

IESEG School of Management Putting PRME into Action



A Word From the Dean

IESEG School of Management is a signatory to PRME since 2007. Our school has since undergone both significant growth in terms of student and staff numbers and a strong move towards internationalisation. PRME has been an important factor of orientation for us during this period of change. We are committed to keeping PRME as a key element of our school's strategy, in both teaching and research.

A handwritten signature in black ink, which appears to be 'J. Ammeux'. The signature is fluid and stylized, with a long horizontal stroke at the end.

Dr. Jean-Philippe Ammeux, Director

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Intermediary report autumn 2009

1. Major achievements in relation to the implementation of one or more Principles during the last 18 months:
 - a. a significant number of publications on managerial responsibility and ethical governance (see attachment; Principle 4)
 - b. Very active participation in the Globally Responsible Leadership Initiative (GRLI) (Principle 6). One faculty member is member of the Editorial Board of the recently launched Journal of Global Responsibility.
 - c. Membership of the “Responsible Campus” Campaign, an initiative of the French Conférence des Grandes Écoles that strives to establish eco-friendly practices on Campus life (Principle 6).

2. Key objectives for the next 18-month period with regard to the implementation of the Principles
 - a. -setting up a certificate programme in “Sustainable Management” which will allow students to take a series of core courses and electives in the field and includes a work/study period in an NGO in South Africa (Principles 1; 2; 3)
 - b. Integration of an obligatory six-credit (ECTS) module on Ethics and Corporate Governance for final year students (Principles 1; 2; 3)

3. Desired support (meetings, tools, best examples, implementation guidelines...) from the PRME community which could help most in achieving your key objectives for the next 18 months.
 - a. Implementing PRME is a long process which we would very much welcome a possibility to link with other members of the PRME community through conferences and workshops, reflection retreats and electronic fora for the exchange of ideas on Best Practice.

The IESEG Centre for Responsible Leadership

The Centre for Responsible Leadership at IESEG has been created by members from all academic departments and our administration in order to bring our school to an internationally recognised high level of teaching and research in the field of Corporate Social Responsibility (CSR).

CSR and related themes as part of research and teaching in Business schools are of increasing importance to us as a school due to a change in our stakeholders' perception of what we should teach our students, and also, most concretely, due to the inclusion of CSR activities as a benchmark for accreditation.

Given IESEG's membership in GRLI (the Globally Responsible Leadership Initiative), we feel that a more concerted and visible engagement of IESEG in these fields will give us both an increased legitimacy vis à vis the accreditation process, but also a chance to differentiate ourselves in a positive way from other schools. Due to its GRLI membership, its international network, and the fact that we have our students at our school for a coherent educational process of 5 years' duration, IESEG is in a good position to build up a cross-disciplinary "pôle de compétence" for both teaching and research in this increasingly crucial and highly visible field.

Some Background: The Centre and its link to other, global initiatives

The launching of the Centre is an integral part of IESEG's commitment to its membership of the GRLI. This Initiative is a foundation started by EFMD (the European Foundation for Management Development) and the United Nations in 2002. Its goal is to provide a global think tank and network on re-inventing and establishing responsible corporate governance and business education. GRLI bases itself on the UN Global Compact (Core values for responsible corporate governance) and PRME, the Principles for Responsible Management Education (to which IESEG is a signatory). More information on these can be obtained via the attached power point presentation of GRLI and the UN Global Compact website (<http://www.unglobalcompact.org/>).

1. Teaching

We want to be known as a school with a very strong and effective commitment to the education of responsible young managers. Here, we need to differentiate between initial education towards responsible behaviour ("*savoir être*"), and, at the MSc stage, courses looking at the more macro-level ("*savoir*" and "*savoir faire*": role of the firm in society, Corporate Governance,...). We also need to differentiate between mandatory CSR -related contents taught in our core curriculum, and optional possibilities for motivated students to engage in more concrete projects and courses giving students the possibility to actively engage themselves in CSR-related projects.

We plan to undertake the following initial steps:

- an increase of the content of CSR-related issues in the teaching of core courses across all departments. Ideally, each department would have at least one professor as a representative at the Centre.
- 2nd year: towards the end of the year, there will be a course in intense seminar/colloquium format where students will be given a chance to reflect on their two years at IESEG, their experiences of *stages* and *projet Co'*, and to put these into the larger context of themselves building a meaningful and responsible life for themselves.
- MSc: For students who are especially motivated by this topic, we envisage a “Certificate” track which would involve them following the specified set of electives, spending their internships on a CSR-related context, being involved in the GRLI’s “Ambassadors” programme (a network of CSR students across partner schools and companies worldwide) and writing their thesis / Consulting project on the topic. They would be coached by a professor from the Centre.

2. Research

This involves work, both applied and theoretical, in our respective fields with the aim of conceptually understanding, and propagating, sustainable leadership practices and, at a meta level, the context of organisational development in a changing environment. Benefiting from the non-attached (but not detached!) viewpoint of the academic, we also see ourselves as *agents provocateurs*, striving to point at problematic issues and to think-and argue- “out of the box”.

Furthermore, we will draw heavily on the resources provided through the GRLI network, namely

- a book series (published by Emerald) of which Birgit Kleymann is a co-editor.
- Two journals: “Accounting for Sustainability” and the “Journal of Global Responsibility”, launched by Emerald in 2010 (Birgit Kleymann is a member of the editorial board of the latter). Colleagues are invited to join in as contributors and/or reviewers.
- an IT infrastructure linking GRLI partner schools and providing a case study and article database and facilitating exchange on conferences, research visits, funding etc.
- Joint work with CSR Europe (<http://www.csreurope.org/>).
- Other steps:

In line with the general effort of our school to extend the links to the corporate world, the Centre will serve as an additional focal point for these links.

Similarly, we will seek increased co-operation with schools around the world who are operating Centres along similar lines. We already have good links with Welingkar Institute (Mumbai, India), XLRI (Jamshedpur, India) and The University of Cape Town (South Africa). These links will serve both for student and academic staff exchanges.

PUBLICATIONS LIST

(IESEG staff in bold print)

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