



GLOBAL FORUM FOR RESPONSIBLE MANAGEMENT EDUCATION - DRAFT AGENDA -

Thursday, 4 December 2008

Time

09:00 -
09:30

Welcome

Mr. John Fernandes, President and CEO, AACSB International
Mr. Ray Van Schaik, Honorary President, EFMD
Mr. David A. Wilson President and Chief Executive Officer, GMAC
Ms. Judy Samuelson, Director, Aspen Institute BSP
Mr. Georg Kell, Executive Director, UN Global Compact Office

Introduced by

Dr. Manuel Escudero, Head, PRME Secretariat

09:30 –
11:00

**Responsible Management: A New Frontier for 21st Century Management
Education**

Opening Remarks

Mr. Talal Abu-Ghazaleh, CEO, Talal Abu-Ghazaleh & Co. International, Co-Chair of the
UN Global Compact Board

Roundtable

Mr. Toshio Arima, Director and Executive Advisor, Fuji-Xerox, Japan
Mr. Alberto Andreu, CSR Managing Director, Telefónica
Mr. Harald Zulauf, Managing Director and CEO, Media Consulta International Holding
Dr. Mads Ovlisen, CEO, Novo Nordisk, Denmark

Moderator

Mr. Garrick Utley, President, The Levin Institute

11:00 -
11:30

Networking session / Coffee Break

11:30 -
13:00

Global Trends for the Education of 21st Century Business Leaders

Presentations

Students Global Survey: Ms. Liz Maw (Net Impact) and Mr. Rich Leimsider (Aspen
Institute BSP)
Corporate Global Survey: Dr. Matthew Gitsham (Ashridge) and other authors

Roundtable

Mr. Larry Zicklin, Chairman, Baruch College Fund
Mr. Aron Kramer, President and CEO, Business for Social Responsibility (BSR)
Ms. Jane Nelson, Senior Fellow and Director of Corporate Social Responsibility
Initiative, Harvard JFK School of Government

Moderator

Dr. Gilbert Lenssen, President, European Academy of Business in Society (EABIS)



Time

13:00 -
14:30

Lunch

14:30 -
15:30

Keynote Address: The Global Agenda

Mr. Georg Kell, Executive Director, United Nations Global Compact Office

The keynote address will be followed by a dialogue with participants

15:30 –
15:45

Networking Session / Coffee Break

15:45 -
17:15

PRME Development Session 1

1A. How to get started with the PRME

Chaired by Mr Ray Van Schaik, EFMD

Opening remarks

Dr. Anders Aspling, Secretary General, Globally Responsible Leadership Initiative (GRLI); Senior Advisor, EFMD

Presentations

Dr. Dennis Hanno, Dean, Undergraduate School, Babson College (USA): “Beginning the campus dialogue: laying the foundation“

Dr. Fernando d'Alessio, General Director & Dean, Centrum Catolica (Peru): “PRME as a key strategic tool“

Third participant (TBC)

Roundtable discussion by participants

1B. Curriculum Change

Chaired by Dr. Carolyn Woo, Dean, Mendoza College of Business

Opening remarks

Mr. Rich Leimsider, Director of the Center for Business Education at Aspen Institute BSP

Presentations

Dr. Pierre Tapie, Dean and President, ESSEC (France)

Dr. Marianne Stenius, Rector, Hanken School of Economic (Finland)

Dr. Peggy Cunningham, Director, Centre for Corporate Social Responsibility, Queen’s School of Business (Canada)

Roundtable discussion by participants

19:30 -
22:00

Official Reception at The Levin Institute

Keynote Speaker on Contemporary Affairs



PRME Principles for Responsible
Management Education

GLOBAL FORUM
for Responsible Management Education

Friday, 5 December 2008

Time

09:00 -
10:30

PRME Development Session 2

2A. New Learning Methodologies

Chaired by Dr. Manuel Escudero, Head PRME Secretariat

Opening remarks

Dr. David Cooperrider, Director of the Center for Business as Agent of World Benefit, Weatherhead School of Management at Case Western Reserve University (USA)

Presentations

Dr. Walter Baets, Associate Dean for Research and MBA Director at Euromed Marseille Ecole de Management

Dr. Paul Beamish, Director, Asian Management Institute, Richard Ivey School of Business (Canada)

Dr. Mary Gentile, Aspen Institute BSP

Roundtable discussion by participants

2B. PRME and Research

Chaired by Dr. Angel Cabrera, President, Thunderbird School of Global Management.

Presentations

Dr. Alfons Sauquet, Dean ESADE (Spain)

Dr. Steve Salbu, Dean, Georgia Tech College of Management (USA)

Dr. Matthew Gitsham, Director, Centre for Business in Society, Ashridge (UK)

Other participant (TBC)

Roundtable discussion by participants

10:30 -
11:00

Coffee Break / Networking session

11:00 -
12:30

PRME Development Session 3

3.A. Opening PRME B-Schools to the Global Agenda and Partnerships for Development

Chaired by Oliver F Williams, Director at the Global Compact Foundation and director of the Notre Dame Center for Ethics and Religious Values in Business

Presentations

Mr. Gavin Power, Deputy Director, UN Global Compact Office

Mr. Soren Petersen, Head of Networks, UN Global Compact Office

Ms. Melissa Powell, Head of Strategy and Partnerships, UN Global Compact Office

Dr. Viva Bartkus, Associate Professor of Management, Mendoza College of Business, Notre Dame University (USA)

Mr. Daniel Malan, KPMG Special Advisor on Ethics and Governance for Southern Africa and Head of the Unit for Corporate Governance in Africa, University of



Time

Stellenbosch Business School (South Africa)

Roundtable discussion by participants

3.B. PRME Sharing Information on Progress with Stakeholders

Chaired by John Mooney, Pepperdine University, Co-chaired by André Sobczak, Audencia.

Opening Remarks

Dr. Anders Aspling, Secretary General of the Globally Responsible Leadership Initiative (GRLI)

Presentations

Dr. André Sobczak, Audencia (France)
Dr. Megan Pillsbury, INSEAD (Europe and Asia)
Dr. John Mooney, Pepperdine (Americas)

Roundtable discussion by participants

12:30 -
13:30

Buffet lunch

13:30 -
15:00

Building the PRME Community

Report from the six PRME Development Sessions

Elected Reporters from the Break-out Sessions

Report on 2008 activities and proposal of future community development

PRME Secretariat and members of the Steering Committee

Moderator

Dr. Angel Cabrera, President, Thunderbird School of Global Management

15:00 -
16:00

Concluding Session

Addresses to the SG

Dr. Carolyn Woo, Dean, Mendoza College of Business, Notre Dame University (USA)
Dr. Pierre Tapie, Dean ESSEC Business School (Europe)
Dr. Jaime Alonso Gomez, Dean, EGADE Nacional (Latin America)
Dr. Bing Yang, Associate Dean Tsinghua SEM (Asia)
Dr. Frank Scrimgeour, Dean, University of Waikato Management School (Oceania)

Response and Closing Remarks

Mr. Ban Ki-Moon, UN Secretary-General

6:00 -

Conclusion