

A map of North America and the Arctic region, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND', and 'LABRADOR SEA'. A yellow vertical bar is on the left side of the map.

PRME in Response to Global Crisis

17th. CEEMAN Annual Conference

Dr Manuel Escudero

Special Advisor United Nations Global Compact

Head PRME Secretariat

PRME, a call to update management education

PRME: an international call to update the curriculum, research and learning methods of management education, incorporating at the core of the vision, the tools and the skills taught, the values of sustainability and corporate citizenship.



United Nations Global Compact



The Principles for Responsible Management Education

As institutions of higher learning involved in the education of current and future managers we are voluntarily committed to engaging in a continuous process of improvement of the following Principles, reporting on progress to all our stakeholders and exchanging effective practices with other academic institutions:

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.

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.



The Principles for Responsible Management Education

Principle 3

Method: We will create educational frameworks, materials, processes and environments that enable **effective learning experiences 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.



The Principles for Responsible Management Education

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.

Principle 6

Dialogue: We will facilitate and support dialog 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.

We understand that our **own organizational practices** should serve as example of the values and attitudes we convey to our students.



The Principles for Responsible Management Education

- 260 signatories [according to participating schools PRME gives to them a framework for change]
- ...reporting on their progress every 18 months (Sharing Information on Progress) [PRME as a credible initiative, as a commitment to action and as a learning network]
- ...with a growing number of collective activities (Anti-corruption, Poverty as a Challenge in Business Education, Climate Change, Travel Studies and Learning Methods, Research, Executive Education, Business and Peace, Farleigh Dickinson and the health sector...) [PRME as an opportunity for global leadership of participants]




PRME at a glance - www.unprme.org

A map of North America and the Arctic region, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND', and 'LABRADOR SEA'. The map is in shades of blue and grey.

Why PRME?

- a) Sustainability has gone global and more and more business demand adequate preparation of future professionals.
- b) Sustainability is already a point in the agenda of most business schools, but as a peripheral topic.
- c) If these two aspects were already important in 2007, in 2008...

A map of North America and the Arctic region, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND', and 'LABRADOR SEA'. A yellow vertical bar is on the left side of the map.

2008 was the year in which a new global agenda was unveiled

In the **first half of the year**, energy and food crisis

In the **second half of the year**, financial and economic crisis

Throughout, a new **multipolar world**



...a new agenda posing some questions

Business as usual? B-schools in the eye of the public debate...any responsibility in the financial crisis? Social and environmental consequences of future decisions...

Responsible companies satisfied?


Do we need to consolidate legitimacy and effectiveness of business education? What is being placed in the agenda is the future of business education, as in the 50's.



...a new agenda posing some questions

“We have the opportunity to reshape MBA education and consequently MBA culture in the XXI Century. The kinds of problems society confronts (pandemics, sustainability, environment, inequality), these are the kind of problems that business can help solve, but only if it is infused with a broader, more society-focused, institutional leadership. I think business schools can help produce these types of leaders but only if we begin to change.”

Rakesh Khurana, of Harvard BS, in BusinessWeek, 26 May 2009.

A map of North America and the Arctic region, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND', and 'LABRADOR SEA'. A yellow vertical bar is on the left side of the map.

...That is precisely what PRME is trying to achieve

- Gradualism...compatible with the times.
- The role of Deans, the role of Faculty...and the role of Associations
- A transversal change, from finances to operations...
- ...Encompassing learning methods...

A map of North America and the Atlantic Ocean, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND SEA', and 'LABRADOR SEA'.

The race to the top will be redefined in the future

Business schools that:

- a) Embrace the new vision of business, innovate the management model they teach, adhere to these new values/concerns and update their teaching to them, as the core of the DNA of the firm, and...
- b) ...Do so through a collegiate effort...

Will become **the innovators**...and therefore the **future leaders** of the sector.

“Sustainable business practices are proving to be necessary for doing business in today's economic climate.” *John Fernandes, President AACSB*

A map of North America and the Atlantic Ocean, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND', and 'LABRADOR SEA'.

PRME : looking ahead

4 Strategic Goals:

To ensure the credibility and implementation of PRME

- Successful implementation of the Sharing Information on Progress policy, which will materialize the progress achieved by each participant, will create the basis for a learning community and will give to PRME the necessary integrity and credibility.
- Successful implementation of the logo policy.

A map of North America and the Atlantic Ocean, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND', and 'LABRADOR SEA'.

PRME : looking ahead

4 Strategic Goals:

To bring up to scale PRME

- The quantitative dimension will take place through a systematic outreach activity addressed to business schools and b-s associations.
- The qualitative dimension to bring PRME up to scale will be fulfilled by achieving a satisfactory regional balance and by incorporating into PRME an increased representation of world leading schools.

A map of North America and the Arctic region, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND', and 'LABRADOR SEA'. A yellow vertical bar is on the left side of the map.

PRME : looking ahead

4 Strategic Goals:

To promote collective action

- Conferences, webinars, workshops etc.)
- Working Groups and Publication/tools

A map of North America and the Arctic region, showing labels for 'NORTHWEST TERRITORIES', 'HUDSON BAY', 'CHURCHILL BAY', 'NEWFOUNDLAND', and 'LABRADOR SEA'.

PRME : looking ahead

4 Strategic Goals:

To place PRME at the core of the redefinition of management education

- Selective emphasis on relevant topics for Working Groups
- Integrate into PRME “Professional Oath”
- Systemic showcase of success stories



www.unprme.org
Prmesecretariat@unprme.org
Manuel.Escudero@levininstitute.org

Thank you