

# **PRME** Principles for Responsible Management Education

## **Principles for Responsible Management Education Now Endorsed by Over 100 Business Schools**

**- As numbers grow, UN-backed initiative moves into operational stage to  
promote responsibility in business education -**

**(New York, 7 April 2007)** – The Principles for Responsible Management Education (PRME), a UN-backed global initiative developed to promote corporate responsibility and sustainability in business education, has now been endorsed by more than 100 business schools and universities from around the world.

Institutions participating in the initiative, which was launched under the patronage of UN Secretary-General Ban Ki-moon in July 2007, make a commitment to align their mission and strategy, as well as their core competencies – education, research and thought leadership –, with UN values embodied by the six PRME principles. Actions encouraged under the initiative’s framework include curriculum development around the corporate responsibility agenda and research in support of sustainable management systems, as well as public advocacy and opinion leadership to advance responsible business practices.

“Thanks to the joint outreach by all partners, the PRME initiative has reached this critical milestone of 100 signatories,” said Dr. Manuel Escudero, Head of Academic Initiatives at the UN Global Compact, which is one of the initiative’s co-conveners. Speaking on behalf of the PRME steering committee, Dr. Escudero stressed that “this will enable the initiative to bring good efforts to scale and truly embed the sustainability agenda in the training of future business leaders.”

# **PRME** Principles for Responsible Management Education

The PRME Steering Committee includes the UN Global Compact, the Association to Advance Collegiate Schools of Business (AACSB International), the European Foundation for Management Development (EFMD), the Aspen Institute's Business and Society Program, the European Academy for Business in Society (EABIS), the Globally Responsible Leadership Initiative (GRLI), the Graduate Management Admission Council (GMAC), and Net Impact.

Following its early outreach and awareness-raising efforts, the initiative is currently establishing several participant working groups to facilitate implementation of the principles and identify best practices. In addition, a Global Forum for Responsible Management Education will be convened on 1-2 December 2008 at UN Headquarters in New York. The event will present a first opportunity to take stock of the PRME initiative so far, to exchange experiences and forge a closer link between the United Nations' mission and the work of business schools.

For more information about the PRME, please visit [www.unprme.org](http://www.unprme.org).

# PRME Principles for Responsible Management Education

## Appendix 1: 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.

**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.

**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. Dialog:** 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.

# PRME Principles for Responsible Management Education

## Appendix 2: PRME Signatories (in alphabetical order)

A.J. Palumbo School of Business and John F. Donahue Graduate School of Business, Duquesne University, USA  
ALTIS Postgraduate School Business & Society at the Catholic University of Milan, Italy  
Arthur Lok Jack Graduate School of Business, Trinidad and Tobago  
Ashridge Business School, United Kingdom  
Association of Certified Commercial Diplomats, United Kingdom  
Audencia Nantes School of Management, France  
AVT Institute of Executive Education, Denmark  
BA Business and Finance School, Latvia  
BEM – Bordeaux Management School, France  
Bentley College, USA  
BI Norwegian School of Management, Norway  
CAG University, Turkey  
Cameron School of Business, University of St. Thomas, USA  
Carey Business School, Johns Hopkins University, USA  
Carroll School of Management, Boston College, USA  
CENTRUM - Centro de Negocios de la Pontificia Universidad Católica del Perú, Pontificia Universidad Católica del Perú, Peru  
CERAM Business School, France  
China Europe International Business School (CEIBS), China  
Coles College of Business, Kennesaw State University, USA  
College of Business, Illinois State University, USA  
Cranfield School of Management, United Kingdom  
Deggendorf University of Applied Sciences, Germany  
Educatis University, Switzerland  
EGADE - Graduate School of Business Administration and Leadership, Tecnológico de Monterrey University System, Mexico  
ESADE, Spain  
ESC Bretagne Brest, France  
ESCP-EAP European School of Management, France  
ESG UQAM, Canada  
ESPAE-ESPOL, Ecuador  
ESSEC Business School, France  
Euromed Marseille Ecole de Management, France  
European Business School EBS, Germany  
European University of Lefke, Turkey  
Facultad de Administracion, Universidad de los Andes, Colombia  
Facultad de Ciencias Empresariales, Universidad de San Buenaventura, Colombia  
Faculty of Management and Law, University of Surrey, United Kingdom  
Fondazione ISTUD, Italy  
French-Vietnamese Center for Management Education (CFVG), Viet Nam  
Fundacao Dom Cabral (FDC), Brazil  
Gdansk Foundation for Management Development, Poland  
Graduate Management School, State University - Higher School of Economics, Russia  
Graduate School for Environmental Management, Hosei University, Japan

# PRME Principles for Responsible Management Education

Graduate School of Management, University of California, Davis, USA  
Grenoble Ecole de Management, France  
Griffith Business School, Griffith University, Australia  
Hanken - Swedish School of Economics and Business Administration, Finland  
Helena Kaushik Women's P.G. College, India  
Higher Institute for Management Sciences, Egypt  
IEDC-Bled School of Management, Slovenia  
IESE Business School, Spain  
IESEG School of Management, France  
IMISP - International Management Institute of St. Petersburg, Russia  
INCAE Business School, Costa Rica  
Ingolstadt School of Management at Catholic University Eichstaett-Ingolstadt, Catholic University  
Eichstaett-Ingolstadt, Germany  
INSEAD, France  
Institute of Business Studies (IBS-Moscow), Russia  
Instituto de Empresa, Spain  
INT Management, France  
International Graduate School Zittau, Germany  
International University College, Bulgaria  
ISAE/FGV, Fundacao Getulio Vargas, Brazil  
ISM University of Management and Economics, Lithuania  
J. Mack Robinson College of Business, Georgia State University, USA  
John Cook School of Business, St. Louis University, USA  
John Molson School of Business, Canada  
Johnson School of Business, Cornell University, USA  
Jones International University, USA  
KAIST Business School, South Korea  
Kogod School of Business, American University, USA  
Kyiv Mohyla Business School, National University of Kyiv Mohyla Academy, Ukraine  
La Trobe University Graduate School of Management, La Trobe University, Australia  
Leon Kozminski Academy of Entrepreneurship and Management, Poland  
London Business School, United Kingdom  
McCoy College of Business Administration, Texas State University, USA  
Mendoza College of Business, University of Notre Dame, USA  
Nottingham University Business School, Nottingham University, United Kingdom  
Odette School of Business, University of Windsor, Canada  
Peter F. Drucker and Masatoshi Ito Graduate School of Management, USA  
Pforzheim University Business School, Germany  
Postgraduate Institute of Management, University of Sri Jayewardenepura, Sri Lanka  
Queen Mary School of Business and Management, United Kingdom  
Queen's School of Business, Queen's University, Canada  
Richard Ivey School of Business, The University of Western Ontario, Canada  
Rohrer College of Business, Rowan University, USA  
Rotterdam School of Management, Erasmus University, Netherlands  
School of Business Administration, University of San Diego, USA  
School of Business, Baptist University Hong Kong, South Korea  
School of Economics and Business, Martin-Luther University Halle-Wittenberg, Germany

# **PRiME** Principles for Responsible Management Education

SDA Bocconi School of Management, Italy  
Swiss Management Center, Switzerland  
Talal Abu-Ghazaleh College of Business, German-Jordanian University, Jordan  
Ted Rogers School of Management, Ryerson University, Canada  
Thunderbird, The Garvin School of Global Management, USA  
Tsinghua SEM, China  
University of Dubai, United Arab Emirates  
University of Mannheim, Germany  
University of St. Andrews School of Management, University of St. Andrews, Scotland, United Kingdom  
University of Stellenbosch Business School, University of Stellenbosch, South Africa  
University of Waikato Management School, New Zealand  
Weatherhead School of Management, Case Western Reserve University, USA  
XLRI Jamshedpur School of Business & Human Resources, India

# PRME Principles for Responsible Management Education

## Media Contacts:

Matthias Stausberg  
Spokesperson  
UN Global Compact  
[stausberg@un.org](mailto:stausberg@un.org)  
+1-917-214-1337

Amy Ponzillo  
PR Coordinator  
AACSB International  
[mediarelations@aacsb.edu](mailto:mediarelations@aacsb.edu)  
+1-813-367-5207

Claudia Kipka  
Communications Coordinator  
EABIS  
[claudia.kipka@eabis.org](mailto:claudia.kipka@eabis.org)  
+32-2-541-1615

Liz Maw  
Executive Director  
Net Impact  
[lmaw@netimpact.org](mailto:lmaw@netimpact.org)  
+1-415-495-4230 x306

Matthew Wood  
Communications Director  
EFMD/GRI  
[matthew.wood@efmd.org](mailto:matthew.wood@efmd.org)  
+32-479-473999

Sam Silverstein  
Graduate Management Admission Council  
(GMAC)  
[ssilverstein@gmacc.com](mailto:ssilverstein@gmacc.com)  
+1-703-245-431

Linda Lehrer  
Communications Director  
Aspen Institute Business & Society Program  
[linda.lehrer@aspeninstitute.org](mailto:linda.lehrer@aspeninstitute.org)  
+1-212-895-8002

# **PRME** Principles for Responsible Management Education

## **About the Principles for Responsible Management Education (PRME)**

The idea of developing a principle-based global engagement platform for academic institutions followed a recommendation by academic stakeholders of the United Nations Global Compact and was officially introduced in October 2006.

Under the coordination of the Global Compact Office and several international academic associations, a PRME task force of sixty deans and scholars developed a set of six principles that form the core of the global platform for responsible management education.

Following the launch of the PRME in 2007, a secretariat was established in the Global Compact Office, with an international steering committee providing further guidance. For more information, please visit [www.unprme.org](http://www.unprme.org).

## **About the United Nations Global Compact**

Launched in 2000, the UN Global Compact brings business together with UN agencies, labour, civil society and governments to advance ten universal principles in the areas of human rights, labour, environment and anti-corruption.

Through the power of collective action, the Global Compact seeks to mainstream these ten principles in business activities around the world and to catalyze actions in support of broader UN goals. With over 3,900 participating companies and hundreds of other stakeholders from more than 120 countries, it is the world's largest voluntary corporate citizenship initiative. For more information, please visit [www.unglobalcompact.org](http://www.unglobalcompact.org).

# **PRiME** Principles for Responsible Management Education

## **About the Association for the Advancement of Collegiate Schools of Business (AACSB International)**

AACSB International - The Association to Advance Collegiate Schools of Business is a not-for-profit corporation of educational institutions, corporations, and other organizations devoted to the promotion and improvement of higher education in business administration and management. Founded in 1916, AACSB International established the first set of accreditation standards for business schools in 1919.

In addition to accrediting business schools worldwide, AACSB International is the business education community's professional development organization. For more information, please visit [www.aacsb.edu](http://www.aacsb.edu).

## **About the Graduate Management Admission Council (GMAC)**

In 1953, the organization now called the Graduate Management Admission Council (GMAC) began as an association of nine business schools whose goal was to develop a standardized test to help business schools select qualified applicants.

In the first year it was offered, the assessment GMAC sponsored, now known as the Graduate Management Admission Test, or GMAT, was taken just over 2,000 times; in recent years, it has been taken more than 200,000 times annually.

GMAC values strong, creative relationships with organizations whose missions reflect our commitment to excellence in graduate management education. For more information, please visit [www.gmac.com](http://www.gmac.com).

# **PRME** Principles for Responsible Management Education

## **About the European Foundation for Management Development (EFMD)**

The European Foundation for Management Development (EFMD) is an international membership organization, based in Brussels, Belgium. With more than 650 member organizations from academia, business, public service and consultancy in 75 countries, EFMD provides a unique forum for information, research, networking and debate on innovation and best practice in management development.

EFMD is recognized globally as an accreditation body of quality in management education and has established accreditation services for business schools and business school programmes, corporate universities and technology-enhanced learning programmes. For more information, please visit [www.efmd.org](http://www.efmd.org).

## **About the Aspen Institute Business and Society Program**

The Aspen Institute Business and Society Program (BSP) is dedicated to developing leaders for a sustainable global society. Through dialogues and path-breaking research, BSP create opportunities for executives and educators to explore new pathways to sustainability and values-based leadership. BSP's websites, [www.CasePlace.org](http://www.CasePlace.org) and [www.beyondgreypinstripes.org](http://www.beyondgreypinstripes.org), are the leading sources of innovative curriculum in top business schools around the world. The Business and Society Program is an independently-funded policy program of the Aspen Institute. For more information, please visit [www.aspeninstitute.org/bsp](http://www.aspeninstitute.org/bsp).

## **About the Globally Responsible Leadership Initiative (GRLI)**

The Globally Responsible Leadership Initiative (GRLI) is the result of a year of intensive work by a group of senior representatives from companies, business schools and centres for leadership learning from five continents. The group was formed by the European Foundation for Management Development (EFMD) with the support of the United Nations Global Compact.

# **PRME** Principles for Responsible Management Education

The Initiative aims to promote understanding of globally responsible leadership and to develop its practice. The Initiative is developing a body of knowledge on globally responsible leadership and encouraging its practice in companies worldwide. For more information, please visit [www.globallyresponsibleleaders.net](http://www.globallyresponsibleleaders.net).

## **About the European Academy of Business in Society (EABIS)**

Established in 2002, the European Academy of Business in Society (EABIS) is a unique alliance of companies, business schools and academic institutions, with the support of the European Commission, committed to integrating business in society issues into the heart of business theory and practice in Europe.

EABIS' aim is to shape and enhance the quality of debate on the role of business in society in Europe; equip current and future business leaders with the mindset and capacity to put business in society at the heart of the way companies are run by integrating the changing role of business in society into the mainstream of business research, education and training; transform the way that business leaders, academics, policy-makers and others interact and communicate on business in society issues amongst themselves and with a wider audience; and inform policy-making on issues of business in society. For more information, please visit [www.eabis.org](http://www.eabis.org).

## **About Net Impact**

Net Impact is an international non-profit organization whose mission is to make a positive impact on society by growing and strengthening a community of new leaders who use business to improve the world.

# PRiME Principles for Responsible Management Education

Net Impact offers a portfolio of programs to educate, equip, and inspire more than 10,000 members to make a tangible difference in their universities, organizations, and communities.

Spanning six continents, Net Impact's membership makes up one of the most influential networks of MBAs, graduate students, and professionals in existence today. Net Impact members are current and emerging leaders in CSR, social entrepreneurship, nonprofit management, international development, and environmental sustainability who are actively improving the world. For more information, please visit [www.netimpact.org](http://www.netimpact.org).