Principles of Responsible Management Education
Sharing Information on Progress (SIP) Report

October 2017
Corporate social responsibility

The mission and values of Coventry University are closely aligned with the Principles of Responsible Management Education (PRME).

The University’s 2021 corporate plan sets out our vision – Social responsibility will be embedded in all our activities. The University will use its knowledge and expertise to contribute to the social and economic success of the local, national and international community.

To achieve this vision, the corporate plan sets the following targets for 2021:

- Our social responsibility will encompass sustainability, ethics and integrity, developing solutions to global challenges, public engagement, community support, and equality and diversity
- We will ensure fairness to both staff and students in all our activities and be committed to supporting and furthering equality in employment, advancement, teaching and attainment. We will provide all staff and students, whatever their background, with opportunities and support, in order to help them realise their full potential. By 2021 we will have implemented the Race Equality Action Plan 2015-18
- We will produce graduates who are global citizens and who are socially responsible
- Through our activities, we will contribute to the economic and social wellbeing of the City, the region and other communities in which we operate. We will regularly evaluate our economic contribution in order to demonstrate our value to external and internal stakeholders. Staff and students at the University will engage widely with communities and will support, recognise and build on public engagement activities
- We will build and cultivate relationships between the University community and our alumni, to develop active participation of our graduates in the life of the institution and beyond
- Working with our alumni we will create professional and social networks globally to support them in developing their own professional networks as well as further enhancing the employment, experience and opportunities for our current students

In turn our alumni will make a greater contribution to the social and economic success of the local, national and international communities within which they live and work.

We recognise and value the role of Coventry University Students’ Union (CUSU) in meeting the needs of a diverse student body and in the creation of social groups and a sense of belonging to communities of students.
Faculty of Business and Law
Business and Law have both been taught at Coventry for over 50 years which makes our Business courses some of the longest-established in the UK.

The Faculty provides a dynamic, innovative and enterprising educational experience for students focused on business, economics, finance, accounting, marketing, management and law. In addition to generalist degrees at both bachelor and master’s, we also offer courses in specialist areas such as sport and event management, tourism and human resource management. We offer a wide range of potential PhD support and have recently launched a DBA programme. In addition, we have a growing portfolio of executive and post-experience courses.

The Faculty comprises of two core schools:

Coventry Business School
With more than 5,450 Undergraduates and 1,500 Postgraduates, the Business School is one of the largest business schools in Europe and incorporates three subsidiary schools:

• The School of Economics, Finance and Accounting
• The School of Marketing and Management
• The School of Strategy and Leadership

Coventry Law School
The Law School is home to 850 Undergraduates and 80 Postgraduates.

The Faculty is also home to one Research Centre.

Centre for Business in Society (CBiS)
CBiS is home to more than 70 research students and staff with work focused around the key themes of:

• The Circular Economy
• Economic Development and Inclusive Economies
• Sector, Economic and Financial Studies
• Data Organisations and Society

Our Approach to teaching and learning
We aim to develop graduates who, in addition to having mastered disciplinary knowledge, also have the necessary competencies to operate in a modern organisation. Our approach to learning and teaching revolves around actively engaging students in their learning in authentic environments, either through placements, internships and live projects or simulated professional environments.

We also aim to provide an international basis to our education with a significant proportion of our students being offered an opportunity to experience another culture through educational exchanges with our international partners, or work experience outside the UK. All undergraduate students participate in at least one Online International Learning (OIL) project during their course.

The learning and teaching environment
Coventry Business School is based in the Jaguar building, a bespoke building with spacious study and social facilities, and the William Morris Building, a recently refurbished building.

Facilities include a state-of-the-art Trading Floor, the largest of its kind in Europe, equipped with the best analytical news and data platforms, and a Digi Comm lab, equipped with industry-relevant software enabling students to produce digital marketing campaigns. Plans are also underway to develop a Strategy Lab.

Coventry Law School is based in the George Eliot building and includes a modern and fully functional moot room.

Employability
Employability is embedded in all courses and in addition to the University Careers service, we offer focused specialised support for students through the Business Futures and Legal Futures Employment Support Teams.

External professional bodies links
Many of our courses have professional accreditation attached to them with all our Postgraduate courses offering a CMI qualification as part of the award. We also have links with the Institute of Directors who offer mentoring opportunities for some of our undergraduate students.

Coventry Business School is rated as ‘excellent’ by Eduniversal and in addition to being UN PRME, signatories are active members of the European Foundation for Management Development (EFMD) and the Chartered Association of Business Schools (CABS). The Business School was awarded a Small Business Charter by the Chartered Association of Business Schools.

For information
For any further information on our PRME activities please contact Dr Paul Cashian (p.cashian@coventry.ac.uk).

Faculty achievements
Some key Faculty achievements include:

• The setting of PRME-related targets for all course teams
• The embedding of sustainability within the University’s Education strategy
• The rapid growth of CBiS and the volume of PRME-related research
• The imminent launch of a second PRME-related research centre
• Continuing engagement with PRME UK&I chapter through membership of the steering group and participation in the annual conference

For any further information on our PRME activities please contact Dr Paul Cashian (p.cashian@coventry.ac.uk).
Principle 1
PURPOSE:
We will deliver the capabilities of students to be the future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

What we said we’d do
- Our key focus will be implementing our approach to PRME across the Faculty and ensuring that all students in the Faculty have the opportunity to develop responsible management practices and an awareness of sustainability issues. To facilitate this we will also work to ensure that sustainability is one of the themes within the University’s new Education strategy covering the period 2015-2020.
- We recognise that experiential learning is central to developing student capabilities. Therefore we are exploring ways in which students can experience first-hand sustainability issues which impact on business and the wider community.
- The Faculty’s work on embedding the PRME has been one of the key factors in the University being asked to trial the ‘Responsible Futures’ kitemark by the NUS. We will continue to work in partnership with our Students Union and the rest of the University in gaining and maintaining this kitemark.

What we’ve achieved
- The University’s 2015-2021 Education Strategy includes the statement that; “Graduates will be expected to exhibit an awareness of sustainability issues, the need to adopt responsible and ethical practices, flexibility and adaptability to succeed across a range of employment futures.” The Education Strategy is built upon six transformational pillars of learning. Pillar 5 is “Community contribution and responsibility” which has been contextualised with the Faculty of Business and Law to reflect our commitment to PRME. All courses within the Faculty are required to ensure that; “Students are provided with the opportunity to engage with issues relating to sustainable development and ethical behaviour from the perspective of their own discipline area.” As reported in Principle 1, we have a faculty target within our Education Strategy requiring courses to ensure that “Students are provided with the opportunity to engage with issues relating to sustainable development and ethical behaviour from the perspective of their own discipline area.” To embed this principle, all courses are required at the course design stage to have a Course Learning Outcome which directly relates to responsible management and ethical practices. All courses which went through course review in 2016/17 now have modules and assessments which reflect PRME.
- 2. An MBA Internship consultancy project revolved around the social contribution of a third-sector consultancy business operating in Birmingham. This involved the measurement of social impact plus exploring how the company’s social impact, and that of their clients, could be enhanced. At UG level we have two students undertaking 12-month sandwich placements during 2017/18 with Coventry City Council, supporting the development and delivery of multiple regeneration projects and programmes.

WHAT WE ARE GOING TO DO
1. Continue to ensure that our courses encourage students to explore issues around sustainability and develop ethical and responsible work practices.
2. As part of the annual review process in 2018, courses will be asked to report on how they have achieved the target set by the Faculty in relation to community contribution and responsibility.

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.

What we said we’d do
- Increase the number of modules within our courses which deal with ethical behaviour, responsible management and Corporate Social Responsibility.
- The establishment of a Faculty Research Centre for Business Social Responsibility.
- The Faculty are looking to develop a new MSc course in Social Value Accounting. The course is being developed within CBiS with support from the School of Economics, Finance and Accounting and also in conjunction with Social Value UK.

WHAT WE ARE GOING TO DO
1. Ensure that in reviewing the values which underpin the Faculty we continue to reflect those of PRME.
2. We will establish a cross Faculty PRME steering group to coordinate and encourage PRME. The new group will also consider how our work relates to, and reflects, the UN Sustainable Development Goals (SDGs).
3. Continue to ensure that all courses going through course review during 2017–2019 have a Course Learning Outcome related to responsible management and ethical practice.

COMMITMENT IN ACTION
1. The Marketing courses have met the faculty target relating to PRME through the use of a range of case studies with strong underlying ethical and responsible management issues. These include “Primark: ‘On the rack’ and ethics” (level 4) and “VW Emissions scandal” (level 6). In addition, level 4 students undertook an assessment based around bringing culture and art to deprived areas of the city, part of Coventry’s City of Culture bid, which also involved a guest speaker from the bid team.
2. The Faculty are looking to develop a new MSc course in Social Value Accounting. The course is being developed within CBiS with support from the School of Economics, Finance and Accounting and also in conjunction with Social Value UK.

WHAT WE ARE GOING TO DO
1. The establishment of a Faculty Research Centre for Business Social Responsibility.
2. The Centre for Business in Society (CBiS) has quickly grown to a community of over 70 researchers and students. A key underlying purpose of CBiS is to explore the impact of business on society and in recent years the digital economy and the financial crash present two of the most powerful areas of such impact.
As reported elsewhere, our commitment to ensuring that PRME influences our course curriculum has been embedded through the Education Strategy and the targets set by the Faculty. Course teams regularly report on PRME-related activities and enhancement process. What we've achieved

- As reported under Principle 2, CBiS has quickly grown to a community of over 70 researchers and students. Much of the work of CBiS reflects PRME, the three core themes being:
  - The Circular Economy: Sustainable Supply and Ethical Consumption
  - Economic Development and Inclusive Economies
  - Sector Economic and Financial Studies: responsible finance for nations, organisations and individual

Within the Schools’ research clusters are also being developed exploring a range of issues related to ethical and responsible behaviour and sustainability e.g. sustainable supply chains (School of Strategy and Leadership) and corporate governance and fraud (Coventry Law School and the School of Economics, Finance and Accounting).

What we've achieved

- CBiS recently held a “The circular economy: transitioning to sustainability?” conference at the University’s TechnoCentre, in collaboration with CReiMS (Centre for Research in Marketing and Society), Sheffield University Management School and the Academy of Marketing Sustainability SIG. The one day conference played host to over 80 delegates drawn from across Europe and UK, including academics and practitioners. Led by Professor Marylyn Cargian and Professor Sally Dibb, CBiS academics from each cluster and the CBiS event team, along with PGRs from the Sustainable Production and Consumption cluster planned and delivered the conference.

WHAT WE ARE GOING TO DO

1. Building on the success of CBiS the Faculty is seeking to establish a second faculty research centre under the title of Centre for Financial and Corporate Integrity.
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.

What we said we’d do
• We will continue to engage with our local business community seeking to develop and support work around sustainability and responsible management. The Law School will continue its work with the local community through help and advice centres.

What we’ve achieved
• Our students are actively engaged in a wide range of volunteering activities within the local community. For example, students from the Law School support local solicitors in providing employment and welfare clinics within the local community.

Principle 6
DIALOGUE:
We will facilitate and support dialogue and debate among educators, students, businesses, government, consumers, media, civil society organisations and stakeholders on critical issues related to global social responsibility and sustainability.

What we said we’d do
• We will continue to promote dialogue around issues relating to sustainability and responsible management through our continued involvement with our academic communities, local communities and involvement in national bodies.

What we’ve achieved
• Members of the Faculty continue to engage with their academic communities and contribute in a range of ways to the dialogue and debate around sustainability and social responsibility. A member of the Faculty also continues to play an active part in the UK and Ireland PRME Chapter steering group.
• The Faculty has a growing number of overseas partner institutions, some of whom are PRME signatories. Our students are involved with their counterparts in our partners through a range of OIL projects, many of which have a PRME related theme.
• Individual members of the Faculty have also facilitated, and contributed to, developing awareness of PRME and the SDGs outside of the academic community.

WHAT WE ARE GOING TO DO
1. We will continue to engage with our local business community, seeking to develop and support work around sustainability responsible management.

WHAT WE ARE GOING TO DO
1. Over 350 students from Coventry and Tunku Abdul Rahman University College (TAR UC) in Malaysia undertook an OIL project looking at issues around sustainability using Unilever as a case study.
2. As part of a their ‘Converzacione’ series, the Law School hosted a lecture and discussion around “Global Energy Policy & Sustainability Law: Issues & Remedies”, involving senior staff from BP and the Commonwealth Secretariat.
3. Two members of staff in the School of Economics, Finance and Accounting lead an action group in their home country of Nigeria acting as public advocates of the SDGs