Selected Case Stories

Co-organisers CEEMAN and the PRME Secretariat invited contributions of inspirational case stories for inclusion in the 2013 PRME Summit — 5th Annual Assembly, scheduled for 25-26 September 2013 in Bled, Slovenia. The Summit will focus on New Ways of Developing Leaders for the Future We Want, which will be discussed through the four inter-related sessions based on the four hidden ‘I’s of PRME: Inspiration, Innovation, Implementation, and Impact. Based on a blind review process, 54 selected cases across 26 countries can be downloaded as individual PDFs via the links below. The 27 case stories marked with an asterisk (*) are included in the Inspirational Guide for the Implementation of PRME, Second Edition: Learning to go beyond, which will be available online by 25 September or hard copy by pre-order.

1. Aalto University School of Business, Finland  
   Author: Armi Temmes  
   Improvement of “sustainability literacy” of first year business students through partnerships*

2. Ashridge Business School, UK  
   Author: Matthew Gitsham  
   Exploring how sustainability is being integrated into in-house company leadership development programmes

3. Aston University, UK  
   Author: Carole Parkes  
   Developing a university-wide ethical framework*

4. Aston University, UK  
   Author: Carole Parkes  
   PRME beyond the business school*

5. American University in Cairo – School of Business, Egypt  
   Author: Ahmed M. Abdel-Meguid  
   Who said corporate governance can’t be fun? Extracurricular activities as learning tools*

6. Audencia Nantes School of Management, France  
   Author: Umesh Mukhi  
   Audencia’s Commitment to Global Responsibility: Self Improvisation Strategy

7. Babson College, USA  
   Author: H. David Hennessey  
   San Patrignano, Italy – Land of cheese, wine, and self-discovery*

8. Bentley University, USA  
   Author: Diane Kellogg  
   On-campus social enterprises develop responsible leaders*

9. Business School Lausanne, Switzerland  
   Author: Katrin Muff  
   Bachelor Programme integrates Sustainability & Responsibility
10. Business School Lausanne, Switzerland
   Author: Katrin Muff
   Personal development across all programmes (bachelor to doctoral)

11. Copenhagen Business School (CBS), Denmark
    Author: Kai Hockerts
    Responsibility Day: A tool for setting expectations of incoming first year bachelor students*

12. Coventry University Faculty of Business, UK
    Author: Paul Cashian
    Issues around embedding PRME across a large multi-discipline faculty*

13. Center for Responsible Management Education (CRME), Germany and UK
    Author: Oliver Laasch
    Empowering responsible management education through book publishing*

14. ESADE Business School, Ramon Llull University, Spain
     Author: Janette Martell
     Orienting the institution towards social debate*

15. ESPOL-ESPAE Graduate School of Management, Ecuador
     Author: Virginia Lasio
     Broadening views through teamwork*

16. ESPOL-ESPAE Graduate School of Management, Ecuador
     Author: Virginia Lasio
     The business school learning from business

17. Euromed Management, France
     Authors: Aurelien Decamps; Isabelle Pignatel
     Creation of a CSR knowledge test

18. Euromed Management, France
     Author: Tashina Giraud
     Wellness: Improving the quality of life on campus

19. Externado University of Colombia, Colombia
     Author: Gustavo a Yepes Lopes
     First Steps in CSR programme: Good managers, better Colombians*

20. Glasgow Caledonian University, UK
    Authors: Anne MJ Smith; Alec Wersun
    A tri-stakeholder approach to collaborative enterprise projects, sustainable business creation, and responsible leadership skills

21. Glasgow Caledonian University, UK
    Authors: Susan Grant; Nathan Tagg; Alec Wersun
    Impact through inspirational partnership

22. Glasgow Caledonian University, UK
    Author: Cam Donaldson
    Social Business, health, and wellbeing: Researching poverty alleviation through third sector initiatives in Scotland
23. Glasgow Caledonian University, UK  
**Author:** Liz Frondigoun  
*Social science student community engagement*  

24. Glasgow Caledonian University Women in Scotland's Economy (WiSE) Research Centre, UK  
**Authors:** Ailsa McKay; Alec Wersun  
*Women in Scotland’s Economy*  

25. Glasgow Caledonian University Yunus Centre for Social Business and Health, UK  
**Authors:** Barbara Ann Parfitt; Alec Wersun  
*Social business innovation in nursing education*  

26. International Academy of Business (IAB), Kazakhstan  
**Author:** Shynar Imangaliyeva; Bakhyt Zhumakayeva  
*One step forward in building society in peace*  

27. IAE Business School, Universidad Austral, Argentina  
**Author:** Matthias Kleinhemppel  
*Levelling the playing field in the electric power transmission industry in Argentina*  

28. International Institute of Business (IIB), Ukraine  
**Author:** Svitlana Grygorovych; Olga Galushko  
*Responsible Business Leaders Development as a New Challenge for the Modern Business School*  

29. IEDC-Bled School of Management, Slovenia  
**Author:** Mojca Markizeti  
*Ethos Initiative anti-corruption task force*  

30. ISAE/FGV, Brazil  
**Authors:** Norman de Paula Arruda Filho; Barbara Dunin  
*Forming local leaders-Expanding PRME performance in Brazil*  

31. ISAE/FGV, Brazil  
**Authors:** Shiv K. Tripathi; Ajai Prakash; Wolfgang Amann (Note: authors not affiliated with ISAE)  
*An Innovative Approach to Responsible Management Education*  

32. Istanbul Bilgi University, Turkey  
**Author:** Serap Atakan  
*Integration of PRME into curriculum and coursework*  

33. Ivey Business School, Western University, Canada  
**Authors:** Paul W. Beamish; Yamlaksira Getachew  
*Empowering African Business Schools: The 39 Country Initiative*  

34. Lagos Business School, Pan-Atlantic University, Nigeria  
**Author:** Abiola Olukemi Ogunyemi  
*Engaging students in action learning about sustainability management*  

35. Leeds University Business School, UK  
**Authors:** Julia Clarke; Sarah Underwood; Matthew Davis  
*Developing student understanding of Fairtrade through experiential learning*
Selected Case Stories

36. Leeds University Business School, UK
   Author: Duncan Ross
   Fellowships in Clinical Leadership

37. Mendoza College of Business, University of Notre Dame, USA
   Author: Thomas Frecka
   Addressing global challenges with actionable foresight *

38. Milgard School of Business, University of Washington Tacoma, USA
   Authors: Joe Lawless; Jill Purdy
   Teaching responsible leadership in theory and practice *

39. Nottingham University Business School, UK
   Author: Sally Hibbert
   The spirit of leadership-New directions in leadership education *

40. Pforzheim Business School, Germany
   Author: Rudi Kurz
   Responsible Management Education: Mission, Strategy, and Implementation

41. Silesian University of Technology (POLSL) Management and Organisation Faculty, Poland
   Authors: Agata Stachowicz-Stanusch; Peter Odrakiewicz
   Innovative educational approaches in PRME Anti-Corruption Toolkit implementation

42. Poznan University College of Business (PWSB), Poland
   Author: Peter Odrakiewicz; David Odrakiewicz
   Case study design-PRME Anti-Corruption project

43. Rotterdam School of Management (RSM), Erasmus University, the Netherlands
   Author: Guénola Nonet (Note: author not affiliated with RSM)
   Into the wild: Pedagogical innovation for responsible management *

44. Sabanci University School of Management, Turkey
   Author: Melsa Ararat
   More women on boards for decision quality *

45. Strathclyde Business School, UK
   Author: Katerina Nicolopoulou
   The Strathclyde Dialogues

46. University of Auckland, New Zealand
   Author: Ross McDonald
   Inspiring responsibility through the use of positive experiential exercises *

47. University of Dubai, UAE
   Author: Eappen Thiruvattal
   The Impact of Implementing PRME

48. University of Maryland, Robert H. Smith School of Business, Center for Social Value Creation, USA
   Author: Kimberlee Robertella
   College Park Sustainability Jam: A Design-Based Approach to Changing the World
49. University of New England Graduate School of Business, Australia  
   Author: Valerie Dalton; Alison Sheridan
   Unanticipated Journeys in Responsible Management Education

50. University of Southampton School of Management, UK  
   Author: Denise Baden
   Integrating responsible management education into assessment

51. University of the West of England Faculty of Business and Law, UK  
   Authors: Svetlana Cicmil; Derek Braddon; Benoit Dutilleul; Fabian Frenzel
   Responsible management education using a study-trip: Pedagogy of risk and ethics*

52. Winchester Business School, UK  
   Author: Alan Murray
   Fostering PRME Partnerships and Constant Dialogue

53. Xi’an Jiaotong-Liverpool University (XJTLU), China  
   Author: Xuanwei Cao
   Exploring CSR Teaching Practices through Collaboration

54. Yalova University Department of Management, Turkey  
   Author: Cevdet Kizil; Mustafa Kurt
   Vision at Global, Action at Local