The Principles for Responsible Management Education

Sharing Information on Progress

October 2011
An Introduction

A welcome to Bradford University’s School of Management’s first Sharing Information on Progress Report, and a Welcome to Bradford:

From our Dean

...and our Students

... And a Welcome to our Campus:
Bradford University: ECOVERSITY

“Ecoversity is not just about how we build and run our estate and operations or pure environmental sustainability — it is also about how we embed sustainable development into the formal and informal learning experience of all our students; about involving all our staff, students and visitors and addressing our social responsibilities; fostering a sense of community and engendering wellbeing”

**Working towards sustainable education**
By engaging students, staff, the local community and employers on the skills and knowledge needed in the pursuit of sustainable development.

**Working towards a healthy environment**
Protecting the environment by minimising our resource use and emissions whilst also enhancing the surrounding environment.

**Working towards social well-being**
Creating a greener, safer environment in which our students, staff and the local community can live, interact, study, and be active.

**Working towards a thriving economy**
Developing research, innovation and knowledge transfer to bring greater prosperity to our students, the University, City and Region

http://www.bradford.ac.uk/admin/ecoversity/
Bradford University School of Management:

Committed to Corporate Social Responsibility

PRME Principle 1: 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

The School committed to the PRME Principles in March 2010. In support of its work in this area it established a PRME Steering Committee, chaired by a member of the Advisory Board. This group has monitored change, captured faculty and student activity and through 2011-12 will be driving changes in the curriculum, student experience and campus in line with its endorsement of the Principles.

Headline developments since March 2010:

Revised the School's mission and strategic plan to explicitly incorporate CSR

Embedded the teaching of CSR and Sustainability in the Curriculum

Opened our new BREEAM-awarded facilities

Increased our Research activity in the areas of CSR, Ethics and Sustainability

Strengthened our portfolio of Working with Regional and National Businesses

Secured funding to build the Sustainable Education Centre

The Mission: To enhance the understanding and practice of business and management world-wide:

As a leading European full-service business school, with an international staff and student community

Engaged in internationally excellent learning, teaching and research in close collaboration with businesses and other users

Whilst fostering a commitment to corporate social responsibility
Bradford University School of Management:
The Curriculum

PRME Principle 2: 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.

In the last 18 months the School has worked hard to fully embed CSR and Sustainability into the Curriculum:

- Appointment of Education for Sustainable Development Champions
- Full ESD Review of Curriculum Content
- A Core CSR/Sustainability Module introduced on the new Accelerated MBA Programme
- Explicit reference to CSR/Sustainability in all module descriptors
- Introduction of MSc Sustainability in September 2011

CSR, Sustainability and Ethics Module Descriptors:

- Sustainable Operations
- Global Supply Chain
- Corporate Social Responsibility
In the last 18 months the School has completed a huge schedule of Estate Improvements. In July 2010 it opened its new BREEAM award winning building, with incorporates the following sustainable credentials:

- The installation of a bio-mass boiler for heating and hot water
- The installation of a Thermodeck mechanical ventilation system
- Comprehensive BMS linked to University Main Campus
- Solar panelling
- Rainwater recycling for flushing of WCs
- PIR operated lighting
- Use of low maintenance materials throughout
PRME Principle 4: 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.

Research into the areas of CSR and Sustainability continues to grow within the School and through its global network of Partner Institutions.

Global Research:

ESRC Seminar Series:

Working Paper Series:

Research Groups & Centres:

Example Academic Portfolios:

Prof Nelarine Cornelius
Dr Jenny Fairbrass
Dr Kyoko Fukukawa
Prof Kevin Barber
PRME Principle 5: 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.

The School commitment to CSR/Sustainability permeates all aspects of its work. The following initiatives within the Executive Education Department reflect this:

- Management Training Programmes
- Open sessions and master classes
- Free Breakfast Briefings
- Significant Bespoke Public Sector training
- Increased number of MBA In-Company Projects
Bradford University School of Management:

Knowledge Transfer

PRME Principle 6: We will facilitate and support dialogue 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.

In the last 18 months, the School has embedded Knowledge Transfer within its mission statement.

It has engaged with a significant number of initiatives to ensure that it helps facilitate engagement in the ideas of CSR and Sustainability within its communities and global network:

Confirmation that the Professor appointed to lead the development of the Sustainable Education Centre will be a member of the School of Management faculty.

Faculty and students engaged in the Ellen McArthur Foundation, and 10+1 Conference.

Development through the PRME Working Group of a programme of engagement with Global student community and local community to foster new forum for debate, discussion and knowledge transfer.

Student engagement with University initiatives.
For Further information regarding the UN Global Compact:
http://www.unglobalcompact.org/

For more information regarding PRME:
http://www.unprme.org/

http://www.brad.ac.uk/management/
http://twitter.com/BradManagement