discovery of knowledge and dissemination of scholarship generates positive sociocultural and economic impact.

The EHSEM 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), and internationalization (English language courses, international teaching and student body, global career orientation).

The basics that underpin the UNPRME Principles are included in the general curriculum since the academic 2014/2015 through a course on Sustainable Development, that deals with the understanding and practical application of the SD concept in its already updated five dimensions - economic, social, environmental, cultural and managerial (good governance).

Values

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

The EHSEM incorporates the values of social responsibility by the UN Global Compact into its academic curriculum, stakeholder activities and initiatives. Benchmarks of corporate social responsibility are included in a number of academic subjects.

The EHSEM implements its own concise Sustainable Development Policy that helps create modern study environment and facilitates learning and personal development,
while giving appropriate attention to issues related to energy consumption, transportation and waste management, environmental and heritage preservation, dissemination of sustainability information, culture and governance.

The EHSEM considers UNPRME principles as inherent to the quality of its educational services. In this respect, the EHSEM has continued its partner network expansion and has become a member of two more global business education’ quality management organizations - the AACSB and the AMBA (2016).

Method

The EHSEM 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. EHSEM has continued to engage in planned facilities development with the complete renovation of 50% of its Plovdiv campus (2016/2017) with acoustically adjusted and furnished lecture halls and seminar rooms, equipped with central multimedia controls, overhead projectors, remote screens, TV cameras for recording and real time internet broadcast, etc. Together with its brand new Sofia campus (2015), the redevelopment has brought under consideration the use of newest eco materials and sustainable equipment for quality, comfort, and environment preservation.

The EHSEM continued the development of its custom e-class platform that allows for paperless exchange of study materials, including e-handbooks, general and supplementary information materials, course work, projects and term papers, schedules, written consultations and more.

With respect to notable EHSEM curriculum inclusiveness of the UNPRME Principles, in addition to the topical course on Sustainable Development, EHSEM has undergone through two professional accreditations with the National Evaluation and Accreditation Agency (NEAA) in Bulgaria. Both of them - the institutional and the program - had particularly designed and advanced criteria over the issues of sustainability in the various school activities that have been thoroughly investigated.

In accordance with the EHSEM rules, the excellent students and the underrepresented students are able to receive tuition waivers and scholarships as part of EHSEMs’ socially responsible and merit based Tuition policy.

The EHSEM continues to operate its own professional multi-purpose sports complex near Plovdiv (two soccer fields, sports hall equipped with football, volleyball, basketball, tennis, gym and fitness amenities), and maintain the surrounding park. The EHSEM’s two campuses vegetation and amenities acquire year round professional maintenance.
Research

The EHSEM research activities are carried out within the faculties and are centered on several priority areas, based on faculty’s explicit competence, such as business management, marketing and entrepreneurship. Individual EHSEM researchers also serve as experts in larger Intra-European research projects.

The EHSEM has taken part in three calls on Horizon 2020 on innovations in higher education and center of excellence as a partner, with matters of sustainability and corporate responsibility being an integral part of the project proposals. Several research articles of EHSEM faculty have also partially dealt with the subject of sustainability and its effects in business planning, all in Bulgarian language.

The EHSEM continues to support its peer-reviewed student’s journal Science and Business (launched in 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 EHSEM educational products, and focuses on applied research, including sustainability issues. Its layout comprises two issues and 30 student papers per year.

The EHSEM continues to implement its 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.

Partnership

In respect to EHSEM Sustainable Development Strategy and the UNPRME Principles, the EHSEM developed many new international partners, mainly within the quality management in higher education organizations - EFMD, CEEMAN, AMBA, AACSB, and UNPRME. The nature of this partnership is various - advisory, project-based, initiative-led, program-related, or based on common issues in higher business education, such as innovation, transformation, management of change and so forth.

The EHSEM consider its academic intra-university partnerships as important in sharing management and research know-how with several long standing partners, with UNPRME membership as a foundation of sharing common values and principles in building future partnership in terms of sustainability, altogether with academic integrity and research practices.
The EHSEM undertook a novel approach to its business environment stakeholders, based on large project investigation of the mechanisms of partnership with labor market stakeholders. The study revealed that the most functional mechanism to address the issue in respect to the employability of its graduates within national and international context is the private, direct communication with the respective partner, often based on personal connections. Multiple meetings with the industry, businesses, public sector and professional bodies were held in 2016 and 2017 to ensure their representativeness, inclusiveness and pro-active behavior. Regular business and professional lecturers are invited to share their expertise, with a rate of 2-3 lectures per semester.

Dialogue

The EHSEM emphasize the dialogue and interaction with academics, businesses, and public sectors through regular discussions, seminars, open lectures, conferences and publications for the 2016-2017. EHSEM regularly raises issues related to global social responsibility and sustainability, conveying those values and attitudes to students and stakeholders, while applying them in its organizational practices. EHSEM continues to adhere to the philosophy and values of qualitative and functional development and constant improvement as a means of qualitative distinction within the national higher business education.

The EHSEM 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 EHSEM and the other educational stakeholders on national and international level is ongoing.

As stated in previous sections, EHSEM is struggling for balanced advances in all spheres of its competency and capacity by innovating in respect to sustainability. As one of the few private higher education institutions in Bulgaria EHSEM has the potential and responsibility to further work towards setting a standard for academic and institutional performance, nevertheless following the benchmark of the leading global organizations such as UNPRME.
Objectives

The EHSEM 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

The EHSEM membership in UNPRME already underpinned 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 improved its operations to the benefit of all educational stakeholders (implementation of newest applicable methodology in quality provision and control, consultations and review, aspects of modern institutional development, socially responsible development). It is expected that along with the several challenging global trends in the area of higher business education and its (HBE) very own sustainability the UNPRME would continue to support its members and set the standards to a more sustainable innovation & transformation of the higher education sector.

EHSEM
Plovdiv, Bulgaria
19.11.2018