The concept:

A meeting place between the academic and business worlds with the vision to craft the new generation of globally responsible business leaders.
A NEW KIND OF BUSINESS SCHOOL TO CRAFT THE FUTURE LEADERS OF PERU AND THE REGION

The Philosophy:

- Autonomy in decision-making
- A campus built with State-of-the-art technology
- Subscribe to agreements with international organizations to offer double degrees and diplomas
- A campus that is independent of the central campus
- Hire the best professionals in the market, offering salaries above those of the local universities
January 2nd. 2000

OUR FIRST OFFICES
Presentation of CENTRUM Católica at the Pedro de Osma Museum

March 30, 2000
ALLIANCE WITH MAASTRICHT SCHOOL OF MANAGEMENT

FIRST PROGRAM WITH TWO SIMULTANEOUS DEGREES OFFER TO THE COMMUNITY
AN ONGOING PROJECT

August-December 2000
INAUGURATION OF THE CAMPUS

March 2nd. 2001
VISION

To be recognized as the leading business school in Peru before 2010 and to be ranked among the top five Latin American business schools in strategic business administration before 2015, becoming a world-class benchmarked organization characterized by their competence to craft the future generation of Peruvian and Regional GLOBALLY RESPONSIBLE BUSINESS LEADERS, by their high quality of its educational standards, and being recognized for its contribution to responsible managerial development in the region.
MISSION

CENTRUM Católica provides its students with a high quality Graduate Business Education aimed at promoting globally responsible leaders for sustainable businesses in Perú, Latin America and the International community. At CENTRUM Católica, students are challenged in excellence through a variety of learning skills and experiences, including multicultural and technological exposure or expertise, critical and creative thinking, and innovative solutions for a fast ever changing world. CENTRUM Católica is inspired and sustained in the spiritual substance of its University, Pontificia Universidad Católica del Perú: The ETHICAL, SOCIAL, and CATHOLIC VALUES of the search for truth and the service for the COMMON GOOD.
OUR VALUES

CENTRUM Católica fosters the values of:

Justice
Solidarity
Openness
Honesty
Tolerance
Fairness
Autonomy
Social responsibility
Academic excellence
The Code of Ethics specifically focus on responsibilities and obligations related to:

- The behavior of our faculty, staff, and students in their relationships and individual actions fostering its commitment of justice, integrity, and accountability.
- The commitment to devote our best efforts to promote corporate social responsibility with a global perspective.
- The responsibility to protect the environment.
OUR ORGANIZATION

CENTRUM Cathedra: Global and responsible Business Vision

CENTRUM Consulting: Innovation and the diffusion of best practices

CENTRUM Future: Develop abilities in Leadership, Innovative Perspective, Entrepreneurial Spirit and Strategic Thinking

CENTRUM Research: Generation of knowledge

CENTRUM Alliances: Links to the local and international community

La Prima Escuela de Negocios en el continente certificada con el ISO 9001: 2000

Accredited by IACBE
Accredited by Association of MBAs
STRATEGIC ALLIANCE
OUR PROGRAMS

- DBA - PUCP
- MBA - PUCP
- MBA - Tulane
- MBA - PUCP
- MBA - PUCP
- MBA - MSEM
- MBA - PUCP
- MBA - PUCP
- MBA - PUCP
- MBA - EdEx
- MBA - PUCP
- MBA - EPBA
- MBA - Eada

DOCTOR OF BUSINESS ADMINISTRATION
GLOBAL
INTERNATIONAL
INTERNATIONAL
INTERNATIONAL
VIRTUAL
IN COMPANY

La Práctica Escuela de Negocios certificada con el ISO 9001: 2000
Accredited by
ACCRREDITED BY

Accredited by Association of MBAs
Students in other parts of the world
CENTRUM’s VALUE CHAIN AND PRME

VISION

MISION

VALUES

CODE of ETHICS

United Nations Global Compact

PRME

GRLI

CSR

AACSB, EFMD, AMBA, GMAC, ASPEN

CENTRUM Alliances and Strategic Partners

CENTRUM Research Pure and Applied

CENTRUM Future Leadership and Managerial Skills

CENTRUM Consulting and Corporate Programs

CENTRUM Cathedra The Business School

La Primera Escuela de Negocios en el continente certificada con el ISO 9001: 2020
Primary Stakeholders

**Faculty**
Full time, part time and affiliated professors

**Students**
Students currently enrolled in CENTRUM academic programs

**International Academic Partners**
GRLI/PRME, IAB, AACSB, EFMD
Business Schools: MSM, Tulane University, Boston College, Calgary University, Laval University, EADA.

**Business Partners:**
Banco de la Nación, PetroPerú, Grupo El Comercio; Banco de Crédito
Secondary Stakeholders

PUCP
- Rector,
- University Council,
- Graduate School,
- and Faculty

Community and Environmental Stakeholders

Suppliers
- Libun, Pearson,
- others

Staff and employees

Government

Alumni
Objectives
- To promote GRLI and PRME
- To develop a challenging academic environment
- To promote academic excellence
- To foster reciprocal relationships
- To strive for an efficient and productive long-term relationship
- To create an environment for academic and personal improvement
- To promote continuous knowledge creation and business research to be transferred to students and business community

Actions
- Focus on GRLI and PRME
- Faculty career development plans
- Participation in teaching methods and content design courses
- Engagement in academic activities and events of GRLI and PRME
- Promotion knowledge creation and diffusion.
- Promotion of research and publications
- Acquiring teaching experience at international level
- Promotion of faculty and students joint projects
Objectives

• To promote PRME
• To foster reciprocal relationships
• To strive for an efficient and productive long-term relationship
• To contribute to the creation of common interest
• To promote image and brand
• To create knowledge
• To exchange experiences and procedures

Actions

• Focus on GRLI and PRME
• Open and diligent cooperation
• Case by case design and implementation of projects
• Attempt ambitious jointly project
• Continuous share for new jointly endeavors
• Share academic and corporate experiences
• Jointly research projects
• Faculty and students developing jointly projects

ASSOCIATIONS: AACSB, EFMD, GRLI/PRME, AMBA, GMAC, ASPEN;
Business Schools: MSM, Tulane University, Babson College, Calgary University, University Laval, EADA, University of Miami, IE
Students enrolled in all academic program

Objectives
• To promote PRME
• To bring management education at the highest international standard
• To foster ethical and responsible management
• To focus in global leadership
• To enhance a challenging academic environment
• To foster skills-oriented management education
• To promote academic excellence
• To promote entrepreneurship and value creation
• To promote participation in research projects

Actions
• Focus on GRLI and PRME
• Continuous improvement in programs and course design
• Continuous measuring of courses and program results
• Promoting students participation in academic activities
• Students participation in research activities
• Students participation in community programs
• Open and diligent discussion on sustainability and CSR
• Promoting abilities and skills at international scope
Objectives

• To build relationships guided by the PRME
• To contribute effectively to educate and train managers under the PRME and GRLI and goals
• To increase the participation of the Peruvian business community in projects led by CENTRUM and related to GRLI and the PRME
• To facilitate the participation of Peruvian corporations in the GRLI network under the PRME
• To develop knowledge and best practices on CSR and sustainability and transfer to our business partners

Actions

• Identify new partners to sign specific agreements to involve them with the PRME.
• Identification and execution of projects to enhance managerial competencies in Global Leadership
• Conclude the process to enroll for partners in the GRLI
• Advance specific projects with the partners. To get results for the next general assembly
• Involve MBA students to foster the partnership relation with the stakeholders
Objectives
• To promote PRME
• To contribute to PUCP’s vision and mission
• To contribute to PUCP’s strategic goals
• To fulfill the cultural values of CENTRUM’s shareholder
• To contribute to the Mission and Vision of PUCP
• To promote PUCP image and brand
• To create knowledge
• To exchange experiences and procedures
• To support administrative and financial efficiency

Actions
• Align strategic plan to PUCP’s one
• Development of CENTRUM’s culture
• Vision and Mission oriented management
• Vision incorporates key elements of PUCP culture and strategy
• Research-oriented faculty
• Students involved in knowledge creation
• Open discussions, colloquia, and training
• Process optimization, standard-driven and continuous improvement
All CENTRUM’s Staff and employees

**Objectives**
- To enhance our share values and culture
- To consolidate a community driven by their passion for the excellence and mission-driven
- To promote creativity in a participative environment
- To envision the highest standards in human capital management
- To promote team working
- To create conditions to facilitate in each employee their duties and high performance outcomes

**Actions**
- Continuous and open discussion at all organizational levels
- Continuous reviewing and adaptation of CENTRUM’s organizational structure
- Permanent specialization opportunities
- Quality assurance management with ISO implemented in all process
- Rigorous fulfillment of labor regulations
- Team working and leadership in all academic programs and projects
Objectives
• To strengthen the Alumni community by facilitating their participation in CENTRUM’s activities
• To promote discussion and participation of Alumni in the design and improvement of our programs
• To routinely receive comments about the managerial competences of our graduates with specific focus on leadership, ethics and sustainability
• To seek ways to benefit our Alumni through our international network
• To promote research and publishing in our Alumni community, specially in generating knowledge and best practices on CSR and sustainability

Actions
• Identify new partners and sign specific agreements. In each case specific goals and targets being establish
• Identification and execution of projects to enhance managerial competences in Global Leadership
• Conclude the process to have four partners enrolled in CENTRUM’s activities related to GRLI and PRME
• Advance specific projects with Banco de la Nación and Petro Peru. Have first results for the next PRME meeting
• Involve alumni in projects to foster the partnership relation with the principal stakeholders
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.

1. Incorporation of PRME in CENTRUM strategic plan. Setting of specific goals for each unit to comply with the principles
2. Appointment of a PRME Steering Committee
3. Resource allocation (faculty and budget) to support CENTRUM’s active participation in PRME and GRLI working activities
4. Appointment of CENTRUM Future Director as team leader, responsible to lead the PRME Implementation plan.
5. Getting experts assistance from GRLI, AACSB, EFMD, ASPEN, GMAC, international teamworks
6. Active participation of CENTRUM’s faculty in international conferences, seminars, roundtables, and other events related to PRME in organizations supporting United Nations and Global Compact
7. Incorporate business partners and international academic partners in the PRME and United Nations Global Compact
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.

1. The PMRE are to be included in every DBA, MBA, Executive Education, and In – Company programs’ courses. By December 2008 all courses will be fully delivered following PMRE

2. The Student’s Rules and Regulations incorporate the PRME. Each student starting any program at Centrum, will receive indoctrination with the PRME

3. Seminars and colloquia with Faculty to share experiences, teaching approaches, and procedures related to the PRME

4. Workshops with experts in teaching methodologies, syllabi design, course materials, class discussion and evaluation of the PRME implementation
PRINCIPLES 3

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

1. Publishing the PMRE in all institutional documents, academic and administrative
2. Posting the PRME in all classrooms, offices and principal areas of Campus
3. At every ceremony the PRME commitment will be mentioned by the master of ceremony
4. Publication and dissemination of CENTRUM’s research on the PRME
5. Promotion of research related to educational methods to enhance Global Responsible Leadership
6. Constantly assess the environment to enable effective learning for responsible leadership
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.

1. Include the PRME in CENTRUM Quality procedures (ISO standard). All related ISO procedures will be adapted to include PRME
2. Course evaluation surveys. Every course evaluated by students will contain specific measures on the PRME
3. Academic Dean’s report. Reporting on PRME’s implementation in all courses being thought at CENTRUM
4. PRME certification. Each student will receive a diploma certifying that the program’s courses received where in accordance with the PRME
5. Develop an assurance process according to the accountability principles of: a. Materiality, b. Completeness, and c. Responsiveness
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.

1. Roundtables with external stakeholders to reinforce jointly effective approaches to meet the PMRE objectives
2. Incorporating business partners to advance in GRLI: Banco de Credito del Peru, Grupo Editorial El Comercio, Caritas
3. Develop specific methodologies to implement CSR practices in Peru and the region
4. Systematically feedback on the managerial skills and competences accrued by our graduates
PRINCIPLE 6

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

The Center for Responsible Leadership and Managerial Attributes (CRLMA) at CENTRUM have started the following research projects:

Project 1
How the PRME inclusion in curricula promotes improvement in leadership and managerial attributes and skills in MBA students?

Project 2
Literature review and systematization to resume the state of knowledge in the field

Project 3
Benchmarking of best teaching practices with world’s leading universities
PRINCIPLE 6

Project 4
Strategy to communicate to CENTRUM’s stakeholders our activities and results in the PRME implementation

Project 5
Expanding CENTRUM’s experience and practices on the PRME implementation, to the Pontifical Catholic University level and at the Consortium level (Association of the four major private universities in Peru)
PRME at CENTRUM’s Homepage
The PRME at CENTRUM’s entrance
Exhibition of the PRME in classrooms
Exhibition of the PRME in offices
Exhibition of the PRME in the Directory
Promotion of the PRME in course's syllabi
PRME Banner at “centrum @ día”

“CENTRUM al Día”, our electronic bulletin is sent daily and reaches more than 30,000 subscriptions, being considered one of the main business bulletins of the country.
The “Dirección Académica de Responsabilidad Social” aims to establish a Social Responsibility culture at the internal, communicational and academic management levels of the PUCP.

RS PUCP Fair exhibit the different projects of each faculty.

CENTRUM Católica participated September 2008 with the promotion of its academic research in Social Responsibility.
CENTRUM Católica es una de las 100 primeras escuelas de negocios en suscribir y comprometerse a adoptar los Principios para una Educación Responsable en Administración (PRME)

Principio 1
Presupone: Desarrollar los capaz de formar estudiantes para convertirse en líderes generadores de un valor sostenible para las organizaciones y la sociedad en general y para trabajar por una economía global equitativa y sostenible.

Principio 2
Valores incorporados dentro de nuestras actividades académicas y jurídicas las cuales son responsabilidad global social como se han descrito en las iniciativas internacionales tales como las de desarrollo del Pacto de las Naciones Unidas.

Principio 3
Métodos: Cursos de formación basados en el aprendizaje, prácticas, proyectos y ambientes que permitan experiencia abierta de aprendizaje para el liderazgo responsable.

Principio 4
Investigación: Realizar actividades en una investigación concepto y espíritu que incorporen nuevos enfoques sobre el NGL, transforme y impacte en las corporaciones en la creación de un valor económico, ambiental, y social sostenible.

Principio 5
Asociación: Incorporar en personas las dinámicas corporativas para poder integrar conocimientos sobre su uso para simplificar responsabilidades éticas y ambientales y aplicar conceptos de las empresas de los programas de sus círculos de interés.

Principio 6
Comunicación: Promover el diálogo y debate entre estudiantes, las organizaciones, los gobiernos, la comunidad, los medios de comunicación, los involucrados en la creación y promover la importancia de las responsabilidades sociales.
The PRME will appear at our monthly magazine Strategia

- CENTRUM Strategia, the academic magazine of CENTRUM Católica, is a benchmark publication in management and business aiming at the CEOs and managers of the most prominent businesses in Perú as well as to the MBA community at CENTRUM Católica. It prints 10,000 and distributes bimonthly with a digital version going to 30000 subscribers in the entire region. Social Responsibility articles and case studies are included at each edition.
A PRME partnership

Signing the agreement
The PRME at our International week

This annual event, goes to students, alumni, directors and professors of CENTRUM, as well as of the PUCP, whom for a week will be exposed to the latest trends in management through success cases and international business opportunities.
The PRME at our International week

- Social Responsibility, Leadership, Talent Management and International Business are the main topics for this September event.
- Merchandising promoting PRME.