

CENTRUM Catolica Graduate Business School

Sharing Information on Progress Report 2012-2013



Accreditations



CENTRUM Catolica Graduate Business School

Preface

CENTRUM Catolica is one of the original signatories of the Principles for Responsible Management Education (PRME). It was also one of the founding signatories of the UN Global Compact. So, the school has been committed and is a leader in responsible management education from its beginnings. This is reflected in its Mission statement, and in all of its practices. In Peru and in Latin America CENTRUM Catolica promotes the PRME, and works with business and government leaders to advance responsible management. Its more than 4,000 MBA and DBA alumni, and its thousands of executives who have attended its educational programmes are immersed in the PRME, and in other responsible leadership initiatives, inducing them to embrace those principles in their management practices.

Mission

Contribute to sustainable development through the education of leaders with global responsibility, inspired by ethical principles and Christian values. Promote a comprehensive and holistic view of business to graduate students through an effective learning experience, facilitating the acquisition of knowledge, management skills, entrepreneurship, and the latest management practices that will enable them to guide their businesses and organizations towards global competitiveness.

Vision

Continue to be distinguished as the leading business school in Peru and located among the top five schools in strategic business management in Latin America by 2015, to become a model organization recognized worldwide, characterized by the values instilled in their students, its high standards of quality of education, and their contribution to management development in the region.

Values

The fundamentals and the uniqueness of the school are in the search of truth, respect for the dignity, pluralism, and social responsibility. It also promotes the development commitment, honesty, solidarity, and justice.

Keys to Success

CENTRUM Catolica is a business centre of the Pontifical Catholic University of Peru. It started operations on March 1st, 2001. From its inception CENTRUM has had full autonomy in decision-making, financial self-sufficiency, and an independent, modern campus. It also recruits its professors using worldwide searches, and uses the latest educational technologies and practices. These elements have been pivotal to its success in a very short time. Figure 1 provides more details.

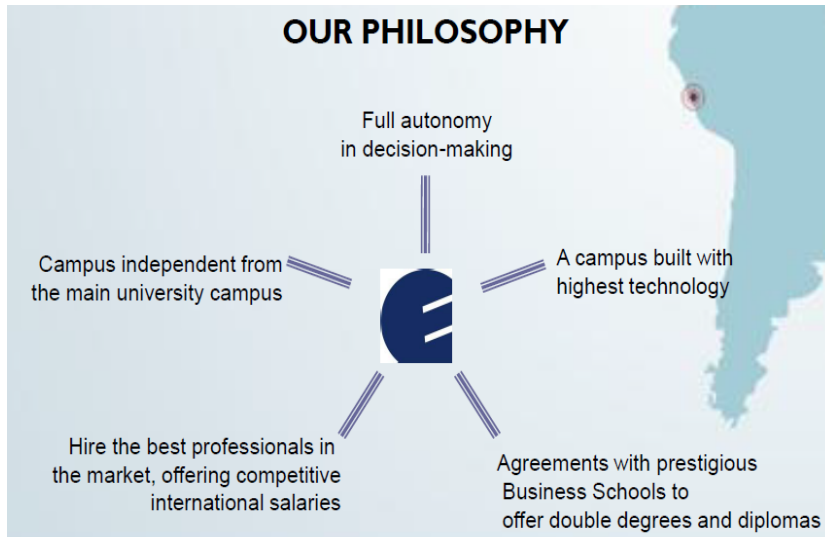


Figure 1. CENTRUM Catolica's five keys to success

Organization

CENTRUM Catolica is a matrix organization. Its different units interact horizontally with each other, obtaining a synergy that has propelled the organization to be ranked amongst the best in the World in only 13 years. The size of its management structure is relatively light making it a very agile organization, therefore responding quickly to the needs of organizations and of the market. Figure 2 shows its organization. CENTRUM Cathedra is the academic branch, where CENTRUM Catolica offers only graduate degree programmes, including MBAs, DBA, and master's diplomas. CENTRUM Research is responsible for all research, CENTRUM Enterprises and CENTRUM Alliances are responsible for Executive Education programmes, consulting, and external relations.



Figure 2. CENTRUM Catolica light matrix-like organization.

Internationalization

CENTRUM Catolica works in partnership with prestigious universities in Canada, Israel, Spain, The Netherlands, and the United States, on a long-term basis, offering double degrees or executive education. Some of these universities include: EADA and IE in Spain, Maastricht School of Management in The Netherlands, and Tulane University in the United States. Figure 3 offers more details.



Figure 3. Strategic, long-term alliances held by CENTRUM Catolica.

Advances in Applying the PRME in 2012 and in the First Semester of 2013

Principle 1: Purpose

We will develop the capabilities of students to be able to operate responsibly in business and society by providing them a learning environment in which evidence-based insights and deep knowledge can help them to become critical thinkers with independent minds.

Overview

CENTRUM Catolica is committed to develop or deepen students' critical thinking and holistic thinking capabilities. It is also committed to strengthen their capabilities as responsible leaders and managers.

Achievements / Activities

CENTRUM Catolica since 2005 applies The Principles for Responsible Management Education (PRME) in all MBA and doctoral programmes, as well as in executive education programmes.

CENTRUM Catolica since 2008 developed and is carrying out a Master's degree specialized in Corporate Social Responsibility and Sustainability.

CENTRUM Catolica includes themes on Sustainability, Ethics, and Corporate Social Responsibility in the syllabus of all courses of its MBA Programmes, in the doctoral programme, and in executive education programmes.

CENTRUM Catolica carries out the International Week every year in the month of September, with the participation of around 500 alumni and students, covering themes aligned with the PRME.

CENTRUM Catolica gives equal opportunities to students from the capital city as well as from the 24 geographic regions in Peru, having *in situ* programmes in eleven cities of the interior, giving the chance to those students to get a world class business education.

Principle 2: Values

We will increase awareness of corporate responsibility, including its different dimensions and manifestations around the world, through our activities in teaching, research and outreach.

Overview

CENTRUM Catolica's Mission and Values reflect the PRME. Its practices do too. The institution is recognised as a leader in responsible management, and responsible leadership.

Achievements / Activities

CENTRUM Catolica was instrumental in the revision of the Globally Responsible Leadership Initiative (GRLI), which permitted the full incorporation of the AACSB International as a strategic partner of the GRLI.

CENTRUM Catolica is about to implement the voluntary ISO 26000 standard dealing with Corporate Social Responsibility.

CENTRUM Catolica since 2012 is certified by the ISO 14001 (environmental) standard.

CENTRUM Catolica since 2005 is certified with the ISO 9001 standard.

CENTRUM Catolica is carrying out an eco-efficiency plan since 2010, reducing and/or recycling water, electricity, paper, and other inputs to its operations.

Principle 3: Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Overview

CENTRUM Catolica practices what it preaches.

Achievements / Activities

CENTRUM Catolica's MBA and DBA programmes are paperless since 2011.

CENTRUM Catolica introduced critical thinking and holistic thinking in all of its MBA and DBA programmes since 2012.

CENTRUM Catolica is one of the leaders devising a new Ph.D. in global responsible leadership and sustainability, in the 50+20 Agenda, which will be launched in early 2014.

Principle 4: Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of business in and for society, with specific

attention to issues and trade-offs in relation to corporate responsibility broadly defined.

Overview

All research at CENTRUM Catolica is carried out in ten areas, all of which are aligned with the PRME and the UN Global Compact principles. These areas include business ethics, corporate social responsibility, responsible leadership, marketing, business strategy, and sustainability.

Achievements / Activities

CENTRUM Católica (CC) runs the Corporate Social Responsibility, Entrepreneurship, and Sustainability Research Centre (CERES), to lead innovative research, and collaborative activities to assist companies and other institutions to address the challenges they face in adapting to and becoming leaders in sustainable development.

CENTRUM Catolica focuses its research in ten macro subjects, three of which are Ethics (individual, corporate, societal, and global), Corporate Social Responsibility, and Sustainability. In all other seven subjects there are sub subjects that touch upon “responsibility”, and “ethics”.

CENTRUM Catolica carries out more than 20 meetings and conferences every year addressing, of national or international nature, involving business and academic leaders, addressing issues dealing with the PRME.

CENTRUM Catolica publishes a refereed and an academic journal, *Journal of CENTRUM Cathedra* three-yearly), and a trade journal - *Strategia* (six times a year), which always include articles dealing with the PRME.

CENTRUM Catolica published every year the Peru Regional Competitiveness Index, which ranks the 24 regions of Peru, which includes more than 90 variables, many of which are related to sustainability issues.

CENTRUM Catolica developed the Corporate Reputation Index (IRCA) in conjunction with Arellano Marketing, the most prestigious marketing organization in Peru.

Principle 5: Partnership

We will interact with managers of business, governmental and non-governmental organisations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to jointly explore effective approaches to meeting these challenges.

Overview

CENTRUM Catolica since its inception privileges strategic partnerships to carry out many of its programmes. This is the case with the MBA, DBA, and research programmes.

Achievements / Activities

CENTRUM Catolica is an active member of the Globally Responsible Leadership Initiative. CC uses this global platform to inspire and champion responsible management education, research and thought leadership globally.

CENTRUM Catolica is a member of the European Academy of Business in Society (ABIS), a unique network of global companies and leading business schools committed to mainstreaming sustainable enterprise in business and policy research, executive learning and management education.

CENTRUM Catolica is an active member of the GOLDEN Initiative, a global network of leading research centres, business and institutions developing and testing innovative change strategies to realize sustainable enterprises. It comprises three activities: (a) the Observatory, (b) the Labs, and (c) strategic research and multi-level simulations of global scope.

CENTRUM Catolica leads a research and outreach programme aimed to better understand and manage the “social license to operate”, and the “free, prior, and informed consent” in the extractives industries in Peru, and globally, so as to contribute to better manage the trade-ons between enterprise and their external stakeholders, and particularly with their immediate and exmediate communities.

CENTRUM Catolica established a long-term strategic alliance with Scotiabank of Canada to teach and practice socially responsible entrepreneurship to approx. 1,000 micro entrepreneurs per year in economically depressed areas, involving all MBA students as instructors, and coaches. The target is to involve more than 10,000 micro entrepreneurs in all regions in Peru in 10 years.

Principle 6: Dialogue

We will facilitate and support dialogue 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.

Overview

CENTRUM Catolica is leading or promoting dialogues in association with strategic issues in Peru's development, or dealing with the future of business and business schools.

Achievements / Activities

CENTRUM Catolica is a proactive member of the teams discussing and making proposals to revise the mission of business in society, and of business schools. This is done being involved proactively in several initiatives: 50+20 Agenda, GOLDEN for Sustainability, Peru 2021, and several business guilds, such as the Peruvian Society of Mines, Energy and Petroleum.

CENTRUM Catolica maintains a strategic alliance with Peru 2021, the guild of Peruvian and transnational corporations who are socially and environmentally responsible. Members of CERES are jury members of the CSR Yearly Prize, and the Yearly CSR Distinction.

CENTRUM Catolica is an active member of the UN Global Compact, a corporate leadership platform for the development, implementation and disclosure of responsible and sustainable corporate policies and practices.

CENTRUM Catolica is also committed and proactive in the 50+20 AGENDA, which seeks to make a paradigm shift in business education and corporate leadership around the World whereby global ethics, sustainable development, responsible leadership, and the Common Good will drive all plans and actions. The 50+20 Agenda guiding document "Business Education for the World" was translated to Spanish by CC for its dissemination in Latin America and Spain, using CC web site and various forums.

CENTRUM Catolica is an active member (Champion) of the Principles for Responsible Management Education of the United Nations (UN PRME).

CENTRUM Catolica was instrumental in the creation of the Regional LAC PRME Chapter in June 2013, which it presently chairs.