



SESSION 1B
Curriculum Change

***Queen's School of Business Initiatives
To Implement the PRME Principles***

**First Global Forum for Responsible Management Education
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Peggy Cunningham
**Director Queen's Centre for Corporate Social
Responsibility**

Founder, Business and Marketing Ethics Courses - 1990



•What's changed?

- Marginalized to central
- Passive to experiential learning
- Narrow to Broadened mandate
 - Changing scope and boundaries of business
 - Fundamental questioning of the role of business and marketing and their impact (Socially responsible consumption)
 - Value of the Business School in the local and global community



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- **Centre for Corporate Social Responsibility**

- Research on contemporary issues (e.g., obesity, sustainable consumption)
- Linking 3 Sectors
- Sponsors and Board
- Data base of non-profit projects
- Active Member:
 - Research Network for Business Sustainability
 - Active Member: GRLI
- Media relations



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- **Principle 4: We will engage in research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.**
- **Principle 5: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities**
- **Principle 6: We will facilitate and support dialog and debate among stakeholders on critical issues related to global social responsibility and sustainability.**

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• Certificate for Corporate Social Responsibility

- Student pushed
- Complement to existing curriculum
- 4 Courses
- 3 CSR Weekends
- 60 hours of community outreach / social service



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- **Principle 1: Students to be future generators of sustainable value for business and society at large**
- **Principle 2: 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.**
- **Principle 3: educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership**

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● National Mentoring Program

