Riga International School of Economics and Business Administration

Founded in 1992 as a classical business school, however nowadays we also deliver programmes in business psychology, communications, advertising, audiovisual media arts and architecture. By developing and expanding its study programmes, RISEBA has become a place where BUSINESS MEETS ARTS.

We have campuses located in Riga, Daugavpils and Cesis.

In a couple of years our new campus in Riga will open its doors to students and staff.

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RIGA INTERNATIONAL SCHOOL OF BUSINESS AND ADMINISTRATION

PRME SHARING INFORMATION ON PROGRESS REPORT

This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education

RIGA, 2012
The year 2012 is an anniversary year for RISEBA when we are celebrating 20 years of the journey of transformation from a small ambitious business school to the university providing, in addition to business and management programmes, studies in communication, audiovisual media and architecture, thus transforming ourselves into the place where business meets arts. It has been a twenty year journey which paved the way to international careers for more than 7000 RISEBA alumni who joined business arena in Latvia and abroad. Having such a wide alumni network it is important to make sure that business practices they are advocating contribute to the development of sustainable economy and sustainable business growth.

That is why years back when defining our values we defined ethics and social responsibility as one of them, emphasising that RISEBA acts as an ethical and socially responsible employer and puts all the efforts to increase students’ consciousness about the role of business in helping cultivate and maintain highly ethical practices in society and in the environment. Joining PRME initiative in 2010 helped us take a broader perspective on the role of education in building sustainable future and structure our activities so that they are underpinned by the principles of responsible management education. It also helped us realise that we are only at the beginning of the journey and the road ahead is endless, as reaching the destination requires change of people mindsets, reconsidering business models, finding new solutions to fighting poverty, embedding inclusive culture and ability to see long term benefits for society at large rather than limit oneself to short-term tangible business solutions.

This is our first Sharing Information on Progress Report within the PRME framework where we would like to share our experience and demonstrate our humble achievements so far, as well as by the means of which we would like to reconfirm our commitment to the principles of responsible management education.

RISEBA rector Irina Senņikova
A BRIEF OVERVIEW – Riga International School of Economics and Business Administration (RISEBA)

RISEBA was founded in 1992. We have two campuses – in Riga and in Daugavpils.

In 2000 RISEBA obtained a permanent institutional accreditation from the Ministry of Education and Science of the Republic of Latvia and the right to issue state-recognized degrees.

RISEBA has been awarded an International Quality Accreditation by Central and East European Management Development Association.

RISEBA mission: A GATEWAY TO INTERNATIONAL CAREERS
RISEBA graduates are:
- potential employees who will contribute to the Latvian and European economic growth;
- able to work at international companies in Latvia and abroad;
- sensitive and tolerant to cross-cultural differences;
- socially responsible;
- active contributors in multinational teams.

RISEBA vision: UNIVERSITY OF BUSINESS, ARTS AND TECHNOLOGY
- RISEBA is a cross-industry, multicultural university providing the global labour market with intelligent, creative, and independently thinking individuals;
- RISEBA stands for excellence in education, internationally recognized degrees, high quality of graduates, excellent research and development facilities, and highly qualified staff.

Values:
- Openness. RISEBA is known for its individual approach to students. Our staff is working hard to create a study-friendly environment based on trust, respect, and responsiveness.
Cooperation. RISEBA is actively involved in local and international business environment and promotes professional growth of its staff and students. Together with its graduates and partners the institution creates an excellent academic and work experience which is an indispensable part of the study process.

Lifelong Learning. RISEBA promotes lifelong learning of students. Lifelong education contributes to the development of Latvia and other European countries as a modern society of knowledge with sustainable economic development, increased number of jobs, and greater social cohesion.

Diversity. RISEBA acts as a bridge between Western and Eastern Europe, which helps students make their first step on the way to international careers. RISEBA ensures a multicultural environment by offering various study programmes, forms of studies and training in different languages.

Ethics and Social Responsibility. RISEBA trains socially responsible managers and makes every effort to help students understand the role of business in the creation and maintenance of highly ethical practice in the professional environment and society as a whole, whilst simultaneously ensuring proper environment protection for generations to come.

RISEBA also incorporates:

Career Development Centre

International Culture Centre

Institute of Turkish Business, Trade and Culture

Vocational Secondary School VICTORIA
MAJOR ACHIEVEMENTS IN THE IMPLEMENTATION OF THE PRME PRINCIPLES

This being our first PRME Sharing Information on Progress (SIP) report, we would like to share both our achievements during the last 24 months and some not so recent accomplishments. Further reports will include only the progress since the previous ones.

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.

- Contents of Study Programmes and Study Courses: The values of the university (RISEBA) – Openness, Cooperation, Lifelong Learning, Diversity, and Ethics and Social Responsibility, are considered in the development of study programmes, inclusion, specification, and updating study courses. Ethics and Social Responsibility: RISEBA trains socially responsible managers and makes every effort to help students understand the role of business in the creation and maintenance of highly ethical practice in the professional environment and society as a whole, whilst simultaneously ensuring proper environment protection for generations to come.

- Students’ Council Activities: Democracy principles are respected at RISEBA and students are involved in decision-making by participating in collegial bodies and exercising their right to vote. For five years the Student’s Council has been involved in the organization of and actively took part in one of the major Latvian social projects “Mīlestības Svētki” (Feast of Love), which is the largest blood donation project in the Baltic States. It is organized by seven Latvian higher education institutions: Riga Technical University (RTU), Riga Stradiņš University (RSU), Achool of Business Administration Turība (BAT), Riga International School of Economics and Business Administration (RISEBA), Baltic International Academy (BSA), Institute of Transportation and Communications (TSI), and RSU Red Cross Medical College. The project is aimed at blood donation for those who came to harm, as well as at the actualization of the idea of blood donation, its significance in the Latvian public health sector, and the role of each Latvian resident in it.

- Annual Students’ Research Conference: since 2009 one of the disciplines (areas of research) of the Conference is associated with economic, social, and environmental aspects of sustainable development.

- Involvement of students in the activities of International Culture Centre: RISEBA as a higher educational establishment supports the International Culture Centre. The activities of this Centre are supported both financially and by engaging students as
volunteers, thus developing their social responsibility, which is one of the objectives of the Centre – promotion of raising socially responsible individuals and contribution to the involvement of young people in the public life of the country. Target audience: the target audience of the sponsored activities includes all layers of the society belonging to various social and age groups: students and teachers of Latvian, Russian and other schools, pupils and staff members of nursery schools, boarding schools, and orphan asylums, families raising three and more children, single-parent families, families with disabled children, retired and disabled persons, students, representatives of national and non-governmental organizations, and media representatives. Activities of the International Centre, in which RISEBA students are involved, could be specified as follows:

- cultural events facilitating cross-national tolerance (free concerts and other cultural events);
- charity events (campaigns and projects aimed at raising funds for some specific social purposes, e.g., for pupils at orphan asylums, dwellers of public welfare homes, etc.);
- inclusion of socially excluded groups (activities involving disabled children, people from social care centres, etc.).

✓ Engagement of students: International Bootcamp for Entrepreneurs. Creative Enterprise Futures – 10 days intensive programme in the UK and Latvia. Basic concept: generation of business ideas consolidating culture, society, and business. The project is particularly focused on abandoned/undeveloped territories. The key idea is to generate ideas aimed at the development of these regions by means of real business plans and practical solutions leading to regeneration of these areas.

**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.

✓ Each study programme includes at least one module on Ethics and Social Responsibility. Related topics are also incorporated in other management subjects (modules). The review of study programmes and their modules, both at undergraduate and Master’s levels, in 2011 showed some areas for improvement. As a result several modules (courses) on Corporate Social Responsibility were included in some of the Master’s level programmes.

- Master's level: Corporate Social Responsibility, Professional Ethics, Corporate Governance and Social Responsibility, Ethical and Legal Aspects of Public Relations, Corporate Social Responsibility and Diversity in HRM.
• Undergraduate level: Business Ethics, Ethics and Social Responsibility.

✓ During the year of 2011 we reviewed the intended learning outcomes of study programmes and course modules to ensure that we develop social responsibility in our students. We also developed an activity plan based on the results of the review.

**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

✓ Participation in the project called **Sustainability Index** in 2012. This activity involves self-assessment of the institution based on the evaluation by the review panel regarding our performance in our strategy, working environment, market relations and society. In 2010 we were the first higher educational institution which took part in this project. After the evaluation we will get some individual recommendations for improvement and obtain our sustainability index. Institutions with the highest evaluation scores will be ranged into four categories (levels): Platinum, Gold, Silver, and Bronze.

✓ Since the study year 2010/2011 we have taken certain measures to minimize duplication (copying) of documents. Instead we have provided our students with the access to on-line study materials based on the Moodle platform ([www.e.riseba.lv](http://www.e.riseba.lv)).

✓ One of the criteria in choosing partners providing external services is that potential partners should be socially responsible as organizations.


✓ RISEBA souvenirs – recycled paper and corporate and conference materials for EFMD conference made of recycled materials (paper).

✓ To promote moving around the capital using environment-friendly vehicles, e.g., bicycles:
  • all RISEBA buildings are provided with special bike-stands;
  • we take part in activities within the framework of which we are included (building at 6 Údens Street) in a cycling route. Participants of the activity have to visit all the stop points along the route including RISEBA building.
and to collect tokens. The main objective of the activity is to promote environment-friendly traffic in the city.

✓ Considering technological capabilities we tend to substitute printed materials with the use of such appliances as iPod at more and more events, thus saving both electricity and paper.

✓ Students, who lost one or two parents, orphans, socially disadvantaged students, students from long families, etc. can be granted “Social Support” tuition fee discounts:

<table>
<thead>
<tr>
<th>Study year</th>
<th>Number of students granted the discount</th>
<th>Discount amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009./2010.</td>
<td>7</td>
<td>Up to 25% of the annual tuition fee each</td>
</tr>
<tr>
<td>2010./2011.</td>
<td>15</td>
<td>Up to 25% of the annual tuition fee each, 30% for one of the students</td>
</tr>
<tr>
<td>2011./2012.</td>
<td>16</td>
<td>Up to 25% of the annual tuition fee each</td>
</tr>
</tbody>
</table>

✓ In cooperation with the State Employment Agency our university provides 50% tuition fee discounts for unemployed persons.

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.

✓ In 2011 there was defined a new line of research – Potentials for the Development of Social Entrepreneurship in Latvia.

- In January 2012 a protocol of intent was signed between RISEBA and the Social Entrepreneurship Development Fund (SUAF) on cooperation in the field of social entrepreneurship. This cooperation is aimed at the perception and development of social entrepreneurship in Latvia, as well as at the promotion of its implementation and expansion with the help of specialists and resources of both parties.

- IN PURSUING THESE AIMS THE PARTIES HAVE AGREED THAT:
  i) the research subjects and contents recommended by SUAF can be amended and expanded without changing their objectives; to promote these research works among the students it is advisable to recommend these subjects as topics for diploma papers at various study levels;
  ii) the subjects and contents of research works shall be defined in close cooperation with SUAF specialists and with due consideration of their recommendations;
iii) within the framework of research works in cooperation with SUAF their results can be published and used in different SUAF and RISEBA activities, published articles/article collections, during seminars, lections, consultations, conferences, etc.;

iii) to perform research works and to publish their results RISEBA shall support arrangement of seminars, lections, consultations, conferences and other activities, including provision of necessary premises, equipment, and specialists;

- iii) SUAF and RISEBA shall regularly provide information on their activities related to the scope of this agreement within the framework of the Protocol of Intent.

✓ Research works are performed at the commission of companies and state agencies, including the project “Minimization of Administrative Burden and Simplification of Administrative Procedures”.

✓ Bulatova’s PhD Thesis. The theme of the PhD thesis is *Interrelationships between organisational innovativeness, ethical leadership, and cultural awareness: a cross–cultural study*. The overall goal is to elaborate the guidelines for business leaders to create such culture of innovativeness, which would promote sustainability of the organisation and society in general, aimed on generating profits based upon ethical values and trust.

**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.

✓ International Bootcamp for Entrepreneurs: Creative Enterprise Futures – 10 days intensive program in Norway. Norwegian companies provide the real tasks that students have to analyse, and to offer corresponding solutions consequently. The solutions that students produce are presented to the companies.

✓ Within the summarising framework, students investigate the real problems designated by employers, including those of recycling, utilising of alternative energy and raw materials etc.

✓ Riga International School of Economics and Business Administration carry out the researches as to the input/return of investment of a certain project in Latvian long-term economy and its sustainability. One of the later researches was ordered by a
businessman. The purpose was to research on how the Latvian bioethanol production facility affects the economy of the country.

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.

- In March 2012, RISEBA organised international conference “Universal Design, Friendly Architecture and Public Environment”. One of the topics of the conference was “Accessibility of the Environment for People with Limited Functionality”, which dealt with defining the problems/ causes and searching for possible solutions.

- RISEBA is a member of the working group on fighting poverty established at CEEMAN (Central and East European Management), which currently comprises more than 80 faculty and researchers from 30 countries. The working group aims at creating conditions for long-term international cooperation in the area of involving management development institutions and their associations into bringing the issues related to poverty on the agenda, curriculum, programs and processes of business education and leadership development.

- Hosted conferences:
  - EFMD Relations Conference for International External Relations, Corporate Relations, PR, Marketing, Communications and Alumni Professionals – Creative Approaches to External Relations, 2012 (116 participants from 27 countries.
  - 9th International Conference for Diversity 2009.
  - 17th CEEMAN Annual Conference Local Responses to Global Crisis, 2009

- RISEBA Daugavpils Branch – we facilitate the development of the region, give discounts to the State Employment Agency (unemployed training), provide other types of training, Open Lectures, Youth Academy, etc.
KEY OBJECTIVES FOR THE NEXT 24 MONTHS

- So far, we have not had a particular plan of actions, but based on this notice and the summarised information within the Sustainability Index, we have developed a specific plan of actions for the future period.

- Participation in the Sustainability Index; our goal is Silver level.

- GREEN POLICY development in cooperation with the Student Council.

- We are a member in such organisations as Latvian Chamber of Trade and Industry and Employers' Confederation of Latvia: in the coming year we plan to get involved more and contribute more actively for the implementation of the PRME 5th and 6th principles.

- Continue develop research in social entrepreneurship.

- Review of study programmes and course/module contents to be sure all the Ten Principles of the United Nations Global Compact are taken into account.

- Continue to revise and develop learning methods and materials.
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For more information regarding PRME  
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