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1 THE DEAN LETTER

The Administrative, Economic, Accountant and Business Sciences School – ECACEN- is committed with the total knowledge negotiation applied to the organization's effective administration and directed to improve the civil society life’s quality slaughtering its supported development. By this virtue, we help in developing an active and former roll of leaders and professionals with integrity, that positively affect through their competent promoter rolls, with own determination benefiting the organizational transformation into a dynamic and competent globalizing.

According to each forming program with its curriculum components, the adding of eight (8) key principles for the responsible, shared and supported conduct of the organizations:

1. Respecting the dignity of the human being, based on freedom in taking decisions: Related with human dignity ECACEN promotes the value of respecting the unique human condition and of the multicultural society, defining its infinity aspects, and establishing the ideal action field in the respectful proceeding before the civil society.

2. Self-realization, adjusting the other-recognition, the self negotiation and productive self-management: ECACEN is committed to the comprehensive management of knowledge applied to the effective management of organizations and aimed at improving the quality of life for civil society promoting their sustainable development.

3. Organized and united participation, associated with social relevance and identity preservation: Determining as a responsible “being” in the different social and academic contexts and in front of changing environmental conditions.

4. Cooperation in the associated work, supporting in the integration of efforts and deploying social ethical values: To overtake this principle, the school promotes achieves in leadership in the training of professionals in administrative and financial management of the organizations, in the forms of open and distance, with of national and international presence recognition, because of their given innovative approaches and proposals in knowledge management and research activities as governing staffs of their academic work and their principles over social responsibility and solidarity.
5. The social and community property, where labor is the source to access the property and where the productive factors are dynamic empowered by the techno-scientific knowledge, the moral and ethical management: One of the ECACEN purposes, is training professionals to innovate and to generate common goods and services in a creative, methodical, ethical, accountable and effective way.

6. Participative Managing that cooperates and decentralizes, and is based in community actions, the organized tasks and several liabilities to ensure cultural identity and democratic participation: In this direction, priority is given to the global society and their implications for education, culture and economy. Integrating it with modern trends that emerge, tending towards reconciling positions and minimizing harmful conflicts.

7. The Environmental Preservation, concerning the ecological consistency and the Environmental Preservation, concerning the ecological consistency and the ethical environmental: Avoiding in making the Corporate Social Responsibility (CSR) a fashion or a business, ECACEN is recognized as an organization that bases its actions on the fundamental principles of respect to the human being and the environment, this conscience originated in the family bosom and must be reaffirmed in the constant academic pass of its members. Over this sense, it affects the rules and recognizes the urgent need to confront the social problems with based solutions on knowledge and responsible accountability of organizations.

8. The equitable distribution of common goods and benefits, which will succeed through the appropriation of ethical, cultural and political, aimed at social justice, the common good and the dignity of man: ECACEN appropriates this principle from the attribute of the human being, giving rights and duties to act in a fairly way.

Sustained in the institutional statement of these fundamental principles that guide the “to do”, management, epistemological, teleological and axiological of ECACEN, we are committed to the implementation of the six (6) Principles for Responsible Management Education, ranging in congruence with our future perspective of society and human being.
2. PRESENTATION

The beginning of the ECACEN, was initially as Business Administration faculty, bringing together the disciplines and sciences related to management within the National University, Open and Distance (UNAD), it is located on the year 1984 with technological programs in Commercial and Business managements, Industrial, Agricultural, Associative Business and Community Organizations, Civil Works and Construction, and of Transportation. Later, with the aim of having the training process of students in the year of 1991, it began the Business Administration program. By this point, has been emphasized the ongoing relevant and permanent curricular innovation of their learning processes, which has allowed the renewal of qualified records of each training programs, supported in constant self-evaluation processes, certificates with both recognition academic and government institutions such as the Ministry of Education of Colombia, as a result of the foregoing, the Business Administration program obtained the certification of high quality education in April 2012.

The ECACEN proclaims as radical goals, the open and distance education to all, with flexible and relevant training programs that assist the needs of the region into a global world and that support the use of Tic’s. ECACEN currently has a student population of 12,100 students, distributed in each of the 1,100 municipalities and 32 of Colombian states, as well as students in countries of the European Economic Community, Africa, Australia, the U.S. and Latin America, which converts in the trainer School in management sciences with more coverage of Colombia.

Aware of the many training needs, thanks to the coverage and scope of the proposed training, the SCHOOL includes in its academic offers, specializations in Public Management, Strategic Management, Marketing and Project Management, along with the Master’s program Management of Organizations which have the valued certification and registration by the Colombian Ministry of Education.
3. PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

We, as a higher education institution, involved in the development of current and future managers, declare our willingness to progress in the implementation, into our institution, the following principles, starting with those that are most relevant to our capabilities and our mission. Will report on such progresses to all our concerned groups (Stakeholders) and the sharing of effective practices related to these principles with other academic institutions:

Principle 1

Purpose:

We will develop the capabilities of students to be future generators of sustainable value for business and large society and then work for a sustainable and inclusive global economy.

Principle 2

Values: We will incorporate into our academic activities and curricula the values of our global and social responsibility, as represented in international initiatives such as the Global Pact of the United Nations.

Principle 3

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

Principle 4

Investigation: We will participate in conceptual and empirical investigations that advance our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic.

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 meet these challenges.

Principle 6

Dialogue: We will be facilitators and will support the dialogue and debate among educators, business, government, consumers, media, the civil society organizations and other interested groups and stakeholders on critical issues related to social responsibility and global sustainability.
3.1. **PRINCIPLE ONE**

3.1.1 **Description:**
According with the first principle of RESPONSIBLE MANAGEMENT EDUCATION, aimed at developing the capabilities of students to be future generators of sustainable value for business and large society and thus work for a sustainable and inclusive global economy.

3.1.2 **Summary and Results:**
The ECACEN focuses its efforts on three aspects, for overtaking this principle:

3.1.2.1 **Generate a relevant academic offer, that gives solutions to the needs of people, individual and the community**, through work, promoting enterprising through the communitarian self negotiation.

This is the reason why the ECACEN encourages within their learning education that allows the student to implement in his environment communitarian, self negotiation included into five principles:

**Direct democracy:** The same stakeholders make decisions, without delegating to others and dominating the consensus.

**Direct Action:** The members manage their own agreements.

**Mutual Support:** Where the concept of solidarity prevails as a hub for its operation.

**Extension:** The practice of self negotiation must involve the community, municipalities and regions of influence, as well as families and members of the organization.

**Training:** It refers to a continuous learning.

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1 Unit congregation of human beings who share ideals, interests, efforts and strategies to achieve a purpose.

2 Attitude and willingness of community members, to themselves and to others, framed on decisions that are sustainable and socially responsible.
And likewise, implemented within its academic community design and construction of curricula for problematic cores in competencies, which answer the requirements of the business environment and community.

**Results of the implementation of the strategy:**

As a result of the work of curriculum innovation, were identified three areas of training that guided the academic offerings of the school. Which are the Social Enterprising, Social Responsibility and Leadership Outreach. All this aimed at integrating the following four aspects:

- **The autonomous development of the regions:** It is focused on human labor associated with the purpose of generating material and spiritual goods that make possible human existence, the self-preservation of the human species and the transformation of reality.

- **The integration of scientific knowledge, self technological negotiation, organizational management, the socio-political, organizational and productive components:** Explains the different forces and factors of production, quality of life, production process, distribution of wealth to allow fair trade and family consumption.

- **The knowledge as essential productive factor:** Emphasizing on incorporating technological and organizational innovations in the productive local, regional and global with a new set of values that allows the promotion and consolidation of business forms with a solidarity sense.

- **The revitalization of the transformation process, of time, spaces and relationships:** Focused on the region to access the domestic and international trade.

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3 Understood as the “training for enterprising” Here, for the student of ECACEN fulfill this purpose, requires learning and implementing self-formative processes, productive and supportive, enabling it to become part of a social market, which would mean production process management, design, development, implementation and evaluation of projects, processes, community involvement, social engagement, customer loyalty, access to new technologies, enjoy social recognition, among others and in turn generate collective learning, technological innovation, cultural, social relationships, projects, values, ethics, solidarity, among others, essential for meeting the basic needs of it and the community.

4 Social responsibility in the field of economic education - administrative, implies that students adopt a position of compromise and respect the individual and the related communities, and it is determined by the social use and the feel of the community regarding what should be done because it is right, the accepted moral, cultural, political and legally, under the implementation of socially responsible values and behavior and ethical solidarity.

5 ECACEN leadership, is that social situation created from the interaction between the culture of the groups, the personality of the leaders and the development of society, from which power is generated, the latter being the basic energy to serve others and moral authority founded on the ability to promote communicative action in communities and thereby turn intentions into concrete human enhancement.
Following the process of curriculum innovation during 2011 and first half of 2012, we performed the curricular redesign of the six\(^6\) (6) technology programs and three\(^7\) (3) programs ECACEN specialization for problems cores competencies as also designed under this approach, for approval of the Supreme Council of the UNAD, programs emphasizing solidarity Economics, International Business and Accounting.

On the other hand, it was elaborated a proposal of courses of common interdisciplinary\(^8\) training, which represent the essence of the teleological and axiology discipline training of ECACEN, resulting in the design of two (2) academic years:

- **Integrated Management Fundamentals**

  This training searches the student takes a critical position on the general principles of economic disciplines, administrative and accounting, which recognizes basic fundamentals and processes thereof; enabling it to exercise a solidarity leadership, sustainable decisions with responsible participatory and ethical guidance.

  - **Outreach Enterprising.**

    This course seeks the student may be in the ability to identify opportunities for human development, community or organizational, as well as recognize the basic concepts and processes of self negotiation community to develop socially productive projects, sustainable and comprehensive impact for his community.

    We take in ECACEN, the responsibility for the social enterprise focusing it through the implementation of the Integrated Social Entrepreneurship (SIES), as the service designed for the development, management, outreach and support to enterprising with social meaning, so students and UNADISTA large community aware and be able to access in better conditions to financial programs, that business organizations and institutions may concern being part of the National Network of enterprising and other external networks.

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\(^6\) Business Management and Technology in Business

- Technology in Industrial Management
- Agricultural Technology Management
- Management Technology in Civil and Building Works
- Transport Technology Management
- Technology Management Associative and Community Organizations

\(^7\) Specialization in Strategic Marketing Management

- Specialization in Project Management
- Specialization in Public Management

\(^8\) The common core training component comprises interdisciplinary academic courses mandatory for all training programs UNAD.
The SIES, becomes the platform for analysis, potentiating, communication and ongoing monitoring of actions, directed toward the enterprising, which is led from ECACEN, as a qualified interdisciplinary professional system that complement, integrate and are responsible through units of enterprising, to assist the UNADISTA community on several topics:

- Students with regard to their backup needs in formulating their draft business life.
- Students attitude towards the enterprising as a career,
- Generating community in a commerce interaction space and information for the use of policies and programs that encourage domestic and foreign enterprises that foment and finance them.

In this vein, the SIES must be a system that allows the development of enterprising skills in the students and other stakeholders, which mainly focuses on three vectors:

a) Vocational training for enterprising: A transverse way to any discipline from the starting of the career with the enterprising class.

b) Communication and community: spaces for exhibiting enterprises and permanent information for participation in the different calls of the national enterprising network, generating UNADISTAS networking enterprising, interacting with the community.

c) Consulting and advice to enterprising: accompanying the process of formulating the business plan for pre-viability assessment of the project.

Regarding the principle of training for enterprising, we have developed different conferences on enterprising and advice for designing business plans, during 2011 and the first half of 2012, which aims to train the academic community in the formulation business plans with the methodology of the Enterprise Fund, tending to increase the approved projects by the various government funding during this time highlighting the following:

“SIES” in charged of the Leader of the Integrated Social Enterprising system, aimed to socialize the academic national community and the national Enterprising Advisors, the principles and guidelines of the Integrated Social Enterprising (SIES) to generate specific actions that tend towards enterprising and business in the UNADISTA community.

The web conference "Enterprising Fund", conducted by the National Leading Enterprise Fund, and advisors of the National Apprenticeship Service (SENA), to explain the methodology of financing access to funds and estimated amounts for 2012.
Also training was performed on the “Enterprising Fund and its rating criteria” by the SENA Enterprising Section, in order to explain that qualification criteria uses the Financial Fund for Development Projects (FONADE) to prioritize business plans and explain the methodology for the formulation of business plans.

During the period 2011 and 2012 have been mainly training to promote enterprising topics such as: the opportunities of free trade agreements, the implementation of virtual training courses for project formulation and conferences with international entities such as the Young Americas Business Trust Organization for routing the UNADISTA community enterprising.

(Subtitles and content of the bulletin)
DIRECTION OF UNAD CCAV - WELFARE UNIVERSITY and THE ADMINISTRATIVE, ACCOUNT, FINANCE AND BUSINESS SCIENCES INVITES YOU TO THE CONFERENCE ABOUT ENTERPRISING OPPORTUNITIES WITH THE TLC IN CORDOBA - UNAD AUDITORIUM LOCATION
TIME: 10:00 AM - DATE: MAY 26TH – 2012
PROJECT FORMULATION BASIC COURSE

WELCOME: dear students, receive a special greeting and warmest welcome to your BASIC COURSE this project formulation through which know the basics and the parties that a project should contain. At the top of the page where you will find the menu are the options that will allow them to explore and initially the course as we move the contents, materials and communication tools we use to continuously share our knowledge.

YOUNG AMERICAS BUSINESS TRUST (YABT)

A young organization for youth.
3.1.2.2. To Promote the use of the Tic’s as a learning tool to allow the inclusion and training by implementing the media and innovation relevant pedagogical pertinent for the distance mode.

The institutional and implemented pedagogical model key in each one of the curricula of programs that integrates the ECACEN lies in the relationship established between the pedagogical and the didactical to promote independent learning. So, whenever we propose the interaction between media, mediators, students, mediations and evaluation, each teaching positions redefines the meaning of the educational process. We understand the media as any other tool that is available to the process, in conceptual, practical and evaluative terms. Mediators, as all those individuals who design actions in the context of visible and strengthen the relationship between student and content. Mediations, as all actions of which has an actor's process to access the content, since these recognize the subject and context. The assessment, as a dynamic and ongoing process consisting of three stages (self, peer and hetero) and pursued recognizing the strengths and weaknesses of both the process of teaching and learning to establish pedagogical actions against these processes. Finally, students and individuals who collectively build knowledge and interact constantly with the other dimensions in virtual learning environments.

Also, the Pedagogical Model is based on different theories of learning and are fed interacting with each of the proposed academic activities.

Teaching Model Supported by the e-learning

Mediations - e-evaluation
e-mediators - e-students
e-ways
cooporative learning, meaningful and autonomous (middle star)
Learning Theories
Results of the implementation of the strategy

The ECACEN offers the double mediation for tutorial support (virtual, distance) of all academic offerings of training programs (technical, undergraduate, specialization and master), so that the student can select the one that fits their interests and needs.

Also, the school encourages the involvement of students in pretend play, highlighting the involvement of students in the Sebrae Colombia Challenging\(^9\), with the participation of students from different public and private universities in Colombia. During the simulation, participants have the opportunity to test their decision-taking capacity, to work together, find solutions, also taking the opportunity to enhance their enterprising spirit.

### Participation and results-Sebrae Challenge 2005 - 2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Nr. Groups</th>
<th>Nr. Students</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>13</td>
<td>63</td>
<td>4 groups between the best 20</td>
</tr>
<tr>
<td>2006</td>
<td>70</td>
<td>269</td>
<td>1 group between the best 10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4 groups between the best 20</td>
</tr>
<tr>
<td>2007</td>
<td>85</td>
<td>342</td>
<td>1 group between the best 10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3 groups between the best 20</td>
</tr>
<tr>
<td>2009</td>
<td>10</td>
<td>50</td>
<td>1 group in the second place in Bogotá</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 group in the third place in Medellín</td>
</tr>
<tr>
<td>2010</td>
<td>10</td>
<td>50</td>
<td>1 group in the first place in Bogotá</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 group in the fifth place in Bogotá</td>
</tr>
</tbody>
</table>

3.1.2.3 Actively participation in advising PYMES, communities, government and private organizations to enable them to implement processes of self conduct responsible and sustainable management.

The ECACEN aware of the poor access of the various leaders of private, government, or community associations in developing countries, training in the area of management, which becomes a determinant factor for the viability, sustainability of organizations, is committed to manage and implement outreach programs, counseling and consulting to enable the inclusion of the individual, the community and the various organizations in society with sustainable organizational projects.

Results of the implementation of the strategy:

The ECACEN is actively involved in advising and supporting PYMES to access the marketing in different countries of the world in this regard involved the UNAD-BID agreement, which aims is to facilitate, under the FTA between Colombia and United States exports of PYMES, through a model of assistance to PYMES, for the systematic approach of the opportunities offered by FTA and that meets their demands and needs in relation to compliance with the technical requirements for export to that market and the use of new access technologies.

To achieve the goal, the agreement structures a program on the following components:

**Component I:** Sensibility and selection PYMES able to develop exports.

**Component II:** Diagnosis and Technical Assistance to PYMEs to overcome requirements for export to the U.S.

**Component III:** Training in New Technologies, National and international logistics, Electronic Commerce, International Marketing in U.S. application of Fiscal and Commercial Laws in U.S.

**Subcomponent III.A:** Distance training in the use of new technologies.

**Subcomponent III.B:** Technical Advisory Service Distance coordinated export PROEXPORT

A cohort of August 2012, the Integrated Support Program for PYMES has a total of 137 companies registered.

The sectors in which these companies are located:

- Footwear and Leather
- Agribusiness and food products
- Textiles and garments
- Auto parts and Metalworking
- Cosmetics and Pharmaceuticals
- Furniture and Building Products
- Other
<table>
<thead>
<tr>
<th>Section</th>
<th>Quantity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footwear and Leather</td>
<td>56</td>
<td>41%</td>
</tr>
<tr>
<td>Agribusiness and food products, cosmetics</td>
<td>33</td>
<td>24%</td>
</tr>
<tr>
<td>and pharmaceuticals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Textiles and clothing</td>
<td>19</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>11%</td>
</tr>
<tr>
<td>Autoparts &amp; Metalworking August</td>
<td>11</td>
<td>8%</td>
</tr>
<tr>
<td>Furniture and Building Products</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>137</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### 3.2. PRINCIPLE 2

#### 3.2.1 Description

We will incorporate into our academic activities and curricula the values of our global social responsibility as represented in international initiatives such as the Global Pact of the United Nations.

#### 3.2.2 Summary and results

Historically, some business have aimed at obtaining basic economic benefits, regardless largely compensated so back to society and the environment the things they have taken from them. A conception of this has included problems in the developing of the corporation, and could be considered on the ethical exercise of it, in the development of its “know how” and the fulfillment of its objects. Thus, it is not enough just to do the right thing always and at all times but this process of continuous improvement and must evolve from process of self negotiation to the process of management and results. Results to be considered as a tool to balance triple that influences not only sustainability but also the sustainability and competitiveness of the organization, the ECACEN consisting of professional training on a new paradigm of management, from design and implement 2009 the year of deepening "Responsible Strategic Management", which objective is to adopt the concepts and principles of corporate, the social responsibility within the organizational management process and integrate it as an added value to the know how of the organization.
Results:

During the term 2009 - 2012 this course had had four cohorts, totaling 1013 students, noting that this is a virtual course implemented after the effective 2012. During the learning process it has been submitted final works of high organizational impact during the term 2009-2012:

2010

• Competitiveness and Social Economic and Environmental Sustainability of the Prison of Acacias to 2019 From the Perspective of Inclusive Business.
• The sustainability Report Utility De Acacias ESP ESPA For Year 2010.
• Corporate Social Responsibility Practices in the Dimensions of Workforce and Suppliers Manueita Oil Company SA In the state of Meta.
• Strategic Alignment Report following the methodology of BSC Applied to SATENA to Measure its Social Impact Towards its stakeholders Year 2010

2011

• Comparison Sustainability Report 2009 and 2010 in Avery Dennison
• Job Placement Proposal For People with different capacities. ING Project
• Characterization of the practices of Corporate Social Responsibility, Inside Public Enterprises Garagoa EPGA SA ESP, by implementing the Disigning Strategies SGE21 Auditing Standards Sge21and Sa8000.
• Characterization of Rse practices inside the Colombian Association for the Advancement of Science to Improve its projection and Support with its stakeholders.
• Use of the Standards of Corporate Social Responsibility Level 3 to realize the Ethics Committee and Social Responsibility of Carrefour Supermarket Nou Center of Figueres (Spain)

2012

• Management Model To Improve Relations with Workers and Corporate Governance in FINDERS SOLUTION GROUP,
• Management Model in Senior Management for Strengthening Agricultural Social Responsibility in SAS CI Circassia.