PRME Report No. 1: August 2011

Sharing Information on Progress

of

Implementing the Principles for Responsible Management Education

at

Marketing Institute of Singapore Training Centre, Singapore

Academic Year 2010/2011
MISTC Commitment to PRME

The Marketing Institute of Singapore Training Centre, the training arm of the Marketing institute of Singapore (MIS) established in 1973, is fully supportive of the Principles for Responsible Management Education (PRME). The Vision and Mission of the School is “Creating marketers through quality education”. A responsible marketer is one who is fully aware of their actions and of the implications of decisions taken, and is engaged with and within the communities that they exist. A responsible marketer has high ethical standards and embraces the core values of the School, which is essential towards building and ensuring sustainability in education and business.

Core Values

Trust

We aim to create a relationship built on integrity and responsibility between our members, our students and our staff.

Enterprise

We are committed to an environment where people are encouraged to seize opportunities and push boundaries

Teamwork

We encourage and foster teamwork across the organisation through open communication and sharing of ideas

Passion

We enjoy what we do and will go the extra mile to get the work done.

Service Quality

We strive for excellence in all areas of our organisation from understanding our customers' needs to helping them realise their goals.

Innovation

We encourage innovation and learning amongst our staff in their work and personal development

Steering Committee

A steering committee was formed in April 2011 to study and implement the six principles of PRME within MISTC and in reaching out to stakeholders. Even
before the School considered submitting to the Principles, students and faculty members were already involved in CSR activities, service learning, “Green initiatives” and talks on social marketing and entrepreneurships.

This is the first Progress Report since applying as a New Participant of PRME. The adoption of PRME will be a work-in-progress. The School will continuously develop and launch curricula, research and practices that encourage and support sustainability and responsibility in education and business.
**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.*

Every student that goes through their course of study in MISTC will have the opportunity to develop capabilities to be future generators of sustainable value. Student capabilities are developed through curriculum that incorporates modules providing learning on sustainable management and through their participation in CSR-related student activities.

In the arena of student activities, one example is the School’s commitment towards greener environment. MISTC continues to raise awareness about environmental sustainability and encourages students to make recycling and resource conservation a part of their daily lives. Advisory, recycling bins and events are implemented to inculcate “green care”.

On 18 Mar 2011, students get to explore what sustainability mean to them in the area of animal care through volunteering with ACRES (Animal Concerns Research and Education), a charitable organisation that drives sustainable animal protection movement in Asia.

MISTC believes that inspiring individuals can be pivotal in instilling social awareness and responsibility in students. On 19 May 2011, Madam Teresa Hsu - the 113 year old founder of Heart to Heart Service and the Home for the Aged Sick, known affectionately as "Singapore's Mother Teresa” shared her life-long experience of selfless giving and devotion to the aged and needy. Students learnt about her advocacy to living simply and dedication to the less fortunate.
The Singapore Environment Council partnered the School to deliver a talk on “Being a Responsible Consumer By Going Green” in August 2010, while Singapore CSR shared with the students on “Singapore Compact” in September 2010.

In the whole suite of student-related functions, ranging from recruitment and admission to career development and internship placement, the School follows a strict Code of Ethical Conduct. The faculty is also required to abide by a strict Code of Teaching Conduct. These ensure that students, faculty and administrators are aware and shall honour their obligations towards respective stakeholders and the community.

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.

The School recognizes the importance of integrating the values of global social responsibility within the curriculum as well as outside classroom. Below are some of the curriculum features and activities that we have introduced.

Curriculum features:

- A new module "Integrated Learning" was included in the Diploma (Associate bachelor level). This module provides a structured approach for students to learn about social responsibility and reflect on their experience in an essay to be submitted at the end of the academic year.

- In the recent curriculum review, we have introduced a more practical-oriented syllabus into our Graduate Diploma programmes (Pre-masters level) by introducing a Capstone Project. Students are encouraged to incorporate issues relating to sustainability and demonstrate elements of service learning in their choice of project themes.

Activities:

- **Second Hand Items Donation Drive for Salvation Army**
  MIS had embarked on an association- and organisation-wide collaboration with The Salvation Army to help the needy in Singapore through the second hand items donation drive. Generous donations were made by MIS Members, students, staff, as well as the public, such as IT equipment, apparels, reading materials and more.
• **Food Donation for Food from the Heart**  
  MIS carried out the Food Donation drive for the second time, in support of Food From The Heart charity organisation. Through this exercise, staff and students worked together to raise community awareness for the less fortunate. The campaign successfully collected donations of food products to the needy.

• **Hair for Hope Event for Children’s Cancer foundation (July 2011)**  
  This fund-raising event was organized with the aim to improve the quality of life of children with cancer and their families through enhancing their emotion, social and medical well-being. Students, staff and public members volunteered in the symbolic act of shaving their hair to express support as well as identification with children in their fight against cancer.
The School and MIS are members of the UN Global Compact since July 2010. Apart from imbuing in students respect for intellectual property rights, the School promotes, publicize and integrates into its modules, wherever possible, concerns for human rights, labour equity, environment care and anti-corruption.

As a mark of upholding fair employment, the School and MIS have also pledged to uphold the 5 principles of key fair employment practices under the Singapore’s Tripartite Alliance for Fair Employment Practices (TAFEP) (www.fairemployment.sg):

• Recruit and select employees on the basis of merit(such as skills, experience or ability to perform the job), and regardless of age, race, gender, religion, family status or disability.

• Treat employees fairly and with respect and implement progressive human resource management systems.

• Provide employees with equal opportunity to be considered for training and development based on their strengths and needs, to help them achieve their full potential.

• Reward employees fairly based on their ability, performance, contribution and experience.

• Abide by labour laws and adopt Tripartite Guidelines which promote fair and responsible employment practices.

Another area of responsibility towards the wider academic community is care and concern for occupational health and safety of its faculty, students, visitors, staff and neighbours. The School and MIS have complied with the Singapore’s Workplace Safety and Health Act, which becomes compulsory for all education institutions in September 2011. The School and MIS have achieved Bizsafe 4 (www.wshc.sg), the first education institution in Singapore to do so; a hallmark of attaining a high standard of safety and wellness readiness. Students and staff have participated in a plethora of activities and exercises which will create awareness and develop action programmes to meet the ultimate benchmark, Bizsafe Star, in the next few months.

The School teaches and discusses these fair employment principles and safety and occupational wellness issues in the employment relations and human resource management modules.

Principle 3

Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
MISTC Educational Framework

MISTC has put in place its Educational Framework which serves as the blueprint to facilitate curriculum decision-making in order to inculcate responsible leadership values among our graduands. As part of the future plan, we would like to align our pedagogic practices and define learning outcomes that reflect the principles of UN PRME. The Principles will be integrated holistically in curricula as well as in the School’s student development framework.

MISTC Student Development Framework
MISTC is committed to providing holistic educative experience to all students. The framework ensures students experience a good blend of the five dimensions - social, physical, academic, cultural and character building. Below is a sample of activities organized in 2010 and 2011:

- MISTC has established a working relationship with AIESEC. AIESEC is the world's largest student-run organization with over 60 years of experience in developing high potential students into globally minded responsible leaders in partnership with business and higher education. The collaboration with AIESEC will prepare MISTC towards starting our own AIESEC chapter in the future, the first among private institutions in Singapore. Students will get the opportunity to be involved in this international student movement to develop responsible leadership capabilities.

- MISTC has a diverse population of students comprising Chinese, Vietnamese, Malaysian and Europeans. All students get the opportunity to experience the multicultural Singapore through an immersion program. In 2010, 30 students embarked on a special cultural trip down the various places of worship in the country. Through such activities, students learn about the importance of social inclusiveness, inter-cultural understanding and inter-faith tolerance.
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.

The Singapore Marketer is the quarterly print publication of MIS. It features innovative marketing strategies, ideas and concepts with contributions from sales and marketing practitioners as well as teaching staff of MISTC.

The School recognizes a gap in published work in the area of sustainability and CSR. Moving forward, we would like to allocate more effort on research in this field. Both teaching staff and postgraduate students will be tasked to investigate topics pertaining to sustainability and ethical dimensions of management education. These research works could be published in the Singapore Marketer or peer reviewed journals.

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.

Subsidized Training for Employees of Voluntary Welfare Organisations

MIS had partnered with the National Council of Social Service to identify seven of our executive development training programmes to offer to all employees of its Voluntary Welfare Organisations (VWO) at a 50% sponsorship. The aim of this initiative was to equip these employees with the relevant skill sets to manage and develop the VWOs in today’s competitive business environment.
Complimentary Advertising Space for Charities

Since 2009, MIS has continued its partnership with National Volunteer & Philanthropy Centre to offer one full-page, full-colour print advertisement in each issue of The Singapore Marketer to charities. With its wide reaching circulation among corporate organisations, the complimentary advertising space worth $S8,000 annually served to build awareness of the charities’ causes and appeals. Charities which took up this offer included All Saints Home, Handicaps Welfare Association, Yong-en Care Centre.

Principle 6

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

MIS Cares

The School understands that our own organizational practices should serve as example of the values and attitudes we convey to our students. Therefore MIS has launched its “MIS Cares” movement in 2010. MIS is committed to be a responsible corporate citizen, to contribute to society through our various sponsorship, donation initiatives and community events. We strive to build an organisation that is socially responsible and to create a meaningful difference to those around us.
Regular staff sessions which also involve students provide updated development of the School. During these sessions, guest speakers shared on topics pertaining to implications of sustainable development such as:

- Mind wellness
- Being a responsible consumer
- Ergonomics for office workers
- Recycling and Sustainability

Staff who contributed suggestions on sustainability and cost-saving initiatives are also commended.

**Future Plans (next 12 - 18 months)**

- Raise awareness of UNPRME principles among students and teaching staff through orientation and seminars
- Incorporate sustainability, corporate social responsibility, corporate governance, human rights and environment responsibility into other programmes. A new module can possibly be “Responsible Leadership”.
- Development of a programme (at the Graduate Diploma level) on Sustainable Marketing
- Encourage teaching staff, students and alumni to engage in research on social responsibility and sustainability
- Provide opportunities for dialogue/discussion on global management and sustainability issues between local and international student. In this regard, the School will engage the corporate members of MIS.
- Increase participation in conferences and publications on UNPRME principles. The School hopes to organize a workshop on Green Marketing.