

# PRME Principles for Responsible Management Education

December 2010

Dear PRME Participants,

As 2010 comes to a close and we are preparing for next year's activities, I wanted to share with you a brief look ahead and newsworthy items that have taken place since our last communication.

During 2010 the PRME Secretariat, the Steering Committee and PRME's partners have worked hard to continue to give PRME participants valuable opportunities to engage and implement the Principles – please see below in the “Activities” section for an overview of current engagement opportunities. We are always open to hearing your feedback and welcome your thoughts.

I would also encourage you to check our website often to view [news items](#) and visit the [event calendar](#). Below, please find an overview of 2011 PRME events.

Finally, as we always note please be aware of your Sharing Information on Progress (SIP) reporting deadline. The SIP database is growing and provides a valuable resource on how your and other institutions implement the Principles. Information on how to submit your SIP report and policy can be found [here](#). Please contact Ms. Lisle Ferreira at [Ferreira@unglobalcompact.org](mailto:Ferreira@unglobalcompact.org) if you have any questions or concerns.

Thank you for your ongoing commitment. We wish you a joyous holiday season and a very happy new year.



Mr. Jonas Haertle  
Head, PRME Secretariat  
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## Activities

**PRME Working Group on Anti-Corruption** held its kick-off meeting via webinar on 1 December 2010. In collaboration with the UN Global Compact, PRME is setting up an academic Working Group for a four-year project to integrate anti-corruption values into core curricula of leading business schools. The project aims at promoting ethical decision-making and anti-corruption competencies at the post-baccalaureate level by offering business schools and management-related academic institutions substantive anti-corruption guidelines for curriculum change with the aim of teaching students to take effective and ethical decisions that benefit both business and society.

The Working Group will develop comprehensive anti-corruption guidelines for curriculum change for business schools and management-related academic institutions around the world. The guidelines will provide the tools to address the ethical, moral, and practical challenges students will face in the marketplace.

For more information or to join the working group please contact Ms. Lisle Ferreira at [PRMESecretariat@unprme.org](mailto:PRMESecretariat@unprme.org)

### **PRME Working Group on Poverty as a Challenge to Management Education**

The final report of CEEMAN/PRME Survey on Poverty as a Challenge to Management Education was published in October of 2010 is available online here: [CEEMAN/PRME Survey Report](#). The 2010 survey provided insights into the nature and scope of innovations aimed at integrating the issue of poverty in current and future curricula and pedagogical approaches. It was based on 377 submissions from 51 countries.

The PRME Working Group is now discussing the structure of its work, including specific outputs to be achieved in 2011, work methods and processes, infrastructure requirements, as well as immediate benefits for all those involved and the management development community in general.

Those interested to join the group, are welcome to contact Milenko Gudić, IMTA Managing Director, CEEMAN, Slovenia, [milenko.gudic@ceeman.org](mailto:milenko.gudic@ceeman.org) with copy to [PRMESecretariat@unprme.org](mailto:PRMESecretariat@unprme.org)

### **Human Rights Webinar Announcement: 21 January 2011, 11:30AM EST**

This webinar will introduce the PRME community to the [Women's Empowerment Principles](#), a set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community. Launched in March 2010 following a year-long international multi-stakeholder consultation, the WEPs seek to point the way to best practice by elaborating the gender dimension of good corporate citizenship, the UN Global Compact, and business' role in sustainable development. The webinar will consider the relevance of the WEPs for the academic community and highlight the importance of embedding gender into business school curriculum around the world.

Speakers include Professor Elisabeth Kelan of King's College London and Cecily Joseph, Director of Corporate Responsibility at Symantec Corporation. In advance of the webinar, participants are encouraged to read "[Gender and the MBA](#)", an article co-authored by Professor Elisabeth Kelan of King's College London who will present findings from her research on the webinar.

To participate please send a message to Ms. Lisle Ferreira at [Ferreira@unglobalcompact.org](mailto:Ferreira@unglobalcompact.org) with the subject titled "WEPs Webinar" confirming your participation by 12 January 2011.

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### **Upcoming 2011 PRME Events**

Mark your calendar for these upcoming events which will feature PRME school's engagement and activities regarding responsible management education. All events are co-organized by PRME or by a PRME Steering Committee Member. A full description and contact information for all the scheduled events below can be found on the [PRME events calendar](#)

- **31 January - 2 February:** [CEEMAN IMTA Research and Publishing Module](#) - Bled, Slovenia
- **28 February - 4 March:** [Academic Symposium on Responsible Leadership](#) and the [10th GRI General Assembly](#)- Melbourne, Australia
- **2 - 4 March:** [Program Management Seminar](#)- Bled, Slovenia
- **20 - 22 March:**[The UN Millennium Development Goals, The Global Compact, and the Common Good Conference](#)- University of Notre Dame, USA
- **13- 15 April:** [Association of African Business Schools Members Meeting and Conference](#)- University of Cape Town, South Africa
- **24 - 27 May:** [The 7th Bentley Global Business Ethics Symposium](#)- in Marseille, France
- **25 - 27 May:** [Association of MBA's International Conference for Deans and Directors](#)- Geneva, Switzerland

- **5 - 17 June:** IMTA – International Management Teachers Academy- Bled, Slovenia
- **7 - 8 June:** Annual PRME Summit- Brussels, Belgium

In an effort to allow PRME schools to meet as a global network and continue the dialogue in between PRME Global Forums, PRME Steering Committee Members will host a special PRME meeting concurrent with an already planned event. In 2011 the “Annual PRME Summit” will take place alongside the EFMD Annual Conference. More information will be published as it becomes available.

We hope to see you or a representative of you school at one or more of the above mentioned events.

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### **Further Information**

“**The United Nations Global Compact: Achievements, Trends and Challenges**” published by Cambridge University Press, edited by Andreas Rasche and Georg Kell with a foreword by UN Secretary-General Ban Ki-moon can now be purchased at a special discount rate for PRME participants. Please see [here](#) for more information.

#### **PRME partners with Challenge:Future global youth think tank**

In November 2010, PRME became a Network Partner of Challenge:Future, a global youth a global youth think tank and competition focusing on sustainability and innovation. With over 14,500 students and faculty members, Challenge:Future aims to actively engage the global youth for acceleration of ideas, talent, and leadership needed for designing and implementing a better future for all. Full news item: <http://challengefuture.org/news/271>

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