REPORT ON THE IMPLEMENTATION OF THE PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education
PRME SHARING INFORMATION ON PROGRESS

REPORT 2016-2017
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INTRODUCTION FROM THE DEAN

With more than 70 years of existence, the School of Economics, Business Administration, and Accounting of University of São Paulo (FEAUSP) have prepared and developed professionals in the fields of Business Administration, Economics, Accounting, and Actuarial Science seeking to meet the needs of different areas and sectors of the Brazilian economy. Our school has been acknowledged by the governmental agencies, the market, and the society as one of the best in Brazil for both undergraduate and graduate courses.

Moreover, since 2015, FEAUSP has become a Principles for Responsible Management Education (PRME) signatory, what underpins our commitment to act as a positive and constructive influence on our stakeholders, mainly our students, faculty, employees, and community. Since then, we have also encouraged other academic institutions to adopt and support the same principles.

We believe that we need to develop leaders who would be able to integrate both the economic growth and the sustainable development in any environment, either inside our school or in any other organization. Furthermore, we are certain that this starts with the education guided by the same principles the PRME initiative has been disseminated.

To achieve this goal, we are more and more committed to improving the Responsible Management Education, especially in our Management courses. This is our first report presenting the actions that have been achieved so far, and we do expect to accomplish even further outcomes in the near future.

Sincerely,

Professor Adalberto A. Fischmann
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FEAUSP BACKGROUND, MISSION, AND VISION

The School of Economics, Business Administration, and Accounting of the University of São Paulo (FEAUSP) is a public institution of teaching and research worldwide recognized for the excellence of its academic production and its courses, both undergraduate and postgraduate.

With more than 70 years of existence, the FEAUSP was created to prepare professionals in administration, economics, and accounting to meet the needs of the great centers of Brazil, which had just emerged from the Second World War and underwent a process of democratization of the economy. Its initial goal, which remains to this day, is the training of professionals who contribute and make a difference in society in a positive way.

Decades after its creation, FEAUSP is a national and international reference in the areas it covers. Leveling its activities by the high standards of the University of São Paulo and combining knowledge about the Brazilian reality with the references and methodological knowledge of the most renowned international institutions, the faculty is prominent among the others in the training of economists, administrators, and specialists in accounting and actuarial.

The contribution of FEAUSP alumni to the development of Brazilian society has been proof of the quality of their courses. Both in public and in the private sector, FEAUSP alumni have gained renown, acquiring great importance as business professionals and as faculty from other institutions.

In pursuit of constant innovation and modernization, FEAUSP counts on a unique faculty, made up of doctorate professors, almost all having international works and with great knowledge of research. Thus, the faculty reaches the objective of always being a reference in excellence in the formation of students in an integral way, being also generating new methods of teaching and research, with the continuous recycling of faculty and curricular structure.

FEAUSP students also have the opportunity to have contact with the largest international educational institutions in the areas of economics, administration, and accounting, as the faculty always maintains and seeks to expand agreements with renowned institutions worldwide. This fact encourages the exchange of ideas and the joint production of knowledge, as well as generating great opportunities for students.

The relationship with the civil society of the country is not forgotten: FEAUSP always seeks to strengthen these relationships, with outreach projects that reach all sectors of society, both public and private, especially with poor communities.
THE MISSION OF FEAUSP

Fostering progress in teaching, research and outreach in Economics, Business Administration, Accounting and Actuarial Science, referenced by international standards, contributing to the formation of competent and ethical professionals and researchers for the continuous development of society.

The mission is widespread among faculty in the three Departments and several commissions of the undergraduate and graduate programs, research, culture and outreach and international cooperation, and consequently disseminated to our staff and students. Academic and administrative managers are multipliers of the information, while students’ representatives in the school committees, aligned with the students’ bodies, have an important role in mission dissemination.

THE VISION OF FEAUSP

Maintaining excellence in teaching, research and outreach in Economics, Business Administration, Accounting and Actuarial Science, referenced by international standards, contributing to the development of knowledge. Ensuring the continuous improvement of teaching and adopting innovative policies to solve contemporary social issues. Vision dissemination is performed uniquely in each department and committee, while students’ representatives in the various committees, aligned with the students’ bodies, also play an important role is spreading the vision. Academic and administrative managers are multipliers of information.
FEAUSP ADVANCES TOWARDS PRME PRINCIPLES

FEAUSP achievements in the implementation of PRME are organized and listed below by each PRME principle. This separation occurs only for reporting purposes since they are interconnected, and one depends on the other.

PRINCIPLE 1 AND PRINCIPLE 2

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.

As outlined before, FEAUSP provides a broad range of Undergraduate and Postgraduate programs. All programs are influenced by the concept of the sustainable values. In our context, in addition to the issues related to teaching and linkage with society, which will be mentioned in other principles, this involves ethical values, promotion of human rights, equality, and solidarity. Below we report some initiatives and practices that have been carried out in this regard.

There is a Code of Ethics at USP which was created in the year 2001 (Resolution nº 4871, from October 22, 2001). This code is released to students in the Student Handbook and also at the website www.leginf.usp.br/?resolucao=resolucao-no-4871-de-22-de-outubro-de-2001. The Code of Ethics of USP was created to “guide human relations in the scope of the University of São Paulo (USP), having as postulates the right to research, pluralism, tolerance, autonomy in relation to political powers, respect for academic integrity of the institution, as well as the duty to promote the principles of freedom, justice, human dignity, solidarity and the defense of USP as a public university.

Regarding human rights, since the end of 2014, the Human Rights Commission of USP has centralized initiatives and policies regarding denouncements of discrimination and violation of rights in the University. The commission monitors the openings by USP units and agencies and receives assistance from the USP Attorney General’s Office, Ombudsman’s Office, Superintendence of Security, Physical Space and Information Technology, Nucleus of Violence Studies, Rights Center and centers in the units to carry out this work. The Human Rights Booklet at the University of São Paulo was created by the Commission in partnership with the Pro-Rector of Undergraduate Studies at USP and is also disclosed in the Student Handbook. Some information is available at the website http://sites.usp.br/direitoshumanos.
It is worth mentioning that the University of São Paulo has as its first purpose the promotion and development of all forms of knowledge, through teaching and research. The performance of this mission presupposes freedom of expression so that everyone can present and defend their ideas. For this reason, the academic environment demands a deep respect for the divergences, which must coexist through the exchange of experiences and knowledge - that is, of dialogue, being widely stimulated.

**Equality, solidarity, promotion, and respect for human rights** are values that also guide the actions of USP Diversidade (Diversity Program), a program of the Pro-Rectory of Culture and University Outreach. One of the main commitments of the initiative is to implement preventive measures against discrimination, abuse, and violence at the Freshman Reception Week. On the USP Diversity website (http://prceu.usp.br/trote-nao/) it is available what is legal and healthy for first-year students integration and what should not be accepted in any way. Being forced to drink alcohol or suffering humiliation, for example, are unacceptable attitudes and should be reported, not only during the reception but throughout the student’s life at USP. Discrimination, violence, and harassment will not be tolerated. In addition to the site, students can also contact USP Diversity by email (diversidade@usp.br) or by telephone.

Specifically, for women, **USP has the USP Women’s Office**, which is responsible for the “This has to stop” campaign. The idea is to stimulate a change of behavior and call attention to the importance of reporting aggressions against women. The project came about because USP was one of the ten universities in the world, the only one in Latin America, chosen by UN Women to join the movement ElesPorElas (HeForShe), with the commitment to act in the fight against gender inequality and violence. In addition to campaigns, USP Women also organizes seminars and activities, such as a women’s self-defense class, and has already carried out actions such as the mapping of lighting at USP’s campus in Butantã area.

Also, **transvestites and transsexuals** have the right to be treated by their social name, that is, the one that reflects their gender identity and does not correspond to the one on their official register. Therefore, the diploma, school history, card, certificates and statements of the student at USP may come with the social name, if requested. The request must be made in the Graduation Sections of each unit.

In this sense, FEAUSP has several student bodies that allow students to develop **extracurricular activities**. For example, the **Centro Acadêmico Visconde de Cairu (CAVC)** is a FEAUSP students’ body that organizes events, lectures and courses organization. They recently created some initiatives, for example, the Front of Women. Since business administration is still a predominantly masculine environment, this Front acts to give more voice, visibility, and strength to the women. For this purpose, they work together with the university in the investigation of cases of chauvinism and are responsible for the promotion of spaces where feminist guidelines and aspects of everyday life are discussed. Recently, they organized the fourth week of diversity,
together with the black, LGBT and feminist collectives of the FEAUSP.

Finally, about organizational practices related to sustainability, the School’s recently made some actions concerning environmental sustainability for the rational use of consumer goods and natural resources. There was a reduction in energy consumption, resulting from the replacement of common lamps for economic ones. FEAUSP has also invested in water and energy saving awareness campaigns. Devices to reduce the flow of water in automatic faucets were installed. There was a campaign to reduce the use of disposable cups, reducing solid waste and costs. Additionally, purchase of water in containers was reduced with the installation of water fountains. Rainwater harvesting is under analysis. Moreover, FEAUSP is part of the USP Recicla Program (Recycling Program).

About the social practices of training and development, to strategically empower technical-administrative staff and facilitate the development of employees and the institution, training necessities surveys are carried out annually, and the resulting information is consolidated in plans. Authorization for a training budget is based on these plans and needs. FEAUSP then organizes courses. A training program database enables the monitoring employees’ development. During the period, FEAUSP allowed the participation of employees in groups of management practice, updating events, conferences, courses, language courses, technical courses and behavioral courses. Regarding courses and lectures, there was training on the following themes: “We Are What We Do”, “Synergy Teams”, “FEA and Inclusion”, “Oral Communication”, “Grammar and Text Production”, “Behavioral Skills for Customer Services”, with the important comprehensiveness of employees’ skills. There was also an “Academic Legislation” course, and 30 FEAUSP and 90 USP staff members were trained. The course used FEAUSP infrastructure and was almost entirely conducted via videoconference.
PRINCIPLE 3 - Method: We will create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.

To prepare responsible leaders in line with PRME’s philosophy, we seek to improve our range of disciplines, cross-curricular themes, methods used in the classroom, student evaluation, and educational infrastructure. Moreover, in our understanding, the student’s awareness of socio-environmental issues is essential to prepare responsible leaders.

In this sense, FEAUSP has gradually expanded the offer of subjects that deal directly or transversally with the themes related to sustainability. As an example, the Bachelor of Business Administration undergraduate course currently offers students the opportunity to take 103 subjects. Of these, seven deal more directly with issues related to PRME: Corporate Governance (transparency, accountability associated with pressure for sustainable practices in the business environment), Communication, Values and Conflict Management (enabling understanding of individual and group differences, and their impact on the day-to-day of organizations), Social Responsibility and Social Entrepreneurship, Sustainable Operations Management, Sustainability and Ethics in Marketing, Philosophy, Ethics and Organizational Logic, Principles of Responsible Management (PRME content transversally), and Corporate Responsibility and Social Entrepreneurship. Other subjects also deal with PRME issues on a smaller scale or indirectly. Although being a minor part if compared to the total, this percentage of subjects has been expanded recently, mainly by incorporating classroom discussions into disciplines not directly related to sustainability.

In our postgraduate studies (master’s and doctoral degrees in Administration, for example) this percentage has increased, since out of the 51 subjects offered, 9 deal directly with the themes proposed by PRME: Strategic Management and Innovation for Sustainability, Coordination and Management of Agroindustrial Systems (among others, Sustainability in Agro industrial systems), Business Strategies and Climate Change, Global Performance Assessment (with sustainability assessment and scorecards being addressed on this subject), Power, Culture and Change Management in Organizations, Work Quality of Life Management, Social Entrepreneurship and Socioenvironmental Business, and Sustainable Operations Management.

Regarding the methods used in the classroom, in the undergraduate program, there is a predominance of lectures, supplemented with laboratory exercises, depending on the type of subject. Subjects with a more theoretical profile have student presentation seminars. In all situations, the ability to research and practical problem solving is the main goal. There are also Problem Based Learning (PBL) methodology initiatives in elective subjects of the Accounting program. Additionally, several subjects of the Business Administration program adopt the case study methodology, as developed by Harvard Business School. FEAUSP maintains an agreement with this institution through
which professors can attend the annual program on this teaching method. Some courses have also used active learning methodologies and distance learning teaching techniques. Finally, there is also an exchange of experiences with companies, since there are visits to the ones with an outstanding reputation in the best management practices. These companies’ executives are also encouraged to be present at our school, like participating in lectures, case studies discussions, conferences and other events.

The evaluation is based on evidence and, in some cases, supplemented with work, seminars, and exercises, depending on the nature of the subject. FEAUSP is also very concerned with continuous improvement regarding educational processes and learning in the graduate program. Beyond content discussion, teaching and learning processes seek to stimulate students’ critical ability in reading scientific articles. This critical capacity is stimulated through, for example, the production of reports to identify and evaluate main components that are expected of scientific production, and may or may not be present in the form of scientific journals opinions.

A technique that is also used in the graduate program is seminars in which students introduce topics related to a given subject, scientific articles authored by international or national researchers or their own research projects. These seminars also seek to stimulate the ability of critical evaluation of students, in addition to fostering a discussion environment common to mostly international scientific events. In graduate program subjects, it is common to adopt communication platforms to facilitate the interaction between professors and students, knowledge management and content organization. Among these systems, USP’s Moodle has been used. There is a constant concern with teaching laboratories maintenance, to keep students and professors up to the date of new education technologies, databases, and software for research work and specific analyses. All mentioned aspects are consistent with the educational proposal of the FEAUSP’s graduate program, to train highly qualified professionals.

Regarding the educational infrastructure, all the 35 classrooms have computer, projector and internet access. The computer labs have financial and statistical softwares, in addition to data communication packages for the internet; all this allows professors to adopt new teaching practices, accordingly to each subject. During this period, two laboratories were created: the collaborative learning space Design Thinking, with the aim of providing an innovative and collaborative environment, aligned with the most modern teaching techniques, giving conditions to reflection and adoption of active learning strategies; and the Teaching of Business Decisions lab, with 50 workstations (students), 1 computer (professor), wall displays, interactive whiteboard, simulation software and financial data: Economática, Thompson Reuters, CMA. This lab is intended to create a conducive environment for integration among the areas of expertise in the business environment to enable students to relate the concepts and tools in the undergraduate program.

The Accounting program has two required subjects in blended learning format, in accordance with the legislation of the Brazilian Ministry of Education (MEC). In
addition, the Accounting and Actuarial Sciences programs offer five elective subjects in English with material from the University of Illinois, as a result of the Discovery Project, a partnership between the Accounting and Actuarial Sciences department with the University of Illinois.
**PRINCIPLE 4**

**PRINCIPLE 4 - Research:** We will engage in conceptual and empirical research that advances our understanding of the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

FEAUSP, with the support of the Research Committee, coordinates the actions in research, according to guidelines from the Dean’s Office for Research and the departments. Among the many assignments to encourage the participation of professors and students, we have **Pre-Scientific Initiation** (for High School students), **Scientific Initiation** (for Undergraduate students), **three Graduate programs, postdoctoral programs**, and **researcher support for fundraising from the funding agencies, public and private bodies**. Moreover, research activities in the three departments are strongly connected to faculty engagement in the graduate program. Faculty research groups are solid, reflecting the diversity of themes and approaches that distinguish research activities developed in the institution. This diversity can be found in a large number of research groups and research support centers, as detailed on the website: [http://www.portalfea.fea.usp.br/pesquisa](http://www.portalfea.fea.usp.br/pesquisa).

FEAUSP currently has the following research groups related to PRME themes:

**Table 1 – FEAUSP’s Research Groups and Research Lines**

<table>
<thead>
<tr>
<th>RESEARCH GROUP</th>
<th>RESEARCH LINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center for Social Entrepreneurship and Administration in the Third Sector</td>
<td>Strategic Inter Sectorial Alliances; Sustainable development; Social Entrepreneurship; Management of Civil Society Organizations; Knowledge Management and Organizational Learning; Governance; Social Business; Promotion of the Rights of Children and Adolescents; Social and Digital Networks in the Third Sector; Corporate social responsibility, Succession in Social Entrepreneurship; and Third sector</td>
</tr>
<tr>
<td>Quality of Life Management in the Work Environment</td>
<td>Human and Organizational Behavior; Quality of Life Management in the Work Environment; and Stress, Psychosomatics and Work</td>
</tr>
<tr>
<td>Nucleus of Socio-environmental Economy</td>
<td>The institutions of territorial development; Development and spatial dynamics in the State of São Paulo; Climate Economy; Economics of the Environment, Space and Urban Economics; Flow of materials in the Brazilian economy; General Equilibrium applied models; Economic Sociology; Use of biodiversity in pharmaceuticals; and Land use and development in the Brazilian Amazon</td>
</tr>
<tr>
<td>Nucleus of Studies in Accounting and Environment</td>
<td>Balance of the Nations; Social and Environmental Indicators; and Sustainability Reports</td>
</tr>
<tr>
<td>FEAUSP Research Group in Gender, Race &amp; Sexuality</td>
<td>Gender and science, Gender and race, entrepreneurship and accounting, and Gender, race, and sexuality in higher education</td>
</tr>
<tr>
<td>PROGESAS - Socio-environmental Strategic Management Program</td>
<td>Sustainability strategies and tools; Innovation; Integration of social and environmental aspects into business strategies; Sustainable development and Management; Sustainable Performance Management</td>
</tr>
</tbody>
</table>
FEAUSP’s research activities are a reflection of the scale and diversity of the faculty and student body. The activities of research have both theoretical and applied characteristics, considering that the two approaches cannot be separated if the goal is obtaining research quality. Research results lead to the implementation of public and private policies aimed at productive and administrative processes optimization, including economic, social and environmental aspects.

Most of the research activities are coordinated by the three graduate programs we have: economics, business administration, and accounting. Each one of them is considered as the best in their areas in the country, according to the Brazilian government agency for graduate programs (CAPES). Besides the graduate program in Management (master’s and doctoral courses focused on scientific production), we also have a professional master’s focused on entrepreneurship.

Research projects results serve as the basis for undergraduate research, monographs, theses, Ph.D. dissertations, scientific articles and teaching materials. Given the diversity, quality, and the amount of research is unfair to highlight one specific research at the expense of many others. FEAUSP uses the Brazilian government Qualis CAPES classification as an indicator of evaluation of scientific literature, considering the relevance of publications in the top strata. Additionally, JCR and H indexes are checked.
PRINCIPLE 5

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.

Connections and cooperation are established among the School’s departments, academic committees and academic support boards (centers, others). Articulation happens during statutory committees meetings with representatives from the three departments and student representatives. Interactions occur in teaching, research and outreach segments with the participation of students and professors in the various projects, programs, and research groups. Targets set for each of the areas have been met despite the complexity of the organizational structure and legislation.

In fact, USP’s performance is based on the teaching, research and outreach tripod. The outreach means that as the population maintains it, USP has as one of its missions to take to society the knowledge produced here. This initiative happens in the form of events, campaigns, courses, projects among others.

Connections and cooperation established among core activities (undergraduate and graduate programs, research, culture, and outreach) and it is important to highlight there is an intense participation of professors in guidance and teaching for both undergraduate and graduate programs. Professors and students take part in research groups and outreach projects. Graduate program students attend teaching improvement program (PAE), contributing to the interaction between the undergraduate and graduate programs. When necessary, there are discussions to focus on certain projects for goal achievement.

Connection with other USP schools and agencies is given through researches performed by FEAUSP faculty. FEAUSP is part of USP’s Graduate program in Latin America Integration (PROLAM) and Applied Human Nutrition (PRONUT). Until 2013, it was part of the Environmental Science Graduate Program (PROCAM) and Energy Graduate Program. In the undergraduate programs structures, some subjects are taught by professors from the School of Law, Institute of Mathematics and Statistics, School of Psychology, among others. Also, the possibility of studying subjects in other units of the University, for students of both undergraduate and graduate programs promotes interdisciplinarity. FEAUSP research groups and conferences actively contribute to this interaction.

Connections and cooperation are also established with other institutions in Brazil and abroad. FEAUSP maintains inter-institutional Ph.D. programs in two of its departments. There are approximately 125 agreements with international institutions to carry out student exchange programs. Among these, some covenants provide a double degree or cotutelle in undergraduate and graduate programs (as shown in the relevant items and on departments evaluations).
Some initiatives intended to strengthen the **internationalization** of the School’s Graduate Programs. Some joint initiatives: 30% of subjects offered in English in the Master’s and PhD programs; partnerships with foreign universities for research; foreign visiting professors to teach elective subjects or courses; participation in defense and qualification committees of Master’s and PhD degrees; co-advising and partnerships with professors and students of the program to develop joint researches; students incentives for PhD level international interuniversity exchange programs.

International insertion is presented in the participation of several professors as members of the editorial boards and as reviewers of international journals. The internationalization of our programs is also reflected in the success rate of our master’s students who apply for Ph.D. programs abroad. However, each program has developed specific strategies. For example, the Economics program develops the postdoctoral program, which allows the hiring of young researchers from renowned international institutions, with the participation of foreign researchers.

Other initiatives deserve special mention. For example, FEAUSP has a **Junior Enterprise**. (https://www.feajr.com/). Junior FEA is a non-profit civil association incorporated and managed by students of the undergraduate program. It was founded in 1990 and, throughout its history, has carried out more than 300 consulting projects and 200 events. Junior FEA also counts on USP’s faculty for advising the students in their projects.

FEAUSP has a **Tutorial Education Program (PET)**. PET program develops additional training projects in teaching, research, and outreach, under the coordination of a professor, especially for the Business Administration program (https://www.petadm.com/). With social projects, the objective of PET is to bring students and society in general through the application of higher education knowledge. One of the initiatives that this group carried out is the teaching on finances to students of public schools, where this knowledge becomes more necessary in Brazil. They teach subjects such as savings, investments, Brazilian economy and entrepreneurship. This is our way of contributing to a better society, as well as a chance to show some of the university pathways to high school youth.

Moreover, there is an initiative called “**Cursinho da FEA**”, a College admissions preparation program, offered with students’ volunteer work (http://www.cursinhofeausp.com.br/), formed in 2000. The mission of the course is to promote social mobility through the democratization of access to the tools of preparation for entry into Higher Education. There is no tuition charge, only a tuition and enrollment fee referring to the costs of supporting material. In the year 2016, they obtained the approval of 222 students in several universities.

The **Community Service Outreach Program (PESC)** (http://www.pesc.fea.usp.br/) is a FEAUSP volunteer program, created in 2001, integrating undergraduate students in the
three departments. The main objectives of the PESC program are to provide opportunities for students to share their acquired knowledge with society and to develop a strategic and entrepreneurial vision for their social performance in students. The students take one year to develop a social project, mainly addressing problems in NGOs. This initiative leads them to develop both technical and personal competences, as they lead to a different reality and different social actors.
PRINCIPLE 6 - Dialogue: We will facilitate and support dialogue 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.

FEAUSP is known for the creation and dissemination of the knowledge in many areas, and the fundamentals of PRME are among those. We continually promote a series of academic events such as conferences, seminars, debates, and others fostering sustainability, responsibility, and ethics within several approaches and stakeholders.

One of the most important regarding the PRME Principles is the International Meeting on Business Management and Environment (ENGEMA), an annual event that aims to bring together researchers, professionals, entrepreneurs and public and private managers involved in new approaches to environmental management in companies. In December 2017, ENGEMA will have its XIX edition, and it is the largest thematic conference on sustainability in the country, with 350 participants, on average. For the 2017 edition, ENGEMA has 15 thematic areas. As examples, we can highlight:

1) Education and Sustainability: The theme contemplates the most diverse approaches and concepts regarding education related to sustainability. It covers topics that focus on sustainability such as: educational methodologies; practices in the academic and corporate spheres; curriculum of administration courses; social learning; organizational learning; training of teachers and students; multi, trans and interdisciplinary approaches; teaching-learning strategies; measurement and evaluation of skills developed; PRME (Principles for Responsible Management Education).

2) Entrepreneurship and Business Impact: The theme deals with theories, concepts, and practices related to the themes of entrepreneurship and creation of businesses of social and environmental impact. It covers topics such as: new business development; social entrepreneurship; social and environmental projects; B corporations (B-Corp); social impact business; environmental impact business; BPO - base of the pyramid; Civil society organizations focusing on social and environmental aspects; sources of financing for projects and social affairs; microcredit; institutional partnerships for business and social-environmental projects; sustainable entrepreneurship and types of business; mapping of business opportunities; sustainable business models.

The other themes addressed by the conference are: Sustainability Strategy, Organizational Studies in Sustainability, Sustainable Finance, Environmental Management, Sustainability Measurement Models and Indicators, Sustainable Innovation, Marketing and Sustainability, Sustainable Operations, Sustainability Reporting and Communication, Social Responsibility corporate governance, sustainability and public policy, sustainability in economics and accounting, and other related themes (for papers whose themes are not in any of the previous classifications...
but whose approach is within the scope of the event).

The event also contacts the creation of a Doctoral Consortium and a Master’s Consortium. The objective is to promote the integration and exchange of ideas and academic experiences among doctoral students, professors and researchers from the different areas that contribute to knowledge for sustainability. Discussion activities will be carried out on projects for doctoral theses and master’s dissertations, in the style of informal examining boards, made up of experienced and recognized researchers in the respective areas of submitted projects, with the objective of promoting contributions to projects under development.

There was also participation in some events in which FEAUSP representatives dealt directly with questions related to PRME. One of these moments was in the XVII ENGEMA, which took place on December 1st, 2015. In this event, we had a session with theme “Education for Sustainability: PRME (Principles for Responsible Management Education) experiences in Brazil”, that was conducted by Priscila Claro (INSPER), Fernanda Career (EAESP-FGV), Leandro Morilhas (FIA), Adriana Caldana (FEAUSP-RP) and Graziella Comini (FEAUSP) (see Figure 1).

Another event in which FEAUSP participated in the approaching of PRME occurred in September 2016, in the XL EnAnpad, the largest conference in management for graduates in Brazil. One of the sessions addressed the barriers and facilities for the adoption of PRME in the Graduate Program in Administration in Brazil, under the coordination of Flavio Hourneaux Junior (Professor of the Business Administration Department and FEAUSP PRME representative). Finally, more recently, in August 2017, Flavio held another lecture, at ECOINOVAR Conference, at the Federal University of Santa Maria, about the barriers and facilitators to the Adoption of the PRME in Management Education in Brazil.

Finally, the PRME Regional Chapter Brazil, UNDP Office Brazil, in collaboration with PRME Secretariat, PRME Chapter DACH, and PRME Working Groups, and with the support of UN Global Compact Brazilian Committee, promoted the 4th Responsible Management Education Research Conference. Hosted by the Federation of Industries of the State of Paraná (FIEP), the conference was held on 13-14 September in Curitiba, Brazil. The event had as its general
theme: “New Research Questions for Advancing the Implementation of the Sustainable Development Goals”. FEAUSP, along as FEAUSP-RP, was one of the organizers of the conference that had more than 200 participants from several countries (see Figures 2 and 3), including the presence of the head of PRME, Jonas Haertle. More information in [http://rmeconference.com/](http://rmeconference.com/)

*Figure 2 and Figure 3 – RME Conference – FEAUSP as an event organizer*
FEAUSP FUTURE PERSPECTIVES TOWARDS PRME PRINCIPLES

FEAUSP future objectives regarding PRME principles for the next 24 months can be summarized as to:

1) Maintain, improve and expand the actions carried out and pointed out in this first report.
   FEAUSP has several initiatives that foster PRME ideas and concepts. We plan to enhance and improve these actions and develop new ones to adhere to new trends and needs. Both faculty and students can help to innovate on these movements.

2) Launch new courses related to Responsible Management and improve the current ones.
   FEAUSP Management and Accounting courses are currently under AACSB accreditation process. As part of this process, the courses will be evaluated, and several improvements are to be implemented. One of the plans is to map all the courses in detail and identify what has already been done and what can also be included and developed regarding PRME issues.

3) Develop and increase faculty competences on Responsible Management.
   Also as part of the AACSB accreditation process, the faculty role and the learning methods they employ will be evaluated and reviewed. It is an excellent opportunity to create and develop competences related to PRME for faculty to know better how to take advantage of these principles to achieve PRME fundamentals, mainly ethics, responsibility, and sustainability.

4) Evaluate the existent learning methods and develop new alternatives.
   Lately, at FEAUSP, there have been attempts to introduce new learning methods, such as distance learning, problem-based learning, flipped classroom, integrated (multidisciplinary) projects, and others. These initiatives can also be used to better exploring PRME fundamentals.

5) Increase the internationalization, either through the provision of more subjects in English or through the encouragement of publication in this language to enable a better collaboration with international researchers.

In the last two years, FEAUSP has increased the number of courses in English to offer international students more opportunities to study in our school. We have also begun to publish some of our own scientific journals in English, to widen the audience to disseminate what has been done in research in Brazil, mainly regarding PRME themes.
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