



FACULTY OF BUSINESS ADMINISTRATION  
CHIANG MAI UNIVERSITY



## UN PRME SHARING INFORMATION ON PROGRESS (SIP) 2015

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**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**

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## INTRODUCTION FROM THE DEAN

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Faculty of Business Administration, Chiang Mai University takes pride in submitting our first UN PRME report. It represents a deliberate share of our commitment to the six principles which a responsible business school should fulfill. Our school has found that following the six principles does help instill the sense of social responsibility in every heart and soul of the teaching, research and academic services. They also guide us to a higher standard of educational management. We revised our mission to make our passion towards responsible management education more precise. In sum, the principles make our achievement more meaningful to ourselves, to stakeholders, and most prominently to the student.

However, the concrete results of our commitment may require a longer period to be substantial. We also realize that to be responsive to social callings is always the work undone. At the end of the report, we share our future plan and what we can accomplish even further.

We hope that this report will provide useful examples to other fellow schools as much as we have learned from them.

A handwritten signature in blue ink, which appears to read 'Siriwut Buranapin'. The signature is fluid and cursive.

Associate Professor Dr. Siriwut Buranapin

Dean

Faculty of Business Administration, Chiang Mai University

## THE PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION

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### **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 experience 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: 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*

## **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.*

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The Faculty of Business Administration (FBA) realizes that graduates who have only intellectual knowledge cannot make a sustainable social difference. Along with producing graduates equipped with business knowledge, the FBA also aims to produce graduates who are socially responsible and socially conscious. To achieve this aspiration, we set the mission statement which provides a standard for our activities as follows:

***“We commit to produce both socially conscious students and close-to-practice knowledge as well as to provide ethical guidance and managerial excellence for business communities”***

To accomplish the mission, our responsibilities include:

- not only producing graduates with knowledge and skills consistent with market demands, but also inculcating them with distinct attitude and conscience desirable for local and global communities
- not only providing business education of high quality, but also, with social responsibility, developing and disseminating valuable, close-to-practice knowledge through teaching, academic services and research
- not only serving as a bank of knowledge, but also guiding effective and efficient business practices

Apart from arranging various courses which deliver business knowledge and skills for our students, the FBA foresees the necessity of setting up a mechanism to help develop and promote real life skills necessary for all students. The objectives are to increase self-consciousness, to enrich humanity by being a conscientious student, to develop positive traits in personality, to foster team spirit and to increase ethical standards.

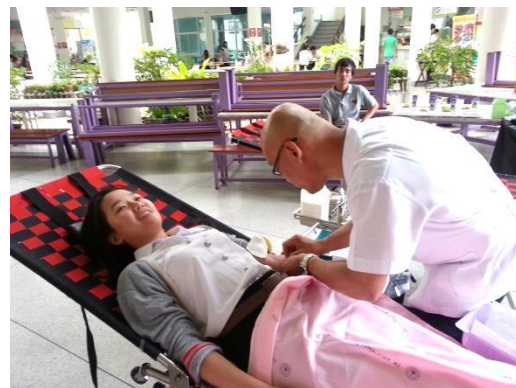
FBA's policies and practices include the following:

- **Teaching and instilling students 'social responsibility' and 'sustainability' through various courses**

Social responsibility and sustainability topics are taught in several courses, including elective and compulsory courses. For some courses such as Learning Through Activities (701100) and Business Ethics course (703204), the content itself is mainly about these topics. However, for other courses which are not directly relating to these topics, they are inset into the other topics taught in the courses. Various methods, such as classroom learning, learning through case study, and learning from real situations, are also used.

- **Teaching and instilling students 'social responsibility' and 'sustainability' through extracurricular activities arranged by Student Development Section and Student Union**

The Student Development Section of the FBA helps develop social consciousness in students. The section works closely with the Student Union in arranging extracurricular activities for students to improve their skills. Following the faculty's mission for producing socially responsible graduates, all activities arranged by the section are aimed at instilling socially conscientious and conscious students. Volunteer spirit activities and environmental conservation activities will support this aim. This policy is also passed onto the Student Union to use as a framework when they arrange any student activity.



*Blood donation activity*

- **Teacher development**

The FBA supports all of our lecturers with improving their knowledge and skills relating to social responsibility and sustainability. The FBA lecturers, therefore, have attended several seminars and workshops concerning social innovation, social responsibility and sustainability topics, both in Thailand and abroad. For example, some lecturers attended the Sustainability Report Writing Seminar while others joined the Global Leadership Training Program For

Capacity Building & Sustainable Development Seminar, arranged by Handong Global University in Korea. In addition, the FBA sent some of our lecturers to join the project run by Handong Global University, Korea. The project was created for MBA students of Tribhuvan University, Nepal. With supervision from the lecturers, students were assigned social innovation projects to solve community problems. The FBA believes that the knowledge and experiences our lecturers gained from joining these seminars, workshops and projects would be finally passed onto students.

- **Creating the environment which promotes social consciousness**

The FBA has created the environmental platform that promotes social awareness for our students, lecturers and supporting staff. The FBA has provided a quota for handicapped students and developed facilities to accommodate this creating ramps and special equipment suitable for accessibility issues. In addition, some students and members of staff have been assigned to be buddies to look after them throughout their study at the faculty. The FBA also provides scholarships for poor students. To highlight environmental concerns, some campaigns have been done, for example, no-foam container at the FBA canteen campaign as well as the save energy campaign. Within this environment, the FBA are trained to be socially responsible.



## 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*

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All curriculums undertaken at the FBA are in accordance with Thai Qualifications Framework for Higher Education. Under such framework, all curriculums are required to equip students with morality and ethics which include the following:

- Realization of appropriate values, morality, ethics, and professional code of conduct
- Discipline, punctually, sense of self and social responsibility, obedience to law and regulation
- Leadership and followership, constructive team players, fair conflict resolution, sense of priority
- Consideration and patience to different opinions and other people rights as well as respect to differences in values and human dignity

To meet these requirements, each curriculum must have at least one course which teaches and equips students these moral and ethical aspects and measures the results.

- **Learning Through Activities (706100):**

This course is compulsory for undergraduate students. The main objective of this course is to inspire and teach students to be socially conscious. Under this course, students are required to join activities arranged by the Student Development Section, Student Union,



*Students building a check dam*



and student clubs of the FBA. All activities aim to develop students to be socially responsible, for example, building a check dam, building a library, listening to sermons etc.

Examples of other courses under all curriculums are as follows:

**Bachelor of Business Administration Program:** There are three majors under this program which are Management, Finance and Banking, and Marketing majors.

### **Management Major**

- **Business Ethics (703204):** The content of this course is about business morals and ethics. Students learn how to be responsible to all business stakeholders in various aspects such as social, economical, and environmental. The teaching methods used are diverse, including classroom learning, activities which promote understanding in business ethics, learning from case studies and outside reading books. Students are required to make reports concerning CSR in companies and present the findings to the class.
- **Research Methodology in Business (703447) and Seminar in Management (703499):** These courses require students to do group projects to help improve their community. Under Research Methodology in Business (703447) course, students have to talk to people in the community to identify the community problems. Then, under Seminar in Management course (703499), they have to analyze the problems and create a solution. Throughout the process, students have to work with local people, living within the community. When the projects are complete, students have to give presentations in class with the participation of the local people from the community.
- **Other courses of Management major:**
  - **Production and Operation Management (703738):** This course covers several topics relating to sustainability, environmental management, how to improve efficiency, how to reduce resources used in production such as materials and energy, how to reduce waste etc.
  - **Human Resource Management (703331):** This course covers the topics of human rights, diversity management, fairness and equality.
  - **Entrepreneur and Small Business Management (703404):** This course teaches students how to run small businesses and how to be a social

entrepreneur. Under this course, students also have to do group projects. Each group has to participate in running a small business at the faculty. All businesses established are evaluated in many aspects, including social responsibility and sustainability. For example, the effect on the environment and the transparency of accounting are evaluated.

### **Finance and Banking Major**

- **Finance for daily life (702101):** This course emphasizes foundational financial literacy which will develop personal financial planning and management sustainability for students.
- **Introduction to Entrepreneur Finance (702100):** This course covers the topics relating to small business financial management. This course teaches how to effectively manage capital of small business in order to maintain corporate sustainability. Students will be required to create a business plan which will incorporate CSR plan.
- **Risk Management (702411):** This course covers financial ethics and fraud. Utilizing case studies of past fraudulent businesses and events, students will be able to see resulting damages due to fraud and also learn how to prevent it from happening.

### **Marketing Major**

- **Smart Consumer (705191):** Students learn how to be smart consumers who consider all related information before buying. Students as consumers also learn about their rights and responsibilities. For effective learning, this course uses a self-case study, that is, students examining their behavior when buying products by taking into account product quality and suitability.
- **Social Marketing (705345):** Students learn how to apply marketing knowledge in governmental organization and organizations that promote a social change so that such organizations would be effective and sustainable. Students are assigned to pick a social issue which needs to be solved and then do social marketing plans to solve any outstanding problems.
- **Seminar in Marketing (705499):** Students have to work with the Royal Project, which is a social enterprise, to do group projects. They are assigned marketing plans for three businesses of the Royal Project, these include: a restaurant, selling agricultural

produce, and developing the Royal Project sites as tourist attractions. Under this course, students learn about one form of business, social enterprise, and make use of their marketing knowledge in the business.

#### **Bachelor of Accounting Program:**

- **Selected Topic in Accounting (701789):** For the last semester, a 'sustainability reporting' topic was taught. This topic involves how to do reports concerning corporate governance, corporate social responsibility, greenhouse gas accounting and assurance. The students also learn how to do an integrated report. The methods used in this course include classroom learning, using case studies and group discussion.
- **Internal auditing (701423), Auditing (701321), Auditing Problems (701421):** In these courses, professional ethics are taught and discussed among instructors and students. Students learn that as accountants and auditors, they must concern themselves with professional ethics when making personal judgments. Case studies, movies, documentaries are used in class.

#### **Master Degree Program:**

- **Seminar in Finance (702791):** It is a course within Master of Science in Finance program. Guest speakers, such as investment bankers and financial analysts, are invited to lecture on topics relating to the rules and regulations of financial officers. Also included are topics regarding morals and ethics of financial officers.
- **Seminar in Accounting (701791):** This course is the Master of Accountancy Program. The topics taught include sustainability report. Students learn how to prepare the sustainability report and use companies' reports as case studies. The topics also include household accounting, using the King's Philosophy of sufficiency economy (this leads to social sustainability), and doing household accounting. These topics cover the foundation of financial management in households. It leads to careful spending which, as a result, can reduce household debt. Students are assigned to do household accounting for a certain period. After that, they have to make use of information from their accounting book to make changes in their own behavior.
- **Entrepreneur: New Venture Creation (703745):** This course teaches students to be social entrepreneurs. That is, while running businesses for profit, they are socially and

environmentally conscious. Under this course, students are assigned to do business plans in which social and environmental responsibilities are included.

- **Principles of Marketing (705722) and Seminar in Marketing (705792):** These two courses are introduced under Master of Marketing Program and some other programs. Under these courses, the topic of social responsibility and sustainability under marketing discipline are mentioned and discussed. Also, marketing plans which students have to do during the Seminar in the Marketing course have to cover plans for social responsibility and sustainability.

## **PRINCIPLE 3: METHOD**

*We will create educational frameworks, materials, processes and environments that enable effective learning experience responsible leadership*

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Apart from teaching social responsibility and sustainability topics in several courses, the FBA has created the **Learning Through Activities (706100)** course with the main aim of growing social awareness in our students. In addition to creating this course, Student Development Sector and Student Union work together in arranging **extracurricular activities** for students which emphasize social services.

- **Learning Through Activities (706100):** a 3-credit, compulsory course for the FBA undergraduate students. This course aims to improve student quality through various activities which improve students' skills and provides a range of experiences.

**Course objectives:** Students will be able to

1. develop conscience and be aware of human value.
2. develop personality and understand working as a team.
3. apply knowledge from activities to increase physical and mental wellness.
4. develop morality and ethical standards, be responsible for oneself, and develop public contribution.
5. respect their institutions and have good attitudes towards their profession.
6. develop academic knowledge using outside-classroom activities.
7. develop and reinforce physical health

To achieve the objectives of the course, students have to participate in all activities for student's quality development which should not less than 45 hours. Supervisors, lectures or orientation must not be over 20% of all activities, which consist of the following aspects :

1. activities enhancing moral standards, ethics, disciplines
2. activities enhancing public consciousness
3. activities promoting art and culture
4. activities promoting physical and mental health
5. activities increasing academic capabilities
6. activities for recreation
7. other activities by consent of course committee

All activities under this course are arranged by the Student Development Section, Student Union and student clubs of the FBA. They are classified into two categories which are main activities and additional activities. Numbers of hours required for students to attend the activities are as follows:

		Hours
<b>Activity 1 : Main Activities</b>		
1.1	Activities enhancing moral standards, ethics, disciplines	6
1.2	Activities for recreation	3
<b>Activity 2 :Additional Activities</b>		
2.1	Activities promoting art and culture	36
2.2	Activities promoting physical and mental health	
2.3	Activities enhancing public consciousness	
2.4	Activities increasing academic capabilities	
2.5	Activities for recreation	
2.6	Other activities by consent of course committee	
Total		45

**Learning Evaluation and Assessment:** Activity participation

**Assessment criteria:** Satisfactory (S) / Unsatisfactory (U)

S = Activity participation  $\geq$  70 %

U = Activity participation < 70 %



*Temple cleaning activity*



- **Teaching and instilling into students ‘social responsibility’ and ‘sustainability’ through extracurricular activities**



*Students donating clothes to needy children*

The Student Development Section works closely with the Student Union in arranging extracurricular activities. The main purpose of such activities is to develop social awareness in students. Examples of activities during the past two years are as follows:

- FBA Social responsibility projects: Environmental conservation, in Prao, Chiang Mai
- Voluntary camp: Helping build Buddhist temple at Pang-Meng temple, Chiang Mai
- Learning from King’s initiatives projects camp at Huai Hongkhrai Royal Development Study Center and Royal Project, Chiang Mai
- Reforestation activities
- Dharma camp at Doi-A-Kin-Ja-No temple, Chiang Mai
- FBA Love Giving project

## **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

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### **Social responsibility- and sustainability-related publications by our faculty members during the past two years are as follows**

- Tantiprabha, P. (2012). Opinion Towards Sales Ethics among Students, Academicians, and Sales Practitioners. *Journal of Social Sciences Srinakharinwirot University*, 12 (1), 76-90.
- Pichayakul, P. A Success Case of Implementing Sufficiency Economy Concept: Funeral Expenses Reduction Project. *Suranaree Journal of Social Science*. Set to be published in June 2015.
- Lonkani, R., & Bangmek, R. (2013). Effect of Corporate Social Responsibility Disclosure on Stock Returns in Thailand. *International Research Journal of Financial and Economics*, 113, 124-135.
- Champawan, S., & Promburom, T. (2015). Guidelines for Capacity Development and Community-Based Cultural Tourism Management in Tambon Ban Ruean, Pasang District, Lamphun Province (2015) *Journal of Community Development and Life Quality*, 3(1), 5-16.

### **Social responsibility- and sustainability-related research studies presented in conferences by our faculty members during the past two years are as follows**

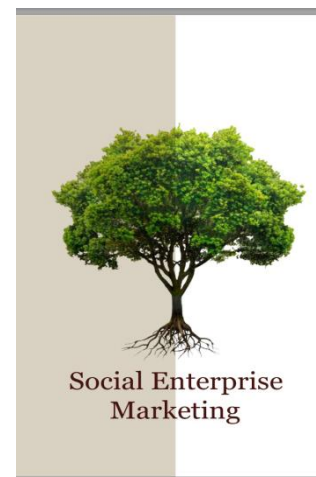
- Pichayakul, P. (2012). *Diffusion Of Sufficiency Economy Concept Through Local Government Agent: A Case Study In Thailand*. The 2012 Bangkok International Business & Economics Conference.
- Taesiriphet, C., Sampet, J. & Sukthomya, D. (2013). *Accounting and Sufficiency Economy*. The 8th Annual London Business Research Conference.
- Winij. W. (2013). *Attitude of People in Mueang Chiang Mai District Towards Eyes and Organ Donation to Thai Red Cross*. The 6<sup>th</sup> Business Management Research Conference.

- Sermboonsang, R. (2012). *When Does Mindfulness Matter to Pro-environmental Consumption Behaviors?* The 5<sup>th</sup> Business Management Research Conference.
- Morachnick, T. (2012). *Mae Kampong Homestay Community: Are Attributes Aligned with Wellness Tourism?* The 2nd International Business Management Research Conference.
- Pichayakul, P. (2012). *Adding Value to a Thai Rural Tourism Product Offering through "Wellness" Attributes: Case of Mae Klang Luang Village.* The 2nd International Business Management Research Conference.
- Thammajinda, R. (2014). *Financial Planning for Retirement of Chiang Mai University's Employees.* The 7<sup>th</sup> Business Management Research Conference.

- **'Social Enterprise Marketing' Book**

To celebrate the 50th anniversary of Chiang Mai University in 2014, the FBA's Department of Marketing, has launched a 'Social Enterprise Marketing' book. This book aims to make people understand more about marketing in social enterprises.

The book tells the story of three social enterprises from a marketing point of view. The marketing mix (the 4Ps: Product, Price, Place, Promotion) of each enterprise is clarified. The book gives general information about the enterprises, such as the founders' inspiration for business, how the enterprises were initiated, and how problems were overcome. This book could potentially inspire people to establish social enterprises in their community and make them sustainable.



*Social Enterprise Marketing book*

## **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*

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- **Cooperation with Warm-Up Café in organizing social marketing plan contest**

The FBA has been liaising with Warm-Up Café, a famous restaurant in Chiang Mai, in organizing a social marketing plan contest; 'Sustainable and Livable Chiang Mai'. Students who apply for the contest have to know the information about Chiang Mai and then create marketing plans which can help guide Chiang Mai to be a sustainable city in which to live. Students will learn how to search for information, think independently, analyze and finally, create marketing plans which fit the community for the purpose of sustainable development.

- **FBA Steering Committee**

The FBA Steering Committee consists of an expert and experienced practitioners such as the Chairman of Chiang Mai Chamber of Commerce. The committee offers advice which helps the FBA ensure that our curriculums and courses are in line with the FBA's mission statement. In addition, for some occasions, they are invited to be guest speakers to share their business experiences with students.

- **Cooperation with Thai Social Enterprise Office**

The FBA also liaise with the Thai Social Enterprise Office, a government agency that promotes social enterprises in Thailand. As certified social enterprises have to prepare the financial report for the government, it causes a problem for many social enterprises, especially small ones. Small-size enterprises could not normally prepare the financial report due to limited finances and a lack of accounting knowledge.. The project aims to help implement the accounting system for such enterprises so that they can prepare the financial report for the government. In addition, accounting training would be arranged for social enterprises so that they could make use of accounting information for their businesses.

## **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*

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- The FBA faculties participated in the social innovation-related project organized by Handong Global University, Korea, with the support of UNESCO. The project was conducted for MBA students at Tribhuvan University, Nepal. Under this project, students had to initiate projects focusing on social innovation to help solve community problems. They had to survey and figure out the community problems such as problems about food, water, life safety, and unemployment. Then, they created projects to find ways to solve such problems. Our faculties were in a supervisory team which gave advice and commented on the students' projects.
- The FBA faculties attended the 'Global Leadership Training Program For Capacity Building & Sustainable Development' Seminar, organized by Handong Global University, Korea, with the support of UNESCO. The seminar was attended by participants from many countries such as Korea, Mongolia, Myanmar, and Nepal. The focus of the seminar was about social innovation and sustainability. Participants learned about this matter listening to the speakers of the day. Many had a chance to present their views about social innovation and sustainability using their own country as an example in order for all participants to exchange and discuss ideas.

## **FUTURE PROGRESS: THE NEXT 12-18 MONTH**

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- **Launching a pocketbook related to social innovation**

To celebrate the 50th anniversary of the FBA in 2015, with the cooperation of four departments: finance and banking, accounting, management and marketing, the FBA will launch a pocketbook related to social innovation. This aims to make people understand more about social innovation from the perspective of four different disciplines which are demonstrated through successful case studies.

- **New courses in corporate social responsibility and sustainability**

Each curriculum has planned to introduce new courses that incorporate social responsibility and sustainability. For example, the Bachelor in Accounting program will introduce new courses including Accounting for Climate Change and Sustainability, and Corporate Governance. Accounting for Climate Change and Sustainability course will cover several topics concerning the process of gathering, recording, and reporting corporate social responsibility-related data. In addition, the topics will also cover the greenhouse gas statement and assurance.

Corporate Governance course will cover the topics relating to principles, concepts, theories, structure, importance and processes of both international and Thai corporate governance. The topics also include transparency of financial reports, professional ethics and accounting mechanism that creates governance.

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For any questions regarding this report, please contact:

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