PRME
Sharing Information on Progress Report
The Business School Bournemouth University
November 2012
BOURNEMOUTH UNIVERSITY — A BRIEF OVERVIEW

Bournemouth University (BU) is a youthful and innovative international institution offering a range of high-quality academic programmes geared to the professions. Our student-centred learning environment emphasises both intellectual achievement and employability. We are proud of our strength in research and enterprise and the world-class standing of our centres of academic excellence.

VALUES & VISION

We value creativity, innovation, partnership and enterprise

Our values acknowledge our history, provide the foundation on which our future is built and shape the way in which we will move towards our vision and interact with the world around us.

We are a university geared to the professions with a passionate commitment to academic excellence and student-centred, relevant higher education delivered in a financially robust and sustainable manner.

We value creativity, innovation, partnership and enterprise, have an attitude that is friendly, professional, inclusive and supportive, and while committed to our region, have an outlook that is truly global.

BU is committed to fostering a global outlook which will:

◇ Encourage internationally significant research
◇ Recruit students and staff with wide international experience
◇ Develop opportunities for international engagement for all students and staff
◇ Deliver a curriculum which prepares for global employability
◇ Establish strategically significant international partnerships
◇ Actively engage with appropriate networks and initiatives within Europe and beyond
The Business School at Bournemouth University (BU) is divided into four departments. Specialist academic staff are based within each department:

- Accounting, Finance and Economics
- Human Resources and Organisational Behaviour
- Law
- Strategy and Marketing.

We strive to be an inspirational and challenging academic environment in-step with the University's plan to produce self-motivated, independent, life-long learners who are readily employable in graduate-level posts.

A powerful academic research culture keeps the School relevant, informs course development and benefits the business community locally, nationally and internationally. Our consultancy to business has aided the profitability and market position of many of the organisations with which we work.

The Business School continues to grow in these challenging times, building on established excellence and continual development in:

- Courses being academically-led and geared to the professions
- Enhancing the student learning experience
- Creating a modern learning environment driven by the latest technologies
- Focusing on a curriculum geared to the global economy
- Increasing support for entrants with different educational backgrounds
- Delivering leading-edge courses to fit in with modern lifestyles
- Developing a case-study approach to education
- Enabling students to be responsible for their learning and career development
- Integrating strong links between the School and the business community
- Being the first point of contact for expert comment.
STATEMENT OF RENEWED COMMITMENT

The Business School at Bournemouth University signed up to the Principles for Responsible Management Education in 2009. We are a strong regional Business School, and one with national and international reach. Our commitment to corporate governance and responsibility dates back over twenty years when we first introduced courses delivering on these themes. Today we continue to imbue our teaching and research with the PRME principles. All our undergraduate management students will take a management ethics unit in their first year, and further options later in the course on topics such as environmental sustainability and globalisation. A unit on corporate social responsibility is taken by all students in their final year before they graduate.

We demonstrate our commitment in numerous ways in addition to our teaching. For example in our work with a locally based ferry and shipping company where a team of researchers undertook a project to develop ecologically driven accounting measures for carbon emissions etc. The new biomass boiler installed at the University will cut carbon dioxide emissions from our heating system by around 50%, taking us significantly along our pathway to emissions reduction and control. On an international basis members of our Department of Law work with forensic scientists from our School of Applied Sciences to develop data of evidential standard for use in international criminal tribunals in countries such as the former Yugoslavia and Cambodia. This work extends to the “right to truth” of survivors and family members of genocide crimes and the humanitarian duty to identify victims and verify the facts associated with such atrocities. Colleagues within the wider university research on topics as diverse as ethical consumption, fish health in rivers in the UK, dementia care, green tourism and the development of prosthetic limbs for amputees. An extraordinary range of topics contributing to the benefit of society both in the UK and much further afield. Work in our School of Health & Social Care benefits mothers and their children from Brazil to Malaysia.

Our curriculum is under review in order to further embrace new thinking and the latest developments to challenge our students and prepare the next generation of business leaders capable of managing the complex challenges faced by business and society.

We welcome the opportunity to share our experiences and progress in this report.

Professor Roger Palmer
Dean, The Business School, Bournemouth University
As an institution of higher learning involved in the education of current and future managers, BU’s Business School joined PRME in 2009, committing itself to engaging in a continuous process of improvement in the application of the following Principles for Responsible Management Education:

**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.

**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.

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

**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.

**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.

**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.

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students and hereby report on our progress to all stakeholders to exchange effective practices with other academic institutions.
OUR ACHIEVEMENTS THUS FAR: EDUCATION - PURPOSE, VALUES & METHOD

STRATEGY

The ‘development of a global awareness’ among the students as well as the staff ‘that feeds into research, enterprise and education’ is part of our corporate plan and we at the Business School, together with the wider university, aim to ensure that the students acquire ‘broader world view’ and develop into responsible global citizens who are aware of a range of global issues, such as human rights, labour standards and environment.

CURRICULUM

The curriculum for our undergraduate students is designed in the way that all students acquire the knowledge and skills with which they have the ability to critically analyse the situations surrounding current global business in regards business ethics, sustainability, and corporate social responsibility. Students are also trained to become able to consult companies on how to promote these issues and ethical behaviours.

It is one of the Intended Learning Outcomes of these courses to develop students’ ability to understand and critique the nature and complexity of social responsibility and ability to apply methodologies to critically examine moral, social, environmental and economic dilemmas, as well as the ability to identify a range of managerial practices that encourage socially responsible behaviour.
IMPLEMENTATIONS

Sustainability and ethics-related content and case studies are incorporated and well-embedded in the curriculum of both undergraduate and postgraduate education at the Business School. All management undergraduate students, for example, take a module of management ethics in their first year, and nearly half of them further their understanding of global sustainability by taking the module of environmental sustainability in their second year. After gaining work experience in their third year, all management students come back to learn more about corporate social responsibility in the final year core compulsory module. Further, the Business School provides all its students with the educational learning environments, which contributes to the development of responsible leadership and future generators of sustainable value and sustainable global economy. The following examples demonstrate how the values of global social responsibilities are embedded in the academic activities and curriculum at the School.

◇ International Awareness and Management Ethics (compulsory to the first year undergraduate business and management students): Business ethics, corporate social responsibility, human rights, anti-corruption, labour standards and corporate governance are covered.

◇ Public Law Two (first year undergraduate law): Human rights law is taught as a central part.

◇ Working in an International Context (second year undergraduate business and management): Environmental sustainability is the core topic. Fairtrade movement is also covered in this module, and students engage in a simulation game related to the topic. For the assessment, the students are instructed to choose a company, analyse the company’s environmental profile, and make recommendations as to how the company could make their business activities more environmentally friendly.


◇ Advanced Accounting Theory and Practice (final year undergraduate accounting and finance): Fraud and financial irregularities are covered in detail as part of the module. Part of this involves an underpinning of ethical knowledge which is essential for future accounting and finance professionals and required by all professional accounting institutes.

◇ Financial Reporting (final year undergraduate): The students explore topics such as corporate social responsibility, environmental reporting, and greenhouse gas emissions as part of their assignment.

◇ Contemporary Issues in Management (compulsory to the final year undergraduate business and management students): The module covers business ethics, corporate social responsibility, and the role of government and multinational corporations in regulating business ethics.

◇ International Management (final year undergraduate): Management ethics in an international context is covered.
Managing People (compulsory to all MSc management students): Corporate social responsibility is covered as one of the core topics.

Governance & Ethics (MSc): The ethics section of the module is for students to realise how close companies are to social and ethical issues. Broadly speaking, the main aim of the section is to provide tools, concepts, ideas, models, approaches, and theories that make one understand what is relevant in social responsibility. This should go in the direction of helping students' personal and professional development. The broader learning outcome of the module is to demonstrate a critical awareness of current debates and acknowledged best practice in corporate social responsibility and ethical behaviour. More specific learning outcomes are: (a) Define social responsibility and business ethics; (b) Understand how/why business and ethics/social responsibility are intertwined; (c) Grasp the complexity of ethical/socially responsible decisions; (d) Be aware of tools available for social responsibility; (e) Be aware of cultural differences vs moral standards.

Managing Employment Relations (MSc): Ethics and labour law are addressed and the International Labour Organisation is covered in detail.

Corporate Governance (MSc): The topics related to governance and ethics are covered.

Contemporary Issues in Marketing (MSc): The module covers corporate social responsibility and the stakeholder theory.

Contemporary Employment and Legal Issues (MSc): Ethics and labour law are addressed and the International Labour Organisation is covered in detail.

International Economic Law (LLM degree): The International Labour Organisation and human rights are taught. Students examine the UN initiatives in this area and cases such as Wiva vs Shell.

Strategic Marketing Management (MBA): The module covers ethical marketing.

OUR ACHIEVEMENTS THUS FAR:
RESEARCH

Individuals and groups of academics at the Business School have been conducting research on various topics related to global sustainability, such as ethics, human rights, environmental sustainability, corruption, gender equality and corporate social responsibility. Below are some examples:

**Research conducted by individual School academics:**

- Research on the environmental reporting in the shipping industry. The School academic also supervises a PhD student on the topic of greenhouse gases reporting.
- Research on individual social responsibility, national differences in social responsibility, and in the theory of corporate social responsibility.
- Research on gender equality and women’s career development, focusing on the case of China.
- Fieldwork in the countries of Ghana, Peru and Vietnam for research revolving in the area of corporate social responsibility, tourism development, developing countries, and poverty reduction.
- Research on the operations of the International Criminal Court asking what impact a ‘right to truth’ may have on international criminal justice provisions and its engagement with forensic science. Previously this researcher worked primarily on the Cambodian and Yugoslav tribunals and the interaction between forensic science and international criminal law.

**Research conducted by groups of School academics**

- Research on corruption, focusing on the supplying side (individuals) of corruption, in several African countries.
- Research on corporate social responsibility, focusing on changes in perception of ethics after interactions with others.
- Research on the cause-related marketing, social enterprise, and corporate social responsibility.
Selected publications (2009-2012):


Liu, G., Takeda, S. & Ko, J. (Accepted for publication 2012) Strategic Orientation and Social Enterprise Performance, *Nonprofit and Voluntary Sector Quarterly*.


Secchi, D. & Seri, R. (Accepted for publication 2012) Experienced Discrimination in Home Mortgage Lending: A Case of Hospital Employees in Northern Italy, *Business & Society*.


**Presentations:**


OUR ACHIEVEMENTS THUS FAR:
KNOWLEDGE TRANSFER - PARTNERSHIP & DIALOGUE

In fulfilling the International Collaborative Provision Strategy, we acknowledge three main categories of partnership, namely, research, education and enterprise, in which various activities – such as joint bidding and consultancy; collaborative educational ventures; research and publications; and marketing and philanthropic and charitable activities – are promoted and carried out. The following are some examples of such activities BU’s Business School has been undertaking:

◇ An academic of our School had a consultancy project in the area of sustainable project management and ran a workshop with the Association for Project Management on Project Futures (sustainable project management).

◇ Another School academic has been working with a locally based ferry and shipping company on a project to develop ecologically driven accounting measures for carbon emissions etc. A report entitled “Environmental Reporting Practices in the Ferry and Logistics Industries” has been published.

◇ The School has been running the Association for Project Management University Project Challenge with themes such as sustainability and community. For the past two years, this has included a business networking on the theme of sustainable business and project management.
OUR SUSTAINABILITY

At BU, we recognise that our activities have an impact on the environment at local, regional, national and global levels and we acknowledge a responsibility for the protection of the environment.

**Green League:** In 2012, we were ranked 7th greenest university in the UK, in the People & Planet Green League, receiving first class honours for the third year running.

**Environmental Policy:** The University’s Environmental Policy commits to continuously improve its environmental performance across infrastructure and operations, academic programmes and communication.

**EcoCampus Environmental Management System:** In 2011, BU received an EcoCampus Gold Award for its Environmental Management System (EMS). EcoCampus is the leading national Environmental Management System and award scheme for the higher and further education sectors. The scheme enables universities to systematically identify, evaluate, manage and improve their environmental performance and practices. EcoCampus takes a phased approach with four awards along the way. The final award (Platinum) is equivalent to the international standard ISO 14001.

**Carbon Management:** In January 2010, BU published its first Carbon Management Plan, which quantified our carbon footprint for the first time and included a challenging target to reduce emissions by 30% by the end of 2015/16, from a 2005/6 baseline.

**Travel Plan:** At BU, we are committed to reducing the pressure on the local environment and road network by promoting environmentally friendly transport practices. A number of measures have been implemented to encourage students and staff to choose to walk, cycle, travel by public transport, car share or use other alternatives.

**Waste Management & Recycling:** There are hundreds of recycling bins across campus for staff and students to use. Most of them are for mixed recycling, which means that you can recycle everything in one place (including paper, card, plastics, glass, cans, foil, tetra packs, coffee cups and stirrers, sandwich packs and much more).

**Biodiversity:** BU is situated at the heart of the largest non-industrial conurbation in Europe. Nonetheless, the University recognises that urban locations offer valuable resources for wildlife and is committed to continuous improvement in the management of all of its environmental aspects and impacts, including biodiversity management.

FAIRTRADE UNIVERSITY

In June 2006, BU was awarded Fairtrade University Status by the Fairtrade Foundation. Being a Fairtrade University means making a detailed commitment to promoting the consumption of Fairtrade products on campus, while fulfilling the five goals of Fairtrade Status.
**FUTURE CHALLENGE & DESIRED SUPPORT**

As of October 2012, the Business School is going through curriculum review, with which we aim to integrate the Principles for Responsible Management Education more explicitly in our undergraduate and postgraduate education and further reflect the values of global social responsibility in our academic activities and curricula. Our challenge is to strengthen the educational learning environments for the development of responsible leadership especially in the subject areas of accounting, finance, economics and law.

Another key future objective of ours is to further develop amongst our School academics the network of research on the topics related to global sustainability, possibly through the creation of working groups on key sustainability, ethics and corporate social responsibility issues. At the same time, we aim to continue to deliver high quality and widely acknowledged research on these topics. We will also look into the expansion of PhD research engagement in sustainability related topics.

The School also aims to extend the knowledge transfer network and partnership with various stakeholders including local and non-local businesses, NGOs, local communities and other educational institutions, with activities such as consultancy, collaborative educational ventures, research/publications and charitable activities.

For the achievement of these objectives, we would welcome a movement to create enhanced regional PRME network and active platform within the UK and Europe to exchange ideas, information and good practices. This would enable our School representatives to have more active participations to the PRME-related activities.

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