

2013 PRME SUMMIT – 5TH ANNUAL ASSEMBLY
New Ways of Developing Leaders for The Future We Want

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](#)

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- 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](#)

Selected Case Stories

- 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 Kleinhempel
[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*](#)

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- 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](#)

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- 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](#)