Hong Kong Baptist University
School of Business

Sharing Information on Progress
June 2013 – June 2015

Submitted to:

PRME Principles for Responsible Management Education

August 2015
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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 built upon the heritage of Christian Higher Education. It is an institution long committed to broad-based and creativity-inspiring education.

The School of Business mirrors and works on its strong commitment, leading the University in pursuit of inspiring good business practices that broadens student’s academic curiosity and integrity. The School seeks to nurture visionary and ethnical business leaders through widening their perspectives through authentic learning environment and innovative pedagogical practices. The colleagues strive to achieve these goals by thoughtful planning and actions. We are mission driven. We are fully committed to the six principles of United Nations Principles for Responsible Management Education (PRME). We are pleased that HKBU School of Business was the first business school in Hong Kong to join the PRME and had shared its practices by providing the first information sharing report since 2011.

This is the third report for submission to PRME. We intend to outline the progress to all our stakeholders and describe how the School has engaged the students in learning and teaching, and how it has supported the faculty members for community services, academic research, research outputs and contributions to practice in the area, in building the community of practices underpinning the six PRIME principles with other academic institutions.

Professor Allan Chan
Interim Dean, School of Business and Professor of Marketing
Hong Kong Baptist University
Part 1: Principle 1, 2 and 3

**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.

The School has actively organised and participated in a wide range of academic programmes and other activities to nurture its students’ sense of the importance of sustainable development for business and society.

*Embedded support within the School’s framework*

The mission statement of the School clearly stated with the viewpoints is widely disseminated in many ways to all the major stakeholders, including students, faculty members, the business communities as well as visitors to the School ([http://bus.hkbu.edu.hk/hkbusob/live/html/en/content.php?id=3](http://bus.hkbu.edu.hk/hkbusob/live/html/en/content.php?id=3)). It appears in all the printed materials published by the School, and some examples of these materials are the newsletters, namely *Business Bridge*, promotional leaflets and
brochures of all the academic programs offered by the School, the respective Program Documents of these programmes, and the Student Handbook.

In line with the PRME framework, the School provided various kind authentic settings for students, to learn to present their ideas for how the values of sustainability and accountability can be integrated into management settings. In particular, 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 the local corporate partner, the School’s student support services have been well structured which enable the business students have effective learning experiences for responsible leadership.

The first and second Sharing Information on Progress (SIP) reports we submitted in 2011 and 2013 had already outlined how a great variety of academic activities in the area of responsibility and sustainability across all of our students and faculty members have been undertaken in the past. Those initiatives remarked the enormous efforts made by the School. With this student support unit, IIBD, the students are provided with ample opportunities to learn and implement their ideas. They conceptualized what they learnt from their major studies and prepared their own business plans for submission to various student competitions about business practices, like the “IIBD Case Competition” or “MindXchange”. Details have been provided in the previous SIP reports.

Here we cite a recent example which is about the achievement of the award-winning team comprised five students and alumnus from BBA Programme and BSocSc in Government and International Studies Programmes. This interesting group mix brought out a creative business proposal of developing a mobile app that provides a barrier-free restaurant and travel guide for local community in Hong Kong. They captured the 1st runner-up, Best Social Mission Award and Best Presentation Award at the Hong Kong Social Enterprise Challenge (HKSEC) 2014. This clearly demonstrated students’ learning outcomes which are not only about their professional knowledge and generic skills, but also how they valued about social responsibility and how they made commitment to lead the move. Along with this award, the team received a
start-up fund of HK$150,000 to kick off their project for serving the community.

Another example was about a team of seven HKBU students won the 2\textsuperscript{nd} runner-up at the Enactus China Regional Competition in 2015. Their proposal “Hoolove Box” is an online care package-or-platform that employs socially vulnerable groups to provide packaging and delivery services of gifts or daily necessities for customers’ families and friends. The caring concept was particularly commended in this national competition.

To work consistently with the same direction, similar kind of student activities are
regularly arranged to meet the needs of current business school students. We are mindful to the quality of these services and we are pleased that the School’s infrastructure, with the IIBD as the executive arm, for providing effective student support services has been already well in place for years.

Holistic approach in School’s learning and teaching, curriculum

The School emphasises whole-person business education and aims to nurture business leaders who demonstrate ethics and values, and contribute to the development of their organisations and the community as a whole. The School has incorporated business ethics, corporate governance, corporate social responsibility (CSR) and corporate sustainability elements into programme curricula.

To help instill the values and awareness to ethics, social responsibility, and professionalism to undergraduate students, the School has incorporated these values into the curriculum of its various undergraduate courses as intended learning outcomes, which had been described in the second report submitted in 2013. Elements of responsible leadership are infused in learning, teaching and assessment. Some courses are intentionally designed to build up and strengthen student’s capacity as a future leader. Sample undergraduate and postgraduate courses are as follows:

- Business Ethics and Corporate Social Responsibility;
- Service Learning and Community Engagement;
- Corporate Governance and Ethics;
- Ethics in Human Resources Management;
- Socially Responsible Marketing
- Ethics in Business
- Social Entrepreneurship: Opportunities to Change the World?
- Leadership in Sustainability

As part of the move of the University to a four-year curriculum in academic year 2012-13, the University created a requirement that students in every School or Faculty must take one General Education (GE) course in each of the required
areas, including Arts, Communication/Visual Arts, Science/Chinese Medicine, Social Sciences and also Business subjects. Interdisciplinary GE courses and Service Leadership Education Courses are embraced in this new four-year curriculum structure which created the common learning experiences for all University students and to broaden their horizons beyond their chosen disciplinary fields of study.

This new four-year curriculum also builds in flexibility for students who wish to take a multi-disciplinary approach. In particular, the “Service Leadership Education Project” at this University has been launched in which specific “GE courses incorporating the ideals of Service Leadership are purposely designed and delivered in order to build leadership competencies in our students. Ethical practices and the importance of positive social relationships are deeply emphasized to equip the students to be good service leaders. We hope that students can develop the valued characteristics of effective leaders, including empathy, openness in mind, being creative, socially responsible and reflective” (http://ge.hkbu.edu.hk/ge-programme/sle/).

Following this new development, the School is dedicated to embed the elements of ethics and social responsibility into every aspect of students’ learning and teaching, working together with the University and community partners. The School has also contributed its expertise to teaching of GE courses. For example, the objective of one of the management courses, namely “Leadership in Sustainability”, is to maximize students’ exposure to real leadership cases in driving sustainability. In the process, students will “generate intrinsic motivation to delve into the understanding of related issues, develop the right values for ethical and responsible management and be prepared to become change agents. Corporate partnership will be sought so that students can learn about sustainability practice through first hand visits and data gathering for putting together descriptive cases of sustainable practice.”
Part 2: Principle 4, 5 and 6

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\text{Part 2: Principle 4, 5 and 6} \\
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\textbf{Principle 4} \\
\textbf{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. \\
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\textbf{Principle 5} \\
\textbf{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. \\
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\textbf{Principle 6} \\
\textbf{Dialogue:} We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. \\
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Recent Research Development and Advancement

The elements of corporate governance, corporate social responsibility (CSR) and business ethics are placed as one of the highest priorities in its educational and research agenda. Building on the School’s commitment and efforts on these areas, the School fosters its strategic theme - Corporate Sustainability which is consistent with its ethos of whole-person business education. As described in first and second SIR reports, we are proud of the efforts 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.

In Phase 1 of the project, a total of 34 research proposals in the area of corporate sustainability were funded, involving 34 out of 72 faculty members in all departments of the School of Business, to the amount of $2.47 million in total. In addition, two international conferences in Business Ethics and Corporate Governance, the two important aspects of corporate sustainability, were conducted. Awareness and understanding of corporate sustainability was instilled among students through case competition, debates and dialogues with prominent members of the business community and senior government officials. A total of $1.5 million was allocated to these activities. For Phase 2, the activities funded by SDF include 16 research projects, an International Case Competition, 4 student debates, and database acquisition. Statistics in Table 1 summarised the project achievement in terms of academic publications.

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Below are the sample publications of the completed SDF projects.

• Li, YQ; Li, J; Cai, ZY. (2014) The timing of market entry and firm performance: A perspective of institutional theory. Industrial marketing management. 43(5), 754-759. DOI: 10.1016/j.indmarman.2014.04.007

Knowledge Transfer of Business Practices with Communities

The School’s alumni community is one of the keys to cultivating its corporate connections. It maintains close relationships with alumni via the nine alumni associations, which organise a wide range of networking, mentoring, consulting and other activities that contribute to student learning and shape public policies. Sample activities hosted or jointly organised with various organisations are cited below:

• MBA Alumni Mentoring for Entrepreneurship Workshop for Tin Shui Wai


Dialogue Sessions on Corporate Sustainability and Business Ethics

The School engages in knowledge development with business and other stakeholders through business consultancy, and research projects. In particular, the Institute for Enterprise Development (IED) of the School has received sponsorships from the corporate sector for policy-related research.

The World Business Ethics Forum (http://ied-wbef.hkbu.edu.hk/), an international academic conference initiated and hosted by the School serves as a platform for scholars and the business community to explore new approaches and ideas in various areas of corporate sustainability.

Community of Practices

Our faculty conducted theoretical and applied 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 have included this important area, corporate sustainability, in their research portfolio. In addition to research, the project also features seminars, workshops, competitions, exhibitions etc. to raise awareness and stimulate interaction among students, the academic community and the Hong Kong community at large. The public
seminar on “Hong Kong’s Electricity Future: Lessons from the U.S. Market reform experience, co-organized by the School and other academic/professional bodies in the field, was held in April 2015 to convey the expert views to the public about the electricity market of Hong Kong for a reliable supply, affordable price, environmental protection and reasonable returns for the electricity industry. The lively panel session created a stimulating dialogue among the participants.

HKBU strives to promote environmental sustainability, as one of the strategic themes in its strategic plan 2020. The whole university and colleagues throughout the University are working on initiatives to improve sustainability at the University.

To work out in a whole school approach, the faculty members and administrative teams the School of Business have long commitment by participating the University’s initiatives, like waste management and recycling programmes.

Specific efforts have been made by the University to deliver low-carbon message to community. The Associate Dean of the School of Business has represented the School to participate in the Task Force on Sustainable Campus. A low-carbon event entitled Wong Tai Sin Community Launching Days for the Reduction of Carbon, Energy and Waste cum Hong Kong Baptist University Education Gallery
was held attended by more than 1,000 participants from the local community. The activity, which aimed at reducing carbon emission and waste in the community, was co-organised by the HKBU Task Force on Sustainable Campus and environmental group Mission Healthy Greens in March 2013.

At the event, a group of low-carbon ambassadors formed by HKBU students shared with participants various ways to reduce residential waste and kitchen leftovers. The ambassadors also organised a free workshop to teach participants to make bracelets using material that had been discarded. At the workshop, participants learned how to make an economical, environmentally friendly and natural pest repellent and a household cleanser.

Moreover, in recently years, HKBU is striving for an environmental-friendly campus by developing and implementing a series of long-term environmental protection strategies, such as employing energy conservation means and practising green purchasing. Being the first tertiary education institution that aims at becoming a low carbon campus, the University has taken on the social responsibility in outreaching and partnering with the wider community to reduce carbon emission.

The Environmental Health and Safety Committee had successfully obtained HK$5 million from the University’s Strategic Development Fund. With this support, the Committee undertakes 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.

There are three main objectives of the “Sustainable Low Carbon Campus” project: to increase energy’s efficiency level by better utilising University’s facilities; to expand campus greening area; and to promote a culture of low carbon lifestyle. An action plan has been formulated to achieve these objectives. We hope that in the next three years, we can reduce our carbon footprint and transform the University into a sustainable low carbon campus. Sustainability Newsletters were regularly sent among colleagues and students.
Part III: Concluding remarks

Building on this solid foundation, the School believes that (i) the in and out of the classroom activities help to ensure each student’s awareness to potential ethical dilemmas that business professionals encounter, and reinforce the School’s and the University’s commitment to upholding ethical conduct, professionalism, and integrity; that (ii) the School itself serves as a platform for scholars and the business community to explore new approaches and ideas in various areas of corporate sustainability; that (iii) on-going engagement with the business community and the public through various public seminars or forum would help the School to proactively transfer the knowledge on sustainable business.

The School is forward looking and as stated in its strategic plan for 2016-2019, the School builds corporate connections “to contribute to the public policy and business practice of Hong Kong and the Mainland China via linkages with the public and private sectors.” This strategic intent will be continuously achieved by the following objectives.

- continue to promote collaboration with the public and private sectors.
- more support to encourage faculty members to be active in government, academic and professional bodies.
- further engage the School’s alumni networks to tap their expertise and assistance to further the School’s development.
- strengthen the School’s relationships with external stakeholders (e.g., donors, alumni and prospective students).

– END –
In 2010, HKBU School of Business has been successfully accredited by the Association to Advance Collegiate Schools of Business (AACSB International), followed by Association of MBAs (AMBA) in 2012 and European Quality Improvement System (EQUIS) in 2013.

In April 2015, the School has successfully conducted an extensive review exercise with the peer review team of AACSB, for the accreditation renewal and is set for another re-accreditation exercise from EQUIS in January 2016.

The renewed accreditation assures the stakeholders, including students, faculty members, staff and the public that HKBU School of Business stands at the forefront of educational quality and it has strong commitment to highest quality business education and professional services to the students and the community.