Hong Kong Baptist University
School of Business

Sharing Information on Progress
July 2015 – June 2017

Submitted to:

PRME Principles for Responsible Management Education

July 2017
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Message from the Dean

Hong Kong Baptist University (HKBU) is committed to academic excellence in teaching, research and service, and to the development of whole person in all these endeavours. The University is now working towards becoming the region's premier research-led liberal arts university.

For more than half a century, the School of Business has been at the vanguard of business education in Asia, moulding generations of business leaders. Steeped in a tradition of academic excellence, yet always looking forward to new intellectual horizons, HKBU prides itself in striving to always remain a true pioneer in business education. Located at the crossroads between the emerging countries of Asia and the West, the School is ideally situated to confront the changes impacting our world, be it the economic resurgence of China, the deepening impact of globalisation or the need for new ethical standards in the age of sustainability.

Business ethics, corporate governance and corporate social responsibility are essential building blocks of corporate sustainability. That is the future of business. For our students not only to excel in their careers, but also to shape the world, thinking innovatively is not enough; acting responsibly is the greater challenge. At the School, we are committed to creating a better business environment through responsible business engagement.

We are pleased that our School was the first business school in Hong Kong to have joined the PRME and had shared its practices by providing the first information sharing report since 2011.

This is the fourth report for submission to Principles for Responsible Management Education (PRME). We intend to outline the progress with all our stakeholders and describe how the School has engaged students, and how it has supported faculty members in their community services, research and scholarly activities, and contributions to practice in the area, building the community of practice underpinning the six PRME principles with other academic institutions.

Ed Snape
Dean, School of Business
Hong Kong Baptist University
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.

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.

1. Grooming Responsible Leaders and Citizens

The Business School’s Strategic Plan 2016-2019 identifies the integration of corporate sustainability, business ethics and corporate social responsibility throughout the curriculum as a major means through which to become the priority choice of prospective students for innovative business programmes. The School focuses on corporate sustainability as a differentiator and core theme, running through teaching, scholarship and engagement activities. Most directly that includes classes on governance, corporate social responsibility and business ethics in all programmes, and it extends into related areas of leadership and management practice, ethical marketing, and the accounting, economic and financial aspects of governance.

As mentioned in the last Sharing Information on Progress (SIP) report, the School continues to offer undergraduate (Ug) and postgraduate (Pg) courses which are intentionally designed to build up and strengthen student’s capacity as a future leader with a focus on sustainability. Sample courses are as follows:
• Business Ethics and Corporate Social Responsibility
• Corporate Governance and Ethics
• Ethics in Human Resources Management
• Socially Responsible Marketing in an International Context
• Social Entrepreneurship: Opportunities to Change the World
• Leadership in Sustainability

2. Sustainability and Learning Outcomes

The School has incorporated sustainability, ethics, and corporate social responsibility into the curriculum through the specification of intended learning outcomes, in order to ensure that they are infused throughout learning, teaching and assessment.

Commitment to sustainability, and the strong emphasis on ethical behaviour which is implied, has long been a differentiating feature of the School’s ethos and activities, and those of the University as whole. At University level one of the Graduate Attributes to be developed in all of the University’s graduates is that they should be “responsible citizens with an international outlook and a sense of ethics and civility”. Those aspirations are given more detailed form in the Learning Goals and Learning Objectives for every programme in the institution.

For example, one of the learning goals of the Bachelor of Business Administration (Honours) (BBA) programme stipulates that students will have a solid understanding of the value of business ethics and good corporate governance upon completion of the programme. At taught postgraduate level, one of the learning goals for the MSc in Business Management programme is to help students acquire knowledge of business ethics, corporate social responsibility (CSR) and corporate sustainability issues affecting business.

At Undergraduate (Ug) Level

The School further advances the students’ understanding of the corporate sustainability by requiring them to organise some extended course activities beyond the classroom. For example, students from the course “Socially Responsible Marketing” organised a mini-fair called “22 Things You Didn’t Know About Smart
"Consumption" as a group project to promote responsible consumption on 8, 11 and 13 April 2016. This has been the second year for students of this course to organise such a fair. During the event, students set up a total of 22 booths to address the issues of fair trade, eco-friendly products, animal cruelty, excessive consumption, sustainable consumption, and survival of small business. Through organising this mini-fair, students could learn how to use their marketing knowledge to make positive impacts and become agents of change in socially responsible marketing.

Through appealing exhibition boards, interactive games and workshops, the students successfully attracted hundreds of people to participate in the fair.

The School continues to contribute its expertise to teaching of GE courses with focus on sustainability and ethics. One of the key courses, namely “Leadership in Sustainability”, has been designed and offered to maximise students’ exposure to real leadership cases in driving sustainability.

At Postgraduate (Pg) Level

The School regularly reviews the profile of taught postgraduate (TPg) programmes and refines the TPg programmes as needed in order to strengthen the elements on corporate sustainability. Recently, the School has restructured the existing MSc in Corporate Governance and Directorship (MScCGD) programme and renamed it
as the MSc in Corporate Governance and Compliance (MScCGC) programme for launch in AY2017/18. The revised programme aims to provide specialised training and impart practical knowledge to prepare directors (in particular, independent non-executive directors), company secretaries, and professionals in the related fields to strengthen the sustainability and accountability of their organisations. The Programme is also fully accredited by The Institute of Chartered Secretaries and Administrators in the United Kingdom (ICSA), providing strong international benchmarking for the programme.

3. Embedded Support within the School

In line with the PRME framework, we continue to provide various kinds of authentic settings for students, to learn to present their ideas on how the values of sustainability and accountability can be integrated into management settings. The School’s research, and in particular its research centres, play an important role in this. For example, the Centre for Corporate Governance and Financial Policy (CCGFP) works closely with the MSc in Corporate Governance and Directorship (MScCGD) programme by providing intellectual and activity-based support. Over 300 students have graduated from the programme since its inception in 2005. The CCGFP together with the programme play an important role in the School’s mission to nurture visionary and ethical business leaders.

With the support of the Wing Lung Bank International Institute for Business Development (IIBD) which has been established since 1992 by the generous donation from a local corporate partner, the School’s student support services have been well structured which enable business students to have effective learning experiences, including the “IIBD Case Competition” and “MindXchange” student debates.

The Chinese Businesses Case Centre (CBCC) endeavours to develop business cases derived from research that directly addresses issues prevailing within the business environment of Greater China, with the objective of incorporating these cases as teaching instruments both for the School as well as for other business schools. CBCC also holds special events such as business case competitions, conferences and seminars on topics such as ethics and social enterprises in China. For example, the CBCC joined hands in organising IIBD International Case Competition with IIBD.
A BBA student from the School was named Best Presenter at the 2016 IIBD International Case Competition.

4. Reaching out into the Global Community

In the same vein, the School continues to encourage students to participate in international and local competitions to learn and integrate the values of sustainability and accountability beyond the classroom. Recent student achievements are highlighted below:

<table>
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<tr>
<th>Recent competition (Year)</th>
<th>Brief description</th>
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<tr>
<td>Business students scoop second runner-up at HSBC business case competition (2017)</td>
<td>The team of four students of BBA programme shone at the reputable HSBC/HKU Asia Pacific Business Case Competition 2017 by taking home the second runner-up award at the local final. Organised by HKU Asia Case Research Centre and sponsored by HSBC, the HSBC/HKU Asia Pacific Business Case Competition brought</td>
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### Business Sustainability and Risk Management Case Analysis Competition (2017)

Organised by the Association of International Accountants (AIA) for the second year, the competition aimed at raising awareness and knowledge about sustainable business among university students. The team of two students of BBA programme were honored for their outstanding report and compensation solution focusing on long term sustainability. They were awarded as one of the outstanding teams among 18 finalist teams.

### Enactus China Regional Competition – Hong Kong region (2017)

HKBU student team won the champion in the Enactus China Regional Competition – Hong Kong region. The team of 20 student delegates from the student interest club Enactus won this year’s title with two creative business plans. It was the second consecutive year for the HKBU Enactus delegation to top the contest.

The winning team, comprised of 13 students from across School of Business and other faculties, effectively used entrepreneurial activity to empower people to improve their livelihood in an economically, socially and environmentally sustainable way.

### 11th IIBD International Case Competition (2016)

A BBA student was named Best Presenter at the 2016 IIBD International Case Competition held on 18 November in the Netherlands.

The ability to solve real-life business problems, build cultural sensitivity and empathy, and excel
HKBU student team was crowned champion in the Enactus China Regional Competition (2017) – Hong Kong region.

In line with the University strategic vision, the School has been working hard on all aspects of the Internationalisation Plan to steer its global reach efforts. For instance, the School strives to improve the quality of international partnerships. With considerable efforts made in engaging in partnership building conferences and reviewing the academic exchange agreements, the School has 73 School-level exchange partners, 55 of them (70%+) are AACSB, EQUIS or AMBA accredited as of July 2017.

Moreover, the School continues to make efforts to achieve the target of expanding outbound exchange with the provision of school-based subsidies to students going on exchange. With such incentives provided, the percentage of BBA students has increased to 51% in 2016/17, recording an increase of approximately 22% when compared to the figure for 2012/13. The School also has consolidated summer exchange opportunities for postgraduate (Pg) students and promoted to them. As a result, the percentage of Pg students has increased to 5% in 2015/16, up from 1% recorded in 2014/15.
5. Service Learning within and beyond the Community

Extracurricular activities also encourage learning through serving the community, not least through the Service Learning project. The School’s Service Learning Programme for undergraduates nurtures business leaders who care about society and understand the evolving needs of their communities. The School also promotes non-local service learning projects that allow students to experience first-hand the poverty in some Mainland cities and regions through working with non-profit organisations.

*The School promotes the Service Learning Programme among students.*

Furthermore, the School actively organises activities to advocate the core value of Corporate Social Responsibility (CSR) among secondary school students. Recently, the Department of Marketing hosted the inaugural Marketing Contest for secondary students to cultivate socially responsibly consumption in business and marketing activities in March 2017. The Contest supported by HKSAR Education Bureau and Consumer Council, aimed to promote basic marketing essentials with a blend of social awareness among secondary students, which was essential to the sustainable development of our community.
The Contest attracted over 300 Secondary 3 to 5 students to enroll.
Part II: Principles 4, 5 and 6

**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 dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

6. Research Development

Corporate Social Responsibility (CSR) has long been a key feature of the School’s activities and it has made CSR an important focus for its research effort. The School’s Strategic Plan for 2016-2019 identifies research on corporate sustainability, CSR, corporate governance and business ethics as a key element. Members of the School conduct research with significant corporate advisory and/or policy implications, and serve the private and public sectors as consultants, advisors and committee members. Many faculty members include corporate sustainability in their research portfolio.

Along the same lines, the University has recently asked each faculty to develop a Faculty Niche Research Area (FNRA), to provide a focus for the development of research excellence. Consistent with its existing focus and differentiation, the School of Business has proposed “corporate sustainability” as its FNRA. The School has identified the following four research sub-themes within this: corporate governance and disclosures, governance structure and economic performance,
sustainability and people management, and socially responsible marketing. As required by the University, the School has prioritised the first of these, corporate governance and disclosures, as the priority area for investment under the FNRA.

Research is as important as teaching for the School, and our five departments focus their research efforts on a number of key areas related to responsibility, including: corporate governance and disclosures; corporate finance and corporate governance; corporate social responsibility and business ethics, etc.

The elements of corporate governance, CSR and business ethics are placed as one of the highest priorities in the educational and research agenda. Building on the School’s commitment and efforts on these areas, the School fosters its strategic theme - Corporate Sustainability. As described in previous SIP reports, we are proud of the effort that with the funding from the University’s Strategic Development Fund (SDF) Project, the School spent six years of research and teaching activities to build corporate sustainability into an area of excellence and visibility since 2009. This SDF Project was to promote the understanding of Corporate Sustainability through activities such as academic research, conference, symposium, dialogue, competitions and debates that would engage faculty, students, the academic community, business corporations, and the Hong Kong community at large. Details of the project achievements have been provided in the last SIP report.

Back in as early as 2006, the School and the Business School of the University of Macau co-founded the World Business Ethics Forum (WBEF), which has been supported by the Journal of Business Ethics and Asian Journal of Business Ethics. Hosted biennially by the School, the 4th took place during December 2012 with the theme, “Corporate Social Responsibility and Sustainability”. School faculty members presented nine papers out of 120, and selected papers from the conference were published in a special issue of the Journal of Business Ethics. The 5th WBEF took place in December 2014 with the theme, “Business Ethics: Challenges and Implications for the Private and Public Sectors” and the School hosted the 6th in December 2016 with the theme of “Making a Difference – Business Sustainability and Social Impact”. The School continues to co-host the Forum, reinforcing its research visibility in and commitment to corporate sustainability. The next one will be held in Macao in 2018, and colleagues are already working on this.
7. Partnership, Knowledge Transfer and Dialogue

The School’s alumni community is one of the major avenues to cultivating its corporate connections in order to augment the knowledge of challenges in meeting global social responsibilities and sustainability and to explore effective means to overcoming those challenges. The School maintains close relationships with alumni via the nine alumni associations, which organise a wide variety of networking, mentoring, consulting and other joint activities that contribute to enhancing student learning and shaping public policies in respect of global social responsibilities and sustainability. Recent activities hosted or jointly organised are cited below:

Table 3: Recent Alumni Activities

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<tr>
<th>Activity (Date)</th>
<th>Brief description</th>
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<tr>
<td>Sun Hung Kai Financial CEO William Leung passing on words of wisdom to junior alumni (12 April 2017)</td>
<td>Alumnus Mr. William Leung Wing Cheung, former CEO of Sun Hung Kai Financial Limited, also the Chairman of School of Business Advisory Committee, shared the vision of his junior alumni to eventually fill top seats.</td>
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<tr>
<td>ShineWing recruitment talk: alumni sharing on career advice (14 April 2016)</td>
<td>Two School alumni and a HKBU alumna, who are currently working in ShineWing, came back to school to share their experiences with students.</td>
</tr>
<tr>
<td>Alumni sharing on valuable insights into career in financial sector (3 March 2016)</td>
<td>School of Business Advisory Committee Chairman, School alumna and HKBU alumna shared with students valuable insights of their life in the financial industry.</td>
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| Financial Analyst Training workshop (29 October 2015)                         | For the third year running, the School and the School’s Alumni Association organised the workshop with the aim of giving the students a glimpse of life in the financial industry.
                                                                                           Professionals from different streams of the industry shared their experience and gave |
Alumnus Mr. William Leung shared the vision of his junior alumni to succeed in the business world.

The Entrepreneurship and Innovation Centre (EIC) was established in September 2016 to support the School’s entrepreneurship education. The EIC, positioning initially as a support unit to such Entrepreneurship initiatives, organised Entrepreneurship Seminar Series, conducted research activity and participated in inter-institutional collaborative projects since establishment. EIC provides a platform for students to interact with scholars and practitioners through participating in a range of experiential learning activities related to entrepreneurship education.

In addition, the School has been working with the University’s Knowledge Transfer Office (KTO) on the establishment of a Young Entrepreneur’s Club (YEC), involving a network of entrepreneurs, many of them leading figures in the Hong Kong business community and others more recently-established, who will provide mentoring, internships and other support for HKBU entrepreneurship students. A launch event was held in December 2016, with activities scheduled for the coming year and beyond. A donation of HK$1 million was secured to establish the YEC and additional resources are being provided by the School, KTO, and the University.
8. **International Conferences on Corporate Sustainability, Business Ethics and Governance**

During the year, two major conferences in the broad area of corporate sustainability were organised by the School, with the aim of disseminating and promoting high-quality research.

As mentioned in Section 6, the School initiated and hosts the World Business Ethics Forum (WBEF), an international academic conference that serves as a platform for scholars to present their research and to interact with the business community. The 6th WBEF was successfully held on 12-13 December 2016, supported by Asian Journal of Business Ethics. The theme of the 6th WBEF, “Making a Difference – Business Sustainability and Social Impact”, engaged scholars and practitioners across the globe to share insights of doing business ethically and sustainably. The 6th WBEF attracted 100 delegates from 13 countries. Details of the keynote speakers and topics of keynote speech are as follows:

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<thead>
<tr>
<th>Keynote Speaker</th>
<th>Topic of Keynote Speech</th>
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<tbody>
<tr>
<td>Prof. Alex Nicholls</td>
<td>The Values Economy: Financing Social Impact</td>
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<tr>
<td>Professor of Social Entrepreneurship</td>
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<tr>
<td>Said Business School, University of</td>
<td></td>
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<tr>
<td>Oxford, UK</td>
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<tr>
<td>Prof. Zabihollah Rezaee</td>
<td>The Emergence of Corporate Sustainability and Its Practical,</td>
</tr>
<tr>
<td>Thompson-Hill Chair of Excellence</td>
<td>Educational and Research Implications</td>
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<tr>
<td>Professor of Accounting</td>
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<tr>
<td>The University of Memphis, USA</td>
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<tr>
<td>Prof. Simon S. M. Ho</td>
<td>From Shareholder Theory to Stakeholder Theory: New Mindsets and</td>
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<tr>
<td>President, Hang Seng Management College</td>
<td>Practical Measures</td>
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<td>HK</td>
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</table>
The WBEF was co-founded by the two business schools of HKBU and University of Macau and has been running since 2006.

The 3rd International Corporate Governance Conference was held on 16-17 June 2016. Organised by the Centre for Corporate Governance & Financial Policy, the themes of this interdisciplinary conference were sustainability, corporate governance, corporate social responsibility, and corruption. The aim was to promote high-quality research in this field by HKBU faculty, by bringing to the campus renowned academics with a long track record of publications in top-tier journals in these fields. The conference was very successful, with over 70 colleagues from HKBU and partner institutions attending over the two days. Overseas participants of the conference include Arturo Bris (IMD), Christos Cabolis (IMD), Gilles Hilary (INSEAD), Ioannis Ioannou (London Business School), Leonard Lee (National University of Singapore), Kai Li (University of British Columbia), and David M. Reeb (National University of Singapore), who were joined by Neale G. O’Connor, Erin So, Aris Stouraitis, Ray Wang and Kangkang Fu from HKBU, in presenting their latest research findings.

9. Promotion of Environmental Sustainability at University Level

HKBU is an environment conscious tertiary educational institution which strives to promote environmental sustainability, as one of the strategic themes in its strategic plan 2020. Since 2009, the Environmental Health and Safety Committee, which reports directly to the Senior Executive Committee, has undertaken the project on "Sustainable Low Carbon Campus", and a delegated "Task Force on Sustainable Campus" has been established to formulate sustainable policies for the University.
To further the goal of maintaining the low-carbon initiatives, a Campus Sustainability Guide was published in January 2016 to assist colleagues and students to participate in and contribute to the fostering of a low-carbon culture on campus by offering practical recommendations in line with the Sustainability Policy of the University. A wide range of events and activities have been held and a number of initiatives have been taken (e.g. for energy saving and recycling) to promote the sustainable low carbon campus.

A new campaign “Say No to Plastic-bottled Water” was launched by the student green ambassadors in June 2017.
The Veg Fete 2017 promotes green healthy diet and lifestyle to the public and University community.
Part III: Concluding Remarks

Riding on the solid foundation, the School provides classroom and extra-curricular activities to enhance students' awareness to potential ethical dilemmas that business professionals encounter, and to reinforce the School’s and the University’s commitment to upholding ethical conduct, professionalism, and integrity. The School also prides itself in serving as a platform for scholars and the business community to explore innovative approaches and ideas in various areas of corporate sustainability. Furthermore, the School continuously engages with the community and the public through various public seminars/forum as a means to proactively transferring knowledge on sustainable business.
Hong Kong Baptist University
School of Business

Since 2013, the School has become one of the few business schools worldwide to hold accreditations from the three major management education associations: the European Foundation for Management Development's EQUIS system, the US-based AACSB - the Association to Advance Collegiate Schools of Business, and the UK-based Association of MBAs. This multiple accreditation status reflects a high level of international benchmarking that the School has achieved, and recognised the School’s commitment to excellence. The School has been successfully re-accredited by AACSB in 2015 and EQUIS in 2016. The AMBA re-accreditation will be undertaken in September 2017.