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I. Letter of Commitment

To:
PRME Steering Committee
c/o Jonas Haerle, Head PRME Secretariat at United Nations Global Compact
Office
801 2nd Avenue, 2nd Floor
New York, New York 10017

June, 28, 2012

Adoption of the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers EXECUTIVE Business School is committed to progress in the implementation of the Principles for Responsible Management Education, starting with those that are more relevant to our capacities 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.

We encourage other academic institutions, and associations to adopt and support these Principles.

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II. Presentation

Our Business School Mission is fully aligned with the Principles for Responsible Management Education, and serves as a basis for EXECUTIVE Business School day to day decision making and future guideline.

These general declarations are present in every element and area within the organization and they serve to direct our efforts in the CSR lines of action of PRME categories.

The reflection, research and social dynamisation of our School about a socially responsible projects promotion begun in 1999. By now, every three years, EXECUTIVE Business School will draft a strategic plan in which it reconsiders its CSR goals, objectives and actions for that period. Our actions and performance in CSR area can be classified into four groups: programme offering, curricular design, publishing and extension programs. In the first two, in addition to the topics and areas typically found within management schools, special emphasis has been given since 1999 to foment both programmes and specific courses dedicated to issues such as ethics and social responsibility, both: public administration and private sector directors and CEO formation. In recent years, to study a post degree, specially an MBA, have become the starting point for executives and professionals aiming to reach professional success, either through promotions in their current employment or independence and new project’s undertaking. To study a master degree or an MBA is a way to encourage or reorient professional or business careers in the whole world. It is not new that graduates and professionals from different areas, who were not originally involved in the management or business administration scope, look for enhancing their careers or adding them a labor plus through this formation in high level management. Professionals from medicine, law and social science areas enter to attend our
MBA’s courses in a particular time in their lives, when they need to meet a better perspective of future development. The decision of studying a post degree implies the commitment with highly demanding studies that take up time from family and rest, but finally it results in more and better professional perspectives in a competitive labor market. In our Post Graduate School, we are aware of the study implications that concern our students, but also their personal lives, couple and families. It is a worthy effort, since their reaps surely will have a positive impact in our students’ lives, future and business development.

All our degrees and non degrees programmes (from 1999 to the present) includes the cathedra of CSR and Ethics in their curriculum:

- MBA Executive
- MBA en Dirección y Gestion de Personas
- MBA en Comunicación y Marketing Estratégico
- MBA en Dirección y Gestión de la Salud
- Master en Dirección y Gestión Pública
- Master en Dirección y Gestión Educacional
- PhD in Management
- AMP in Corporate Citizenship
- AMP in Corporate Social Responsability
- Leadership Certificate
- Leadership Assessment and Development (LEAD) Certificate
- Business and the Environment Certificate
- Educational Corporate Social Responsibility Certificate
- Organizational Culture and Identity
- Social Responsibility and Sustainability
- Social Entrepreneurship Certificate (in association with the International Enterprise University Foundation)
In all this cathedras professor and students prepare studies, edit publications, organise conferences, debates and forums, promote projects, etc., in line with their objectives and within their areas of expertise.

By June of 2006, EXECUTIVE Business School began the collaboration program with ENTEL Corporation in order to contribute to the diffusion of the culture of social responsibility in all of the country and region. At this day’s wer’a develop more then a hundred conference, seminars and colloquium in CSR field by fourteen regions and more than a forty communities. At the same time, a CSR action plan with three specific lines impact has been approved for the academic year 2012-2013:

Promote the adoption of sustainable principles in the community
Promote and transform responsible criteria for the enterprises
Develop a collaborative social action plan with our associate foundation

CSR conference 2006 to 2012 (image from 2009).
III. Commitment by principles

EXECUTIVE Business School aim is formulated in its Mission and Identity described below:

Mission

Our mission is to promote teaching and research in the areas of business management and organizations, in order to contribute to the education of professional individuals with a global view, within the public and private sector of the society.
Principle 1

Purpose: we develop the capabilities of students to be future generators of sustainable value for business and society.

Actions

Below we detail some of the actions taken within the scope of Principle 1:

A variety of activities inside and outside of the classroom are provided to students in their pursuit of understanding, participating in and assuming a leadership role in an ethical and sustainable business world. A primary focus of activity within the school is to support the development of inclusive business practices among diverse partners.

- Students on CRS initiative: to encourage and involve MBA students in preparing to incorporate globally responsible principles into their projects and practices.

- Enterprise on CRS Seminar’s: to provide an open forum for MBA students to exchange ideas with experts and practitioners on social responsibility from Chile and Spain.

- Conference and book’s gift’s for our students on CRS: to promote Corporate Social Responsibility in the School and the country, our school provide a book gifts in al the public seminars we provide in the CSR field (collaborative program with ENTEL corporation).
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.

Actions

Executive Business School aims to educate people with a high level of professional competence, aware of their responsibility as global citizens. We promote a set of values that are consistent with human qualities and academic excellence, to serve the local and global society. The principles and actions that we incorporate in our curriculum and academic activities are:

- Acting with integrity in academic and professional field
- Respecting the others and their positive differences
- Working with a responsible way to create a sustainable society
Principle 3

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

Actions

We have our internal quality Assurance System (QAS) which provide an internal control method.

EXECUTIVE Business School academic activities promote the effective use of TIC’s (in our self produced web platfform campus) to enhance pedagogical innovation and relational creation spaces in to the academic community.

We adapting our Degree’s Programmes to the requirements of the European (EQS) and American (AACSB) standards.

We encourage the student develop and participation in CSR related case studies
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

Actions
EXECUTIVE Business School’s research are dedicated to facilitate and sharing knowledge applicable to the business world, organized around thematic lines of our Master of Research in Management (MRM) and PhD in Management program.

We promote the development of transversal projects of individual researchers who are working in CSR and others management investigation lines (for example, social economy, entrepreneur and the social impact of public finance, and CSR integration in business strategy).
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.

Actions
EXECUTIVE Business School Directors and individual faculty members remain actively involved within the chilean and spanish business community and with various companies within Argentina, Chile, Spain, Italy, France, UK and the United States. The north Campus and the center office organize and host programs that provide executives and members of the business opportunities for continuous learning, problem exploration and discussion of achievements, best practices and challenges related to doing business in the entire world.
**Principle 6**

Dialogue: We will facilitate and support dialog 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.

**Actions**

In its recent history, EXECUTIVE Business School has established partnerships with Business School’s, universities and global organizations, and forms part of the international academic networks.

Our School is a member of the following associations: AACSB (American Association of College School’s of Business), IASC (International Association of Strategic Communication), and a European Superior Counsell of Doctoral H.C. (CSEDHC). This associations promoting debate on the role of corporations in society and training future business leaders to promote social responsibility, in many different ways.

The EXECUTIVE Business School Alumni aims to provide value to alumni group and to society at large, by taking the following activities:

1. Encouraging networking among alumni by holding forums, lectures, class reunions and recreational activities

2. Helping alumni brush up on their knowledge through refresher programmes, like the EXECUTIVE Business School lectures, seminars and the AMP’s.

3. Supporting the professional development of alumni through Career Services
4. Supporting EXECUTIVE Business School and building its reputation in the business world;

Our student’s and the Alumni members participate in a variety of social and extra-curricular activities, for example: the Golf Academy and their annual networking dinner, the CSR Regional Conference and the CSR annual Seminar.
EXECUTIVE Business School participate in the board of director’s of two social foundations:

- **La Serena Foundation**: we contributing to the improvement of young education and educating a child’s in Chile, because we believe that educating our society is the obligation of everyone.

- **Enterprise International University Foundation**: in 2006 we express our determination to intensifying the concrete actions that are the result of our social responsibility towards education, and we creating and founding this organization to provide education to the poor child’s of our society.

Respectively submitted,

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EXECUTIVE Business School