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

PRME 2012
PRME Steering Committee
C/o Jonas Haertle, Head PRME Secretariat at United Nations Global Compact Office
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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, the Gainey School of Business at Spring Arbor University is committed to progress in the implementation of the Principles for Responsible Management Education. Our central focus is to utilize our capacities and mission which can make a difference throughout the globe. We view the PRME initiative as a critical partner in reaching out to the world on the topic of strong ethical principles in management. We intend to report our 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 a good example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these principles.

James G. Coe, Ph.D.
Dean, Gainey School of Business
The following are the 6 principles in which Spring Arbor University and the Gainey School of Business is in agreement with the PRME initiative, which is backed by the United Nations.

**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.

**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.

**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.

**Principle 6 | Dialogue**: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

The following report is about Spring Arbor University and our commitment to sharing information on our progress in maintaining the 6 principles listed above.

Strong Christian ethics and principles are deeply rooted within our curriculum and throughout our campus.

Students, faculty and staff are encouraged to make a difference in people’s lives from the local community and throughout the world. Our students and faculty have branched out into the world in 2011 to help fight against human trafficking, feeding the hungry and assisting the poor.
The Spring Arbor Concept
“Spring Arbor University is a community of learners distinguished by our life-long involvement in the study and application of the liberal arts, total commitment to Jesus Christ as our perspective for learning, and critical participation in the contemporary world.”

This statement has been adopted as the direction and purpose of Spring Arbor University, and is referred to as the Spring Arbor concept since 1961. Although Spring Arbor has been a learning institution since 1873, it became a college in 1963 and a full university in 2001. Today Spring Arbor University is the largest evangelical university in Michigan surpassing 4,000 students in 2007. U.S. News and World Report ranked Spring Arbor University in the top tier for the “Midwestern Regional Universities” category for 2012.

Mission
Spring Arbor, an evangelical Christian university affiliated with the Free Methodist Church, is committed to excel in liberal arts, professional, and graduate studies. Through the influence of an affirming academic community where a faculty of Christian scholars integrates faith with experiential learning, students develop intellectually, grow as persons, and are challenged by the call to vibrant Christian service.

Values
Our mission is rooted in the following core values:

- Spring Arbor University is committed to Jesus Christ as Savior and Lord, and affirms the importance of learning grounded in God's Creation and in His uniquely authoritative revelation through Scripture.
- Spring Arbor University is committed to a liberal arts education involving the pursuit of all truth as God's truth, the development of Christian character, and the living integration of faith and learning.
- Spring Arbor University is committed to the value and potential of every human being as created in God's image and thus accountable to Him and responsible for effective, redemptive participation in society and culture.
**Distinctives**
We believe these core values result in an institution characterized by:

- **Tradition.** Affiliated with the Free Methodist Church, Spring Arbor University has an historic commitment to the liberal arts rooted in the evangelical Christian community, and seeks to develop personal and interpersonal skills which integrate faith, learning, and living.

- **Innovation.** To achieve its mission, Spring Arbor University provides undergraduate, graduate, and professional programs using methods designed to promote cross-disciplinary, student-centered learning. This commitment to innovation expands our educational community making it available to diverse populations.

- **Excellence.** Spring Arbor University is committed to excellence as it selectively develops programs which provide unifying interdisciplinary core curricula, significant cross-cultural opportunities, and integrated capstone projects and experiences.

**Outcomes**
We believe achieving our mission results in students who:

- Possess the knowledge and abilities to contribute effectively to society.
- Display personal compassion and integrity.
- Think critically as Christians across disciplinary and cultural boundaries.
- Commit themselves to serving God and others.
The Gainey School of Business was established within Spring Arbor University in 2006, under the leadership of Vice President for Academic Affairs Dr. Betty Overton-Adkins and the Dean of the Gainey School of Business, Dr. James Coe.

The Gainey School of Business offers a Master of Business Administration (MBA) degree in face to face and online format. What makes the Gainey School of Business unique compared to other university business programs is the focus on soul, mind and spirit. So many other institutions focus only on the mind, where the soul and spirit is neglected. We recognize the great companies such as Nucor Steel and Southwest Airlines, who focus on hiring the right people. Jim Collins (2001) refers to this effort as “getting the right people on the bus.” Gainey School of Business graduates are required to integrate faith and ethical principles in all of their assignments. A positive attitude and strong objective conscience is greatly encouraged throughout our curriculum.

The model for learning first begins with business basics, ethical decision making, and practical application of theories. All students are required before graduation to complete a living case study within a real organization to showcase their knowledge, techniques and skills acquired during the MBA curriculum. The living case study helps the graduate gain practical real-world experience. The Gainey School of Business is a launching pad for continuous lifelong growth through autonomous learning in business and life. Graduates not only gain valuable knowledge and skills, but understand their own true self as a business professional and how they articulate their leadership within a business environment. The 36-credit MBA program trains professionals to develop an insatiable desire for learning; the kind of learning that leads to measurable, sustainable solutions.

The Gainey School of Business MBA degrees are offered at 4 different locations

- Lansing, Michigan
- Kalamazoo, Michigan
- Spring Arbor, Michigan
- On-Line
To remain competitive in the business school market, Gainey School of Business has built a trading center inside the Poling Center for Global Learning and Leadership which simulates a real-world, financial institution's trading room. Students gain real-life experiences in trading technology and a sense of confidence that they can grow and thrive in the financial trading arena. The training also prepares students for the Series 7 Certification, Bloomberg equities and Bloomberg fixed income products.

Features of the high-tech trading room include:

- Dual monitor computers for each student
- Wrap-around electronic ticker tape
- Data board
- Continuous financial news feeds
- Touch-screen teacher bunker
- Large LCD screen for teaching
- Bloomberg financial terminal
- Bank of international clocks

This teaching lab is used for courses in banking, investing or futures markets, and personal and corporate finance. Students analyze real-time and historical financial data or use the financial software to build and test investment portfolios. In addition to serving as a teaching tool, the trading center is also available for financial seminars and faculty research.
The Spring Arbor University concept is closely related to the Principles for Responsible Management Education (PRME). Both organizations are committed to ethical standards and principles within the classroom and throughout the world. Spring Arbor has been committed to instilling ethical principles within their students for over a century, through Christian and biblical philosophy. We are encouraged and pleased to partner with the PRME organization.

Spring Arbor University faculty, staff and students are active participants throughout the globe. Dr. James Coe, the Dean of the Gainey School of Business is a faith based international scholar with business and academic relationships around the world.
Hyderabad, India – April 5th, 2011
Dr. James and Linda Coe created the Immanuel Coe Vocational Technical Institute outside of Hyderabad, India, which is aligned with AIM Asia and the leadership of Bishop Joab Lohara. This institute is one of the first in India which will empower the lowest caste of people to own a small business and to grow their business using Christian principles and good business techniques.

The first vocational segment provides small taxi driving instruction at a low cost to the student. After instruction and passing a driver’s exam for certifying, the students may rent one of the Institute’s small taxi’s to start their business. Through hard work and saving, they will be able to purchase one of the Institute taxis to enhance profits. At no other time in their lives have they been able to accomplish such an endeavor. Each owner is asked to give a portion of the profits back to the school so more people can experience this transforming opportunity.
**Wuhan, China – April 16th, 2011**
At Wuhan University of Technology, Dr. James Coe discussed furthering an ongoing relationship between Wuhan University of Technology and Spring Arbor University. The two universities have had an exchange in place for several years and we look forward to furthering our relationship in the future.

**Beijing, China – April 13th, 2011**
At Beijing Union University Dr. James Coe helped facilitate an articulation agreement to exchange faculty between the two universities. Mr. Wu from International Relations helped make the process much easier in the facilitation of our meetings which included discussions on teaching entrepreneurship. Dr. James Coe was the featured speaker on the subject of “managerial ethics and principles.” We expect to maintain an annual conference to help keep our relations strong and fruitful.
Saint Petersburg, Russia – January, 2011

At St. Petersburg Christian University, Dr. James Coe was the featured speaker on the subject of “management principles from a constructivist perspective.” This perspective of teaching helps the student grow beyond the classroom and into the world. Autonomous learning can be very effective in higher education because it retains information, promotes questions and critical thinking within the learner.

Nizhny, Russia – Fall, 2010

Dr. James Coe was a speaker on “social responsibility of management,” at the School of Economics within Nizhny Novgorod University (NNU), Nizhny Novgorod, Russia. We expect this partnership and annual symposium to continue in the summer of 2012. The outcome has published papers of East and Western faculty. The text has opened a dialogue which both regions can discover new perspectives.
Spring Arbor University

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