



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

December 15, 2014

Adoption of the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers The William G. Rohrer College of Business at Rowan University 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.

Dr. Daniel J. McFarland
Interim Dean
William G. Rohrer College of Business
Rowan University

Rowan University

Rohrer College of Business

PRME SIP Report

Prepared by: Dilip Mirchandani

Mirchandani@rowan.edu

December 2014

Background:

The Rohrer College of Business (RCOB) at Rowan University joined PRME six years ago in early 2008 and was among the early adopters or initial signatories. Soon after a structure was created through an RCOB group that focused on the PRME principles, proposed courses of action, and championed appropriate activities and events. As a result of these processes, we successfully implemented a number of plans.

The PRME initiatives at the Rohrer College of Business developed well and built considerable momentum between 2008 and 2011 (see data on PRME conferences in Appendix A). However, starting in 2012, there was a sudden change in leadership with the Dean stepping down in early 2012 and a new Dean arriving mid-year. The new Dean demonstrated little or no interest or support for PRME activities and plans. As a result, all of the momentum was lost and all major PRME activities ceased. This continued into 2014, the Dean departed in mid 2014 and a new Dean search process is currently underway. Meanwhile, recently a faculty committee was created to outline plans to revive PRME activities going forward. Much of this SIP report will focus on future plans given that not much occurred in the 2012-14 time period.

SIP report and Plans for AY 2014 -15 (and beyond):

Rationale from the Faculty Sustainability Committee Report 2014:

The SIP report is a report on the initiatives, actions, and outcomes of how we address the PRME principles (<http://www.unprme.org/the-6-principles/>). Given the loss of momentum over the last two years, a fresh SIP report will not have much to add about what we have done since our last SIP report. Instead, it would need to **renew our commitment (letter from President / Dean) and be forward looking with respect to what we hope to accomplish** regarding sustainability in general and the six principles in particular and there is the obvious opportunity to tie into the salience of sustainability at AACSB and the PRME affinity group and activities that are clearly visible through AACSB communications and events. As we have done in the past (2008-12), we would also need to have some degree of Faculty presence at PRME events, some of which are in concert with AACSB.

Given that sustainability is an important and salient element of AACSB and can be visibly linked to Engagement, Impact, and Innovation and we already have a track record (see past SIP report and Conference Programs) it would be useful and relevant to continue with Sustainability activities and themes. So, we should continue with PRME as it is recognizable symbol, credential (that we currently have) and there is an active AACSB affinity group for PRME.

Recommendations for Planned Activities

The following plans are organized by key stakeholder and can be easily linked to PRME principles and AACSB themes of engagement, impact, and innovation.

To engage Students:

- Try to build in a sustainability module in RS sections for Frosh
- Institute Club awards for student clubs to engage in sustainability related service projects
- Encourage in course modules, e.g., in Bus. Core courses such as Bus. Pol., use a case with a strong sustainability focus
- Develop online materials such as a powerpoint module that introduces students to sustainability concepts and vocabulary

To engage Faculty:

- Research colloquia, guest speakers to demonstrate sustainability research streams that exist across the various Business disciplines
- FDP / CGCE incentives for sustainability related papers presented, published
- Include Sustainability related Journals in the Journal lists being developed by Departments
- Send Faculty from different Depts., disciplines to PRME conferences (including those in conjunction with AACSB)

External Stakeholder Engagement:

- Continue, reinstate the RCOB annual PRME conference that invites participation from corporate entities, NGOs, Bus. School Faculty and students in the area and beyond, and RCOB Faculty, students

Current PRME Activities:

Incoming Freshmen

In Fall 2014, entering freshmen were engaged, through the Rowan Seminar class, in discussions about key sustainability concepts as described below:

The Introductory Management Perspectives classes have a dedicated module on Business Ethics and Corporate Social Responsibilities (CSR). We begin the module with the discussion of business ethics and the role of management in setting ethical standards. Our discussion of CSR centers around 1) Business's responsibility to stakeholders 2) history of CSR and how CSR as a concept has evolved over the last decade and 3) CSR metrics. Beyond classroom discussion of CSR, students are given an extensive homework assignment (5% of their total grade) in which they analyze the most recent CSR report of a company (from a list provided to them). The purpose of this assignment is to help students critically examine the CRS initiatives undertaken by major corporations. Also, some of the final student projects were focused on CSR.

Student Clubs

The Bureau of Business Associations, that oversees eight student clubs in the Rohrer College of Business, accepted a recommendation to have a competition in, Spring 2015, that would reward student clubs whose club project and/or activity had significant sustainability elements and outcomes. The modalities of this competition are being finalized. A list of all student Business organization can be viewed at: <http://www.rowan.edu/colleges/business/studentorg/index.cfm>

New Building for the College of Business

A new Rohrer College of Business building is expected to open in 2017. The building design incorporates a number of key sustainability elements (see attached table provided by the architect). Even though the building will not have a Silver LEED certification as it has not been registered under this process, it is expected to meet a preponderance of this standard based on the information provided by the building project team. Once the building opens, there will be an opportunity to get LEED certification with respect to building operation and maintenance if we can convince the administration to do so.

Faculty Research

Discussions are underway to once again incentivize Faculty publications of sustainability related articles as this approach was quite successful during the 2009-11 time period.

PRME Conference

Discussions are underway to revive our annual PRME Conference that we held for three years in 2009, 2010, and 2011. Such a conference would invite students and faculty from universities in the area, and beyond, to present as well as engage in dialog with invited corporate executives and members of NGOs with respect to sustainability priorities and future trends.

The resource availability for this event is not certain and we may look to partner with other institutions to share cost and synergize with respect to stakeholder outreach.

Conclusion

The Rohrer College of Business is renewing its commitment to the PRME Principles as stated in the attached letter by the current Interim Dean.

The plans, which are outlined above, are designed to recover the institutional momentum that was lost starting in 2012. We hope our past enthusiasm and successes, especially in the 2009 – 11 time frame, will serve as a spring board for future success and collaboration as we seek to re-engage key stakeholders and prepare our students in keeping with the PRME principles.

APPENDIX A

PRME Conferences 2009 - 11 hosted by Rohrer College of Business

Link to our sustainability related pubs:

<http://www.rowan.edu/colleges/business/prme/outcomes/publications.cfm>

Link to 2009 Conf. Program:

<http://www.rowan.edu/colleges/business/prme/events/conference/2009/program/program.cfm>

Link to 2010 Conf. Program:

<http://www.rowan.edu/colleges/business/prme/events/conference/2010/program/flash/default.html>

Link to 2011 Conf. Program.:

http://www.rowan.edu/colleges/business/prme/events/conference/2011/program/prme_program_2011.pdf

Overview of the 2011 Conference:

- 150 + Rowan students attended
- 4 Students from Grant MacEwan University, Canada, presented
- Faculty presenters from: William Paterson University, Rowan University, Mary Baldwin, Philadelphia University., University of Connecticut, La Salle University, The College of New Jersey, University of South Carolina, Rutgers University, Georgia State University.
- Senior Executive presenters from:
 - Honeywell
 - Processmap
 - SAP
 - Seventh Generation

- Keynotes by Jeffrey Hollender and Susan Jackson
- Total attendees: about 200

