Principles for Responsible Management Education
Sharing Information on Progress (SIP)
2016
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The School of Business and Economics at Universidad Panamericana Campus Bonaterra is pleased to submit the first “Sharing Information on Progress” Report (SIP 2016). This report reflects our commitment to PRME and to our students aiming to develop a new generation of leaders and entrepreneurs with a social responsibility compromise. Accordingly, contributing to a better and more responsible society.

Social responsibility and ethics is immerse in our mission. Faculty members teach business concepts, but at the same time educate students with a humanistic approach, giving them a broader perspective of business and society.

In this report, we describe how the School of Business and Economics at UPB embraces the Principles for Responsible Management Education in their education and management. Including the following steps to implement those principles not only at undergraduate but also at graduate programs.

Best Regards,

Mtro. Santiago Reinoso Velastegúí
Dean of the School of Business and Economics
Universidad Panamericana, Campus Bonaterra
The Universidad Panamericana (UP) was founded in 1967 as a business school. The original team of faculty and businessmen who gave birth that year to the Instituto Panamericano de Alta Dirección de Empresa, IPADE (IPADE Business School), turned later into the promoter of what today is Universidad Panamericana.

The Instituto Panamericano de Humanidades (IPH), immediate predecessor of Universidad Panamericana was born in 1968. In 1978, the IPH was raised to the rank of university and changed its name to Universidad Panamericana. However, since their beginnings, IPADE and IPH conceived knowledge from a unitary and universal perspective, as a university.

The UP develops its activities in four campuses in favor of a population of twelve thousand students. The first campus opened at Mexico City in 1968, then Guadalajara in 1981 and Aguascalientes in 1989. Santa Fe campus, located also in Mexico City, opened in 2011. Besides, the ESDAI, Escuela Superior de Administración de Instituciones (School of Higher Education in Hospitality Management), is also a professional school of UP. The university has been able to achieve a position as one of the best universities in Mexico after just a few decades.

As a whole university and with a single spirit, the UP carries out its daily labor supported by three fundamental pillars: teaching, research and culture dissemination. Due to an agreement between the Universidad Panamericana’s Governance Council and the Opus Dei Prelature, the Universidad Panamericana has entrusted to them the spiritual attention and doctrinal guidance for student’s formation.

In particular, the origins of Universidad Panamericana - Bonaterra campus go back to 1986 as an initiative of a group of entrepreneurs from the state of Aguascalientes, who after having been graduated from IPADE, made the decision of founding the first private university at that state following IPADE’s philosophy.

Universidad Bonaterra, as it was known in the beginnings, was conceived as an educational institution in search of the academic and human excellence of all the community members who conform it, professors, administrative staff, and above all, its students. The aim was to give birth to an institution not only able to train students, but also to shape persons.

Therefore, the Universidad Bonaterra full of possibilities and challenges, the academic life of arose in August 1989, with plenty scarcities but with the huge commitment of its founders and collaborators that made it possible. Consequently, soon afterwards the university was able to achieve an important relevance. As an anecdote, when Pope John Paul II stopped briefly at Aguascalientes airport on his way to San Juan de los Lagos, the Pope, now Saint John Paul II, blessed the Universidad Bonaterra’s foundation stone.

With the aim of its academic improvement, beginning in May 1995, Universidad Bonaterra signed a strategic alliance with Universidad Panamericana. As a result, both universities would be closer and therefore Universidad Bonaterra would receive formal support from Universidad Panamericana’s Mexico City and Guadalajara campuses and from their business school, IPADE. After signing this alliance, Universidad Panamericana took the operation control of Universidad Bonaterra’s campus. In 2007, the petition made by Universidad Bonaterra’s founders crystallised, when the university was completely integrated to the Universidad Panamericana’s system and
became Universidad Panamericana - Bonaterra Campus (UPB).

Undoubtedly, UPB professors are a fundamental piece that with affection and dedication have been able to influence all the students who have studied at their classrooms, who received from them a permanent hallmark and a strong contribution to their human and professional development. Nowadays, UPB is a benchmark of quality not only national but also worldwide. Students from different countries prefer to study at UPB where they find an excellent academic environment and tranquility for their studies. The aforementioned is due to the university’s prestige disseminated by alumni who are carrying out an excellent role worldwide.

The prestige of UPB becomes evident with the professional work of each one of its graduated students, thanks to a high level of academic thoroughness and excellence, a high-qualified faculty and a group of students with a high sense for study and social responsibility. Throughout twenty-seven years from its foundation, UPB has done its utmost to remain loyal to the university’s mission: the search for the truth and generation of knowledge. It encourages students, professors and administrative staff to love truth and commit with it, in the search of a better future plentiful of challenges that for sure will come accompanied by the joy of knowing that all the people who have studied at UPB may help contributing to build a better world.

**Accreditations**

UPB has a Federation of Private Mexican Institutions of Higher Education (FIMPES) accreditation “Lisa y LLana.”
Mission, Vision and Values

Mission:

Educate persons in search of the truth and committed with it, promoting a Christian humanism that contributes to building a better world.

Vision:

Be a global benchmark for its academic quality, ethics training and Christian perspective about life. Be the university whose alumni, socially responsible, aspire to professional and plenitude of life.

Institutional Principles:

- A Christian perspective on life.
- Search for truth under a scientific rigor.
- Person centered education.
- Education in freedom and responsibility.
- Respect for human dignity.
- An extraordinary hard work, with a sense of excellence and service to people.

Our institutional watchword is therefore, be able to serve.

UPB strongly believes in hard work, honesty and loyalty. The hallmarks of this institution are two aspects of one single spirit: absolute priority of service to every person and service to the enterprise as the fundamental value creation unit. That is why for UPB the professional competence and human quality of its collaborators, is fundamental.

These values are present and shared at all the different programs that conform UPB's School of Business and Economics academic offer:

Undergraduate programs:

- Business Administration.
- Administration and Family Enterprise.
- Administration and Finance.
- Administration and Marketing.
- Administration and International Business.
- Accounting.

Graduate programs:

- Diploma degree in Commerce and International Finance.
- Diploma degree in Human Capital Management.
- Diploma degree in Finance.
- Diploma degree in Taxes.
- Diploma degree in International Taxes.
- Diploma degree in International Marketing.
- Master in Human Capital Development and Management.
- Master in Project Evaluation and Management.
- Master in Taxes.
- Master in Marketing and International Commerce.
Principle One

**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.

Our interest in social responsibilities is not new. There are precedent activities since 2004 and 2005 when the School of Business and Economics at UPB carried out two Cause Related Marketing Congresses: Merkausa and Merkausa 2.0 respectively.

In both occasions some of the foremost representatives of social responsibility in Mexico gave extraordinary lectures to the school’s and university’s academic community and carried out different workshops where the students were able to practice different strategies focus on social responsibility and cause related marketing.

In 2004, and with the Congress slogan “To every cause corresponds a reaction” the following lectures were include: Cause Related Marketing, Marketing Value of the Alliance between Business and Private Assistance Institutions, Productivity and Social Conscience, Mass Media and Social Causes, Social Marketing from the perspective of Advertising Agencies.

In 2005, and with the slogan “Cause related Marketing, from statements to facts” the following lecturers attended: (1) Nancy Pearson, Mexican Center for philanthropy, “Why a silver snail?” (2) Pilar Mariscal Servitje, BIMBO, “Cause Related Marketing and Social Marketing, what makes the difference?” (3) Dr. Juan Francisco Millán, Executive Secretary of the Ethics and Transparency Council of the National Chamber of the Pharmaceutical Industry in Mexico and collaborator of UNESCO, UNICEF, OEA and OPS, “The Art of Private Assistance Institutions in Mexico.”

In November 2014, the School of Business and Economics organized a symposium focused on the Principles for Responsible Management Education. The goal of this event was to inform students, professors, and the academic community that we were PRME signatories, as well as disseminate how our school committed to address United Nations -supported and internationally accepted values, in order to educate a new generation of leaders and entrepreneurs aware of the problems of business and society.

The program included the following topics: Web social responsibility, social impact companies, global business-global commitments, students with social responsibility, among others. Rodolfo Sagahon, at that point leader of Global Compact in Mexico was the keynote speaker.

**MENTORING PROGRAM**

Students at UPB have a mentor that guide them, throughout their university years, to be better students, persons, and professionals. Most of the faculty members participate in this program as mentors. They develop close relationships with students, helping them to acquire better study techniques, time management skills, improve their personal and professional talents, as well as guidance in their personal concerns.
In addition to these academic and personal efforts, we also encourage our students to collaborate in different social projects in favor of our society.

SOCIAL SERVICE

In Mexico, social service is mandatory for all undergraduate students from any university to observe a certain number of hours of work. This work is called “Social Service” and is typically done in a government institution.

In UPB, however, social work is more than just a requirement: it is seen as complementary to human development. Apart from the mandatory Social Service, students are encouraged to participate in university projects that promote and comply with institutional objectives and contribute to social welfare within the community by joining UNETE, A.C.

UNETE A.C. is a civil association, managed by the university, that for more than fifteen years has developed social programs with a direct impact to children, young people and mothers at different communities. UNETE began its activities in 1998 as an initiative of a group of students, professors and other UPB employees who, motivated by the desire of transcending in the service to others, decided to create an association able to influence vulnerable communities. Therefore, they decide the long-term “adoption” of some communities in order to be able to have a direct impact at their people’s lives with the aid of students who performed as volunteers.

Activities began at the Vicente Guerrero area in the city of Aguascalientes, which those days showed high violence rates and later other communities were adopted too. This is the case of El Duraznillo, Aguascalientes, and Betulia, Jalisco, where more than 300 people are attended each year. UNETE work on diverse programs such as Encouragement to the Educational Development Program, la Ranita (The Little Frog), El Salto and Development of Single Mothers Heads of Households. The emphasis is in education, values, productive work, addictions prevention, citizen involvement, healthy recreation, social research, among others.

ADOPTED COMMUNITIES

All our work has a dimensional objective: to propel the change at the community through participation and work. Another goal is to have our students make a commitment to society beginning in their university days and continuing throughout their professional lives. We hope to sensitize our students to their role in elevating the social, cultural, and economic level of the country. Through strategic participation, we can achieve a radical change in society, especially in the impoverished communities.

At present, we have three “adopted” communities. One of these, Colonia Vicente Guerrero is urban, and the other two El Duraznillo and Betulia are rural. The latter is located in the state of Jalisco. The university began its community participation in the Colonia Vicente Guerrero seventeen years ago, seeking to improve children’s education quality through social activities. El Duraznillo is a community
belonging to the capital city of Aguascalientes state. Due to the low educational level of the children at the community, the university decided in 2009 to implement the “PUEDES” program (You can)” in it.

PROGRAMS

University Program for Educational Development (PUEDES).
This program includes after-school classes focus on development of social skills for children in kindergarten, elementary and middle school. The goal is to determine the abilities of each student in order to promote their staying in school, and taking full advantage of the knowledge acquired.

Development for Single Mothers (DEJEFAS)
This program pursues the human development of single mothers. Besides, the program look for the creation of sustainable projects by coaching those women to develop projects that would help them to improve their economy. The program train them as micro-entrepreneurs.

Club la Ranita
A recreational program for girls and young women where they can learn life skills and values that will give them an integral development. They learn to respect and to demand respect and to achieve sustainable development for their families and their community.

ACHIEVEMENTS

Encouraging boys and girls to study with a different life perspective, increasing high school graduation rates. Health and hygiene campaigns. Building multi-sport fields and community orchards, restoration of community schools. Currently more than seventy girls of Betulia, Jalisco receive the benefits of these programs. Most of the girls who have been involved in the programs have continued their studies after high school; one of them is studying a bachelor degree at our campus. Besides, they get a wider vision about life, self-confidence and demanding respect from others.

Social service at UPB also has the mission of fighting social problems such as school dropouts, addictions, suicide and poverty through education and work. To achieve these goals, UPB encourages subsidiary participation of students, business and industry leaders, government, and communities. UPB promotes a social commitment through the professional involvement in social projects of pertinent aid and with a multiplying effect; encourages the whole university community to learn how to face social problems, how to solve them, and from a Christian Humanism perspective, facilitating the construction of a more fair world.
**Principle 2**

**Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international activities such as the United Nations Global Compact.

The School of Business and Economics at UPB pursues the development of competent professionals with a high integrity, and able to develop and lead enterprises for the benefit of society through respect to all human beings and with the promotion of values. Several actions support these values, through the different academic programs and personal mentoring to our students.

**ETHICS AND HUMAN DEVELOPMENT COURSES**

The different undergraduate programs that the School of Business and Economics at UPB offers, requires from students to take the following mandatory courses that enhance their responsibility towards society and their personal growth:

- Human Behavior at the Organizations
- Philosophical Anthropology I & II
- General Ethics
- Dogmatic Theology
- Moral Theology
- Social Ethics
- Special Ethics: Virtues
- Professional Ethics
- Social Responsibility Strategies

With a strong commitment to society and aware of the responsibilities that their graduates will assume in the near future as entrepreneurs and in top management positions, since 2010 the school implemented a mandatory course on Social Responsibility Strategies that, as a first step, the students of Management and International Business are taking. The general objective of this course is that at the end, the student will be able to understand the current relevance of social responsibility at business, further than a current “corporate fashion” and will have the skills in order to differentiate ethical environments and behavior norms according to ethics. Consequently, the alumni will be able to implement efficient strategies of corporate social responsibility as part of the integral business model as a whole.

UPB also encourage all employees to obtain the diploma in philosophical anthropology. This course train them in the theoretical principles of philosophical anthropology, applied to the various areas of knowledge. Likewise, it arouse the understanding about the different philosophical views on man and allow participants to seek the truth and the need for mind openness and transcendence. Through these studies UPB employees have a proper use of concepts and anthropological and humanistic terms, have a more critical and analytical thinking about ethical and political issues related to human rights, are more sensitive to human problems, without losing sight of its coherent approach.

It is through efforts like the aforementioned and looking how social responsibility and respect for all human beings and the environment, will impact present and future generations, our staff in the School of Business and Economics embraces this hard work philosophy and the respect for the truth.
Method: We will create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.

Since its origins, UPB and specifically the School of Business and Economics, has had a permanent interest in implementing educational frameworks based on social values and commitment. In order to propel this knowledge, the School of Business and Economics has attended several international competitions, seminars and different academic activities with the aim that its students have the opportunity to act globally, share knowledge and compete against some of the most important and recognized universities worldwide.

INTERNATIONAL COMPETITIONS

The results obtained by the School of Business and Economics teams in these international competitions have been more than satisfactory.

Some of the foremost competitions attended are the following:

1) Manitoba International Marketing Competition (MIMC).

The Manitoba International Marketing Competition organized by the Asper School of Business of the University of Manitoba, takes place at the city of Winnipeg, Manitoba, Canada. Each year it offers students an experience involving management simulation, boardroom presentations, and case competition. Students are challenged to exercise analytical thinking, decision-making and leadership skills during the simulation rounds, where they are hypothetically in charge of a company in a competitive industry. Emphasis is placed on the student’s ability to translate theoretical knowledge into practical success. At the end of the eight-week simulation, they give a detailed presentation of the company operational performance.

The School of Business and Economics at UPB has participated in more than ten occasions in the Manitoba International Marketing Competition. Our students competed against universities from Canada, the United States, Europe, Africa and Asia, have obtained the following results:

- Two 1st places (2006 and 2012)
- One 3rd place (2013)
- Two 6th places (2002 and 2010)

2) Collegiate Ethics Case Competition

In October 2015, for the first time, and due to its interest on corporate social responsibility, the School of Business and Economics of UPB attended this competition, which is organized by the Eller College of Management at The University of Arizona. This competition hosts top public and private business schools from throughout the United States, Canada, and Mexico. It exposes students to a thought
provoking business ethics cases that they could face in their professional careers. Student teams have to collaboratively analyze, present, and respond to questions posed by a panel of judges. The competition challenges students' moral reasoning, provides a networking opportunity, and in the end, raise students' awareness of the importance of corporate social responsibility.

3) Global Family Enterprise Case Competition

The Global Family Enterprise Case Competition (FECC) is organized by the Grossman School of Business at the University of Vermont. It prepares participants to understand the critical issues that are unique to family enterprises by applying the knowledge and expertise they have developed in the classroom towards solving complex family business cases. The competition includes four rounds where teams present their case to a panel of judges who determine which group best understood, analyzed and presented the case.

In January 2016, at its third participation in a row, the School of Business and Economics of UPB won the first place competing against 16 universities from 13 countries and 4 continents. At the two previous competitions, the teams representing the school had already won the Best Presenter Award.

At the School of Business and Economics, we motivate our students to attend the most relevant international competitions in order to increase their knowledge and strengthen their international networking, aimed to develop more effective learning experiences focus on responsible leadership.

INTERNAL COMPETITION

The School of Business and Economics at UPB also organize each year an internal Business Case Competition inviting students from different business majors to participate. In this competition, students analyze and solve cases from different perspectives, such as, general management, marketing, finance, social responsibility, and business ethics. In the near future, this competition will be open to other universities.
INTERNATIONAL SEMINARS AND EVENTS

Our students have participated at:

- **World Business Dialogue.** The world’s largest international student-run business convention. Each year, today and future leaders come together and join a cross-generational and cross-cultural discussion.

- **Harvard Project for Asian & International Relations International Conference.** This program intends to achieve three goals: provide a dynamic forum of exchange on international issues vital to Asia, foster long-term relationships among young leaders from around the globe, and to connect talented delegates with some of today’s leaders in academia, business and government.

- **Youth Volunteer AFS International Forum.** Organize by a non-profit organization, which promotes intercultural programs in order to promote diversity and international relations.

- **Integrity in action:** Advancing University Leadership in a contemporary sexual culture. A summer Seminar at Princeton University.

- **Love & Fidelity Conference.** Princeton University. The Love and Fidelity Network’s mission is to equip college students with the resources, support, and arguments they need to uphold the institution of marriage, the special role of the family, and sexual integrity within their university communities.

- **Young Arbitrators Forum.** The Young Arbitrators Forum (YAF) of the International Chamber of Commerce (ICC) is a forum to learn from experienced practitioners about career development and issues of interest in arbitration.

ACADEMIC TRIPS

UPB organize national and international academic trips to promote in our students a global mindset, adaptability, and international networking. Students have participated in trips to Silicon Valley, Dubai, New York, and different cities in México to visit top companies (profit and non-profit), and government agencies.

JORNADA UP-IPADE

This event teaches business students how to learn using the case method. Students from UP attend and have the opportunity to have, for a day, a MBA experience with professors from IPADE.

IPADE INTERNATIONAL WEEK.

This is an annual seminar focused on Doing Business in Mexico as an Emerging Market. IPADE extends the invitation to selected undergraduate students to participate.
Each semester the School of Business and Economics organize a seminar for high school students. The program uses the case method to show how to manage an enterprise, and also to encourage the participants to study a career focus on economics and management.
**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.

Research at UPB is closely connected to its mission: Educating persons with the aim that through study and dialogue, always look for the truth and get committed with it, promoting in the university’s community, professors and students- a Christian Humanism that enables building a more fair world, through the enrichment of knowledge and understanding between mankind.

Exploring and increasing theoretical and practical knowledge is always a constant at the university’s activities, with the aim of improving its prestige and academic quality. The university has identified four strategic research areas: Health, Public Policies, Enterprise and Family. With the aim of supporting teaching and strengthening research, Universidad Panamericana promotes among its faculty research projects, the publication of scholarly articles, opinion pieces, and lectures directed to all members of the University community and society in general.

Research at the school of Business and Economics at UPB follow three of the strategic areas, enterprise, family and public policies. For this purpose, our researchers have published the following papers:


Since UPB research professors are constantly getting engaged in projects with colleagues from the university and other universities from Mexico and abroad, they are making contributions to a better understanding of the current role of corporations and higher education in the creation of sustainable social, environmental and economic value. This way, the School of Business and Economics at UPB, reaffirms its commitment with the Principle 4 of the PRME.
**Principles 5 and 6**

**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.

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

**Business Engagement and partnerships.**

UPB has promoted collaboration with different companies in the state of Aguascalientes and other regions of Mexico, with the aim of generating specialized training of the human capital and technological development. The aforementioned has converted UPB Business Engagement office, the responsible area, into a strategic and essential line for the university's performance. This area includes the following departments: Technological transference, Intellectual Property Registration and Licensing, Training and Technical Advice, Project Management, Planning, Finance Development Services, Business Innovation, Human Capital Development, and In-Company training.

**International Agreements with other universities.**

The Department of International Affairs provides service to our students who are looking for an international academic exchange, as well as to incoming foreign exchange students. The Department of International Affairs also coordinates international cooperation agreements between Universidad Panamericana and foreign universities and handles exchange programs.

At the same time, the School of Business and Economics has an active presence in the Aguascalientes media community. Through the program "Our experts talk", professors from the different areas share their points of view and their knowledge at the local newspapers, TV and radio programs. Their opinion deals with topics such as Economics, Business Ethics, Entrepreneurship, Business opportunities, and the role of Management schools today, among many others.
Future Strategies

The School of Business and Economics at UPB is committed to PRME. Its goal is to involve more actively students and faculty members, through different events (e.g., talks, seminars, workshops) focused on social responsibility, sustainability, ethics and responsible leadership, and related topics, needed to develop a new generation of leaders and entrepreneurs with a social responsibility perspective. Consequently, contributing to a better and more responsible society.