Principles for Responsible Management Education

Sharing Information on Progress

We Support

PRiME
an initiative of the
United Nations Global Compact

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

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Adoption of the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers, CMR University, Bangalore, is committed to implementing 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.

Prof. M.S. Shivakumar  
Vice Chancellor
VISION

To nurture creative thinkers who will drive positive global change

MISSION

To offer multi, inter and cross-disciplinary modular programmes with technology-enabled teaching and learning processes.

To engage talented intellectual capital with strong faculty diversity in knowledge and experience.

To create leaders for a knowledge-based economy, with ethical demands of a society base.

To focus on research-led teaching and learning in an innovative and inter-disciplinary learning environment; to create critical thinkers.

To ensure transformation of learning into positive behaviour of students.

OUR ETHOS

We believe that creativity is the key competence required to excel in our complex world where independent thinkers, product leaders, artists, designers and innovators are the need of the hour. Our students learn creative concepts and design thinking regardless of their area of study. Students are evaluated on the basis of real life skills such as teamwork, presentation, research and initiative. CMR University fosters creative communities where new ideas can be nurtured, new discoveries made and new creations shared.
We believe that combination of all the PRME Principles in our regular or ad-hoc activities is much required for demonstration of our approach towards adoption of Principles Responsible for Management Education.

As an Institutions of higher education involved in the development of current and future managers, we declare our willingness to progress in the implementation, within our Institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange 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 society at large and to work for an inclusive and sustainable global economy.

1. **Seminars & Conferences**

One Day Seminar on the topic “Case Writing & Teaching in Management” in May 2016

Two Day Certification Program on “Research Methodology”

jointly conducted by CIT, Gubbi and CMR University in August 2016

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India International Innovation Fair 2016 was conducted in September 2016, at BIEC Bangalore, India in collaboration with CMR University as one of the prime sponsors

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2 Cultural & Co-curricular Activities

A day filled with fun and frolics – Once in a lifetime event for every student, Freshers’ Day Aug 2014
A proud day for every Indian – Independence Day Celebration, Aug 2014

1st Celebration of Independence day at CMR University.

Students enthusiastically participating in the UG Talent Hunt Day, Aug 2014
3 In-house Employability Enhancement Workshops

4 Assisting Self-Help Groups in rural areas

5 Arranging campus hiring events for internships and placements
**Principle 2 | Values:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

1. **Blood Donation Camp**

2. **Rural Immersion Program**

3. **Arranging awareness programs for students aiming at better responsibility as a citizen and social leader**
**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

1. **Guest Lectures through industry veterans**

Join Guest Lectures by Industry Professionals at the beginning of the MBA Orientation Program

Distinguished Guests from the industry at various occasions at CMR University

- Mr. Pugal Panneerselvam – VP Business Solutions
  ILANTUS Technologies, Ex MBA (IPL) Alumni

- Prof. Jayasankaran
  Former Professor Emeritus CMR University
  Former Vice Chancellor Kanchi University

- Dr. Hari Iyer – Senior VP and Head HR at
  Sasken Communication Technologies

- Dr. D.H. Rao – Former Dean SoET, CMRU

- Mr. Sanjeev Sukumaran
  CEO at ForceFulcrum Solutions Pvt.Ltd
2 International Day of Yoga

3 Industrial Visits

An industrial visit to Printing Press of – The Hindu, Sep 2014
Book Publication:
1. Corporate Yoga
Published in 2017.

Co-Author – Dr. Shiv K. Tripathi, Dean – CMR University, Bangalore
Products, services, technologies and markets are often rather global now – and so are many of our contemporary leadership and sustainability challenges. This book adds to the leadership debate and inspiring leaders, managers and fellow leadership experts in academia as well as consulting with a new concept. Its authors propose Corporate Yoga as an effective and innovative idea to fundamentally reframe leadership, anticipate and avoid crisis, and handle them differently. Transferring ideas from yogic thinking into corporate world can generate next-level vision and mission statements. It can alter corporate strategies and governance. Corporate yoga defines relationships among stakeholder groups, re-energizes organizations, and fosters change towards more sustainable and more humanistic companies and economies.

Published in 2017.

Co-Author – Dr. Shiv K. Tripathi, Dean – CMR University, Bangalore
The book is an extension to the scholarly debate pioneered by Prof. Bent Flyvbjerg at Oxford University, UK. In continuation to the popular books in the series like Making Social Science Matter (2001) and Making Political Sciences Matter (2005), the current edition ‘Making Management Studies Matter (2017) is an attempt to answer many unanswered questions by touching and reflecting on some of the most fundamental issues in education and practice of management. MMSM also integrates some related concepts like “thought Leadership” (as defined by Peter Lorange at IMD Business School in Switzerland) and “Action Design Research – ADR” (as described by Maung Sein et al at Norwegian School of Business).

In a joint collaborative effort with Confederation of Indian Industry (CII), CMR University endeavored to involve the students in a research work that focused on:

1. Meeting all the CII member companies and understanding their CSR needs
2. Meetings NGOs and understanding their set of challenges, areas of work, funds flow and application
3. Act as a bridge between the corporates and the NGOs having similar interest.

Through this activity, student volunteers had played a huge role in creating a database of the companies and conducting a survey on CSR activities.
**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.

Department of Social Science & Humanities, CMR University felicitated renowned personalities from press and media for their exemplary contribution to their field of passion, Sep 2014

One day conference by BCIC on "INDUSTRY-ACADEMIA INTERFACE" at Chancery Pavillion, the major point of discussion was items on to-do list for institutions with regards to increasing employability and to-do list for corporates to provide better interface to institutions and students for smooth transition after completion of their courses, Nov 2015
Participation in NHRDN HR Showcase – Dec 2015
An event where best HR Practices of 150+ companies and NGOs were showcased. A place for learning latest HR Trends for all the new age Management Leaders

Annual **Pre-Budget Symposium at CMR University City Campus**
Organized in Jan 2017
Participants: CFO – Mindtree, Director – Corporate Affairs, Senior Members – ICAI
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.

Delegates from United States of America visited the CMR University to discuss on Cross Cultural Pollination of Academic and Co-Curricular Activities, Nov 2015

Delegates from Universities of Japan at CMR University, discussion on possibilities of students and faculty exchange programs and career opportunities in Japan for Indians, June 2016
SCHOOL OF MANAGEMENT

The School of Management offers UG and PG courses that enable students to develop and hone their business skills. Academic programmes have been developed in collaboration with industry to ensure that students learn the relevant skillsets, and are groomed as young managers for today's business world.

CMR University has partnered with IBM to design, develop and deliver the industry-integrated curriculum. In addition to the core management areas of Finance, Marketing, Human Resource Management and Information Technology, domain-specialisations in emerging areas such as Business Analytics and Optimization, Banking, Financial Services and Insurance and Cloud Computing are also offered. We believe that an exposure to this combination of courses will give our students a competitive edge, allowing them to stand apart from their peers.