

MANCHESTER  
1824

The University of Manchester  
Alliance Manchester Business School

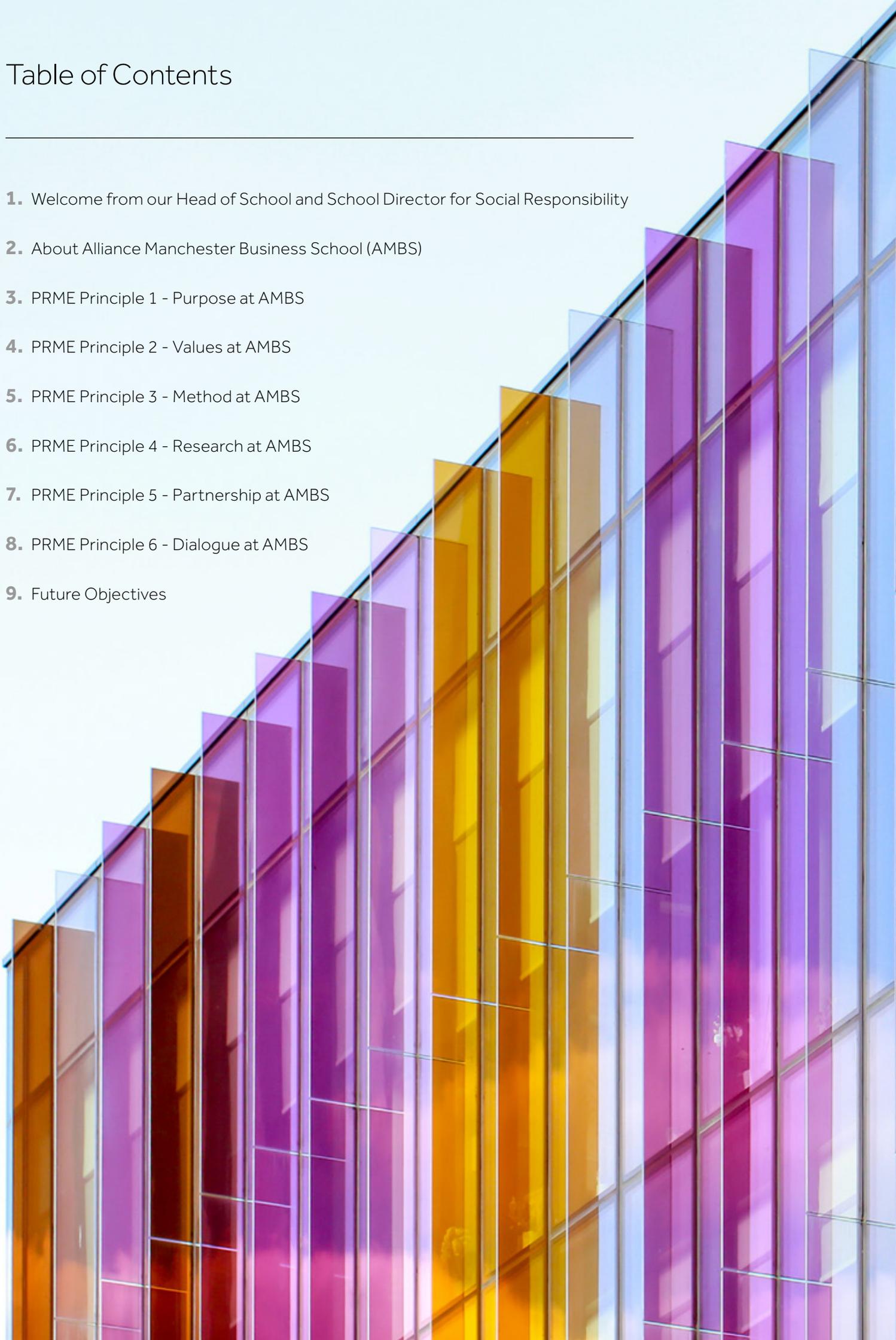
# Alliance Manchester Business School

PRME Sharing Information on  
Progress (SIP) Report 2021



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# 1.

## Welcome from our Head of School, **Professor Fiona Devine**, and School Director for Social Responsibility, **Professor Hongwei He**

### Welcome to the first PRME Sharing Information on Progress (SIP) Report for Alliance Manchester Business School (AMBS).

AMBS is one of the largest and leading campus-based business schools in Europe and one of the largest schools within The University of Manchester.

Social responsibility is one of the three core goals (alongside Research and Discovery; and Teaching and Learning) of the University of Manchester.

We were the first university to place social responsibility (SR) as a core goal in its identity and strategy. Our commitment to social responsibility is also recognised externally. For example, the 2021 Times Higher Education University Impact Rankings places the University of Manchester 1st in the world for social and environmental impact across its full range of functions of education, research, operations, and public engagement activity, using the UN Sustainable Development Goals (SDG) as a framework.

As an integrated part of The University of Manchester, AMBS also adopts social responsibility as one of the three core goals of our identity and strategy. We actively implement and participate in university-wide SR initiatives and programmes, as well as developing and implementing a social responsibility strategy that specifically capitalises on our strengths and the opportunities.

Our philosophy is that social responsibility should be fully embedded in all the functions and activities that we do as a

business school. We also have a management system and structure to specifically lead, develop, and implement our social responsibility strategy. This is led by our School Director for Social Responsibility, Professor Hongwei He, who Chairs a School Social Responsibility Committee. He is also an integral member of the Senior Leadership Team of AMBS and the Faculty of Humanities Social Responsibility Operations Group. The School SR Committee includes Associate Heads of Social Responsibility from our four Divisions, a professional services SR lead, and leaders from our core functional departments.

One of our core SR goals is to deliver socially responsible management education. We are proud that AMBS has become an advanced signatory of PRME and to welcome you to our first PRME SIP report. The report highlights some of our key programmes and initiatives and gives a snapshot of the progress concerning how the Six Principles are applied in AMBS.

We are fully committed to the PRME principles despite any challenges we face, including the Covid-19 Pandemic. We like to turn challenges into opportunities. We quickly adapted ourselves to face the new challenges of Covid-19 and turned them into opportunities, for example, by developing a series of high-profile webinars, podcasts, and online events specifically to address the business and management issues derived from or related to Covid-19. We also set up a strategic fund to support research and education that addresses Covid-19 related issues. These are just some examples demonstrating our commitment to PRME principles and how our values are aligned. I hope you can enjoy this report. Please visit our website for more information and future developments in the area of PRME initiative and social responsibility.



**Professor Fiona Devine**  
Head of Alliance Manchester  
Business School



**Professor Hongwei He**  
School Director for  
Social Responsibility

## 2. About AMBS

Est.  
**1965**

Alliance Manchester Business School was established in 1965 as one of the UK's first two business schools. We are triple accredited by AACSB, EQUIS and AMBA and are part of the prestigious University of Manchester.



We also provide world-class, industry-focused education to undergraduates, postgraduates and executives from across the globe. Our centres in Dubai, Hong Kong, Shanghai and Singapore open up a world of opportunities for our students, alumni, academics and clients.

**2<sup>nd</sup>**  
in the UK

As a research-led business school, we are ranked 2nd in the UK for research power based on the latest Research Excellence Framework (REF) 2014 assessment.

REF is the system for assessing the quality of research in UK higher education institutions. Research power is calculated by multiplying the percentage of research in each grade by its rating, adding them all together and dividing by 100. Our influential research impacts all areas of business and management – from management sciences, marketing, innovation, work and employment, to organisational psychology, accounting and finance.



We work to achieve The University of Manchester's vision which is to be recognised globally for the excellence of our people, research, learning and innovation, and for the benefits we bring to society and the environment.

**3**

Our three core goals are research and discovery, teaching and learning, and social responsibility.

Our people and our values are at the heart of our plan.

Our themes - innovation, civic engagement and global influence - underpin everything we do.

Alongside the vision, our brand essence - Original Thinking Applied - is at the heart of everything we do. This means that our research positively impacts businesses, policy and third sector organisations. It infuses our teaching so students, delegates and clients can apply it to solve real business challenges.



### 3. PRME Principle 1 - Purpose at AMBS

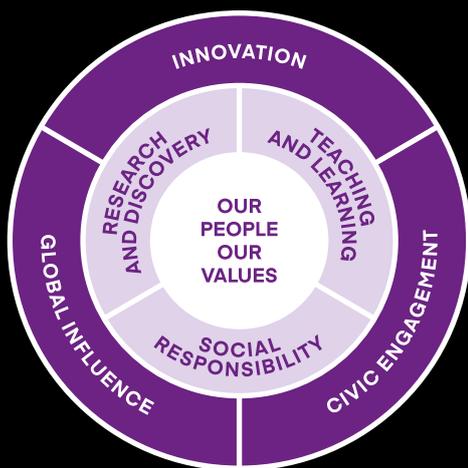
**“We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.”**

AMBS implements a vision that focuses on embedding social responsibility into research and discovery, and teaching and learning, thereby developing the capabilities of students to become the future leaders and managers that promote sustainable value for business and society:

**“We support and highlight research that will make a positive difference to society, addressing the major challenges we face in the 21st century, and we equip our graduates to exercise ethical, social and environmental responsibility. We engage with communities globally at local, regional, national and international levels.”**

AMBS is located within the Faculty of Humanities at The University of Manchester. The University has three core goals: Research and Discovery, Teaching and Learning, and Social Responsibility; and four themes: Our People Our Values; Civic Engagement; Global Influence; and Innovation.

The University of Manchester was the first British university to set social responsibility as a core goal, which has been the case over the last two strategic planning cycles of the University of Manchester.



The goal of social responsibility includes five key priorities: research with impact, socially responsible graduates, engaging our communities, responsible processes and environmental sustainability. In 2020, the University announced its new five-year strategic plan in which social responsibility has a prominent position. The plan confirms the University's focus on engagement, environmental sustainability and embedding social responsibility, but also adopts a new focus on aligning research and teaching with the UN Sustainable Development Goals.

One of the University's signature programmes – open to all undergraduate students – is the Ethical Grand Challenges. Over three years, the Ethical Grand Challenges programme enables undergraduate students to address some of the most profound ethical challenges of the 21st century.

During their first year students participate in a sustainability challenge, during their second year in a social justice challenge and during their third year in a workplace ethics challenge. Students that participate in all three challenges, complete two recognised leadership activities, and complete 40 hours of verified community volunteering are offered a Stellify award, which is the University's most prestigious extra-curricular award. This programme and award make a substantial contribution to delivering AMBS' priority of educating socially responsible graduates. In 2020 AMBS received 31 Stellify awards, a significant increase from the 6 rewards received in 2019.

# STELLIFY

**STE•LI•FY (VERB)**

To change or be changed, into a star

Another example of AMBS' dedication to developing future responsible managers involves its Social Responsibility Scholarships, which are awarded to students who have shown a previous contribution to community-based projects, volunteering opportunities and/or fundraising activities. These students develop plans to continue their volunteering activities as students at AMBS. These scholarships are worth £2000 per year across three years of study.

The contribution of AMBS, the Faculty of Humanities and the University of Manchester to social responsibility have been recognised in the Times Higher Education University Impact Rankings. These are the only global performance tables that assess more than 500 universities against the United Nations' Sustainable Development Goals (UN SDGs) and compare universities across three broad areas: research, outreach, and stewardship. The University of Manchester was ranked 1st in the world in the 2021 ranking. AMBS has played a prominent role in terms of the University's engagement with the SDGs. For instance, the Sustainable Consumption Institute at AMBS explores how adjusting consumption and production systems can bring about less resource intensive ways of life, while the Work and Equalities Institute is internationally recognised for its research into global inequalities and the world of work. AMBS also established one of the world's first business and human rights networks at a business school, while it also recently launched the National Forum for Health and Wellbeing at Work to improve workplace wellbeing, and last year also founded The Productivity Institute. The award was vindication of how the SDG agenda was completely "embedded" within research and teaching across AMBS.

## 4.

# PRME Principle 2 - Values at AMBS

“We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.”

### Curricula

In their course manuals, course coordinators at AMBS are required to describe how their course unit contributes to social responsibility. Coordinators can describe their contribution to social responsibility in terms of the UN PRME responsible management competencies and/or the UN SDGs. Data on social responsibility in course manuals are collected every semester, and best practice examples are made available to staff via the intranet.

The template used to write course manuals includes the following:

“AMBS aims for our graduates to develop not only academic and professional skills, but also a sense of social, ethical and environmental responsibility towards the societies of which they are part. Please give details of how social responsibility is addressed in your course unit by highlighting any knowledge or skills that support students’ social and ethical understanding and conduct.”

The textbox includes an example of a course unit that describes how it tackles social responsibility topics and embeds these topics in the unit’s learning objectives, by referring to the UN SDGs and responsible management competencies.

#### Course unit BMAN 73102 in the MSc Management:

This course unit improves students’ understanding of sustainability and social responsibility in a business context, by emphasising the study of sustainable business models and sustainable collaboration between firms.

It discusses sustainable technologies and businesses that contribute to several of the UN Sustainable Development Goals (SDGs), such as goal 2 (zero hunger), goal 7 (affordable and clean energy), goal 11 (sustainable cities and communities), goal 12 (responsible consumption and production), goal 13 (climate action) and goal 17 (partnerships).

In addition, the course unit encourages students to critically analyse the interaction

In addition to an integration of social responsibility into every course unit at AMBS, there are also a substantial number of units that are explicitly focused on social responsibility and sustainability. Examples include:

- an MBA unit on Sustainable and Socially Responsible Business that is offered to all MBA students
- inclusion of Leading and Managing in the Global Environment Part A core unit in the portfolio of MBA programmes
- MSc units on Innovation for Sustainability, and Sustainability and Social Responsibility
- UG units on Sustainable Business, and Sustainable Business in Society.

Appendix 1 includes a mapping exercise that AMBS has undertaken on the UN SDGs. It visualises which undergraduate and postgraduate course units explicitly link their learning objectives to the UN SDGs.

### Academic Activity: Widening Participation

AMBS participates in the University’s Manchester Access Programme (MAP), which targets and supports talented students who are from backgrounds that are currently under-represented in higher education. MAP is a structured scheme for local post-16 students who meet specific academic and background criteria. The programme aims to support entry to Manchester, or to another research-intensive university, through the completion of a portfolio of work demonstrating specific knowledge and skills. The scheme allows students to show their potential through a varied programme of activities, including:

- a series of personal development/skills workshops;
- a two-day University Life Conference;
- one-to-one UCAS application guidance interviews with University staff.

Students also complete an academic assignment under the guidance of an academic tutor at the University, which helps to develop the skills required for university study and provides an excellent opportunity to demonstrate the potential for success in higher education.

AMBS has extended its Manchester Access Programme to a Manchester Distance Access Programme. Unlike MAP, MDAP does not require participating applicants to attend on-campus events and is not limited to students from Greater Manchester. MDAP therefore expands the reach of the School’s widening participation initiatives across the whole of the UK thanks to the distance learning/online nature of the scheme.

### Organisational Practices

There is a formal School governance structure for SR managed via the Social Responsibility & Engagement Committee, chaired by the Director for SR and supported by an Associate Head of SR from each Division and a senior member of professional services staff. The Director reports on the achievement of priorities to the School’s Senior Leadership Team and to the Faculty of Humanities. The School Director plays a pivotal role in developing and implementing SR strategy for the School and contributing and supporting the Faculty- and University-level SR strategy.

Similarly, the four Associate Heads of SR at the divisional level are responsible for the SR strategy in their divisions and divisional implementation of School, Faculty and University level strategy. AMBS' SR Committee also includes members from different operational functions/arms of the School, i.e. executive education, marketing and communications, chair of EDI committee (see the next section) and so on. This practice is to ensure that our SR strategy is embedded fully across the academic divisions as well as functional departments of the School.

**Equality Diversity and Inclusion (EDI):** The University of Manchester is committed to creating an environment where diversity is celebrated and everyone is treated fairly, regardless of gender, gender identity, disability, ethnic origin, religion or belief, sexual orientation, marital or transgender status, age, or nationality.

The University has a genuine commitment to equality of opportunity for its staff and students that form a very diverse community: 17% of our staff are from a black and minority ethnic background, women make up 51% of our workforce, and international staff members make up 21%. We also have more than 40,000 students, including 14,800 international students from more than 170 countries. The University publishes a report each year ([the latest one can be found here](#)) that details information on all staff and students at the University.

The University leads award-winning initiatives to counteract all forms of bullying or harassment and oversees gender and race charters for the advancement of female and black, Asian and minority ethnic staff.

AMBS has achieved Bronze for Athena Swan Charter - a framework which is used across the globe to support and transform gender equality within higher education and research - and is now working through the agreed action plan towards full implementation.

AMBS has an EDI committee that is responsible for implementing the Athena Swan action plan and other EDI initiatives, such as reducing the BAME attainment gap. The EDI committee has a large number of members from diverse backgrounds and meets regularly to set the EDI agenda for the School and make EDI-related recommendations to the School's leadership team to improve EDI performance, in many areas such as recruitment, promotion, leadership diversification, student attainment, and so on.

The School's EDI committee chair is also an integral member of an EDI committee at the Faculty of Humanities level. To ensure that EDI issues are integral to the School's SR strategy, the AMBS Director for Social Responsibility is an essential member of the EDI committee and the Chair of the EDI Committee is also an integral member of the School's SR committee. In addition, the EDI Chair is a regular guest to the School's Senior Leadership Team meetings.

In 2021, the University of Manchester appointed for the first time a Director of Equality, Diversity and Inclusion (EDI). The Director of EDI is a new role, created to provide leadership of the EDI agenda across the entire University and drive forward a bold and ambitious programme of change. The Director of EDI is responsible for developing and implementing the University's EDI strategy and ensuring that equality, diversity and inclusion inform and guide the University's core activities.

**Procurement:** The University takes a net-positive approach to procurement, maximising the positive social, environmental and economic impacts gained through what we purchase and aiming to minimise those that are negative. It has led the higher education sector in developing a Supplier Engagement Tool, using a Flexible Framework to embed responsibility into procurement. It is committed to Fairtrade and Workers Rights Consortium accords to protect the conditions of food and garment workers throughout our supply chain. AMBS has also committed to removing all single-use plastic from its catering facilities.

**Public Service:** The University has established policies to ensure staff can commit to public service, for example as a school governor, a justice of the peace, or a local authority councillor. Staff are also encouraged to take social action, for example through becoming a Dementia Friend, proficiency in life-saving CPR, Give and Gain Day and charitable initiatives such as Giving Tuesday and the Greater Manchester Run.

**Environmental Sustainability:** AMBS has developed an environmental sustainability action plan that focuses on the building (reducing energy use, increasing the use of renewable energy, creating more green spaces), procurement (removing single-use plastic, healthier options in catering, reducing food waste), and travel (increasing bike storage on campus, increasing use of videoconferencing facilities).

#### **Social responsibility in our international centres.**

Social responsibility is embedded in our international centres where they have the autonomy to develop their own initiatives. Below lists some examples of SR activities from our global centres:

#### **Dubai**

On the 14 February 2020, our Middle East Centre staff, students, and alumni took part in the walk to support education, and to bring awareness to 'Rare Disease', and to promote the "Adopt a School" initiative.



The Centre joined colleagues in The University of Manchester Worldwide in a virtual charity run on Saturday, 19 September 2020. The charity run aimed to break the Guinness World Record for the highest number of people joining a virtual run on Zoom simultaneously with alumni from around the world. There were 240 participants worldwide, with 15 of these from the Middle East Centre.

The Centre is collaborating with Dubai Cares (a UAE-based global philanthropic organisation and part of Mohammed Bin Rashid Al Maktoum Global Initiatives) to support one of their signature initiatives – ‘Adopt a School’ – which aims to build a school in a developing country (Nepal) to provide thousands of children with access to quality education.

### Hong Kong

The University of Manchester Worldwide East Asia Centre has recently reached multiple social responsibility milestones earning plaudits from two major organisations. From fundraising endeavours to championing work-life balance, aligning with the University’s strategic goal, the East Asia Centre has proactively participated in various social responsibility activities since 2006 by collaborating with local professional institutions, NGOs and the regional alumni association for charitable fundraising and volunteering. Not only does it have a high degree of support for such initiatives amongst alumni and student members, but it also nurtures its stakeholders to be socially responsible business leaders.

In late February 2021, the Centre was awarded an SDG World Record Certificate in the category “Most Participation for Rethinking Education and Shaping the Future”. This was awarded for The University of Manchester’s sponsorship and support of the “Futures of Education for Industry 4.0 and Beyond” Forum, which was organised by UNESCO, and the Hong Kong Association Global Peace Centre, with the aim of facilitating a dialogue over educational reforms in the digital age.

The event was moderated by Global MBA alumna, Donna Buckland, and featured a series of renowned academics and industry professionals, including alumnus Dennis Shi, CEO of Mojodomo. The event drove forward changes to local educational systems, benefiting future generations. The Centre also participated in the UNESCO Charity race by encouraging our stakeholders to improve their well-being, both physically and psychologically.



The Centre has also initiated various charity events with the Manchester Business School Alumni Association following the sustainable development goal (SDG) of well-being, benefiting those in need during the difficult times in 2020. With the nomination by the NGOs, the Centre received the Caring Company Award for two consecutive years: 2019-2020. This award is given to companies that recognise and promote corporate social responsibility.

### Singapore

Following a previous successful [collaboration](#) with HCSA Dayspring SPIN, the Manchester Worldwide **South East Asia Centre** teamed up with HCSA Dayspring SPIN under the [HCSA Community Services](#) programme again on two more occasions. With the assistance of our enthusiastic MBA student volunteers, the Centre delivered a virtual storytelling session and a virtual home-based science experiment session to the children of the HCSA members on multiple occasions.

The **South East Asia Alumni Association** also supported the inaugural University of Manchester Global Charity Run on 19 September 2020. The Manchester Business School Alumni Association of Singapore (MBSAAS) presented a donation cheque of S\$1,500 raised from the Global Charity Run, to its beneficiary, The St John’s Home for Elderly Persons, on behalf of the University of Manchester community in Singapore.



Manchester Day of Action is the yearly volunteering programme in which the University’s global alumni communities actively do their part to contribute towards our social responsibility goals in the month of June. On 27 June 2020, the University of Manchester Alumni Association of Singapore (UOMAAS) and the Manchester Business School Alumni Association of Singapore (MBSAAS) worked together to give back to the local Singapore community by working alongside Hopes in Meals in their inaugural joint event, gathering 25 enthusiastic volunteers for the event. Together, its alumni and students made contactless deliveries of meals to the elderly, aiming to lighten the elderly people’s financial burdens, reduce their exposure to the external environment by protecting their health during these unprecedented times, and reinforcing the organisation’s presence to ensure a point of contact for elderly who may find themselves to be lonely.

### China

Our Centre in **China** actively connects, engages and shares with the public our knowledge and resources, creating benefits for our alumni community and wider society. It invites senior alumni to deliver talks in areas of profound social and scientific importance and interact with the community both online and offline.

The community is given opportunities to become ethically, socially and politically informed on key challenges in the region and beyond. In April 2020, the University of Manchester China Centre launched a live-streaming platform that uses a digitally enhanced approach to extend its public engagement to a wider audience, and to address some issues of educational equality and meet the learning needs and expectations of today’s digitally native public. On 21 January 2021, AMBS senior DBA alumnus Dr Clement Feng, President of Infima AS (China) was invited to the Centre to deliver a masterclass, both offline in the China Centre and live-streamed, with a focus on his research and expertise on Equity Investment and Cross-border M&A. The event reached a wide audience including those who would otherwise lack such educational access due to physical or financial constraints. On 27 February 2021, the China Centre invited AMBS Global MBA alumnus Dr Jian Li, to share industrial insight on “Precision Medicine and Artificial Intelligence, Transform the Future of Healthcare”.



The China Centre also developed a culture sharing platform to promote easier access to culture across wider society and encourage cross-cultural conversations among different nationalities. It is developing this people-to-people diplomatic platform to advance cultural knowledge, nationally and internationally. Having won the municipal fund 'Shanghai Overseas Returned Scholars Association Grant for projects on people-to-people diplomacy activities' for the second year, it is working towards hosting our third cultural engagement project where a larger University of Manchester impact could be made possible through a stronger cross-cultural link in the region. For example, on 9 January 2021 this platform organised the New Wave of Chinese Art Sharing Salon, which was held in the Baoku Culture Centre at Shanghai Tower. The Curator of Baoku Museum, Baifeng Ye, and renowned artist, Jun Shi, were invited to share their expertise in Chinese art in relevance to world art, followed by a panel discussion on the younger generation's aesthetic concepts and cultural vision.



Other events from our China Centre include Global MBA July 2019 student representative Andrew Poon launching a community kitchen project in 2021 to raise awareness of workplace wellbeing by promoting team-building through cooking together. Since 2018, the China Centre has been working with Home Sweet Home (HSH), a local charity to equip those with special needs in designing and producing alumni merchandise and corporate gifts, especially during 2020 when HSH's source of income was affected by the pandemic. In March 2021 we welcomed the third collaboration.

**Responding to Covid-19:** The Covid-19 pandemic has caused unprecedented crises in almost every front of the global society. During this time, AMBS has been at the forefront of adjusting

activities to face the challenges of the pandemic and in contributing to the human fight against the virus and pandemic, and business and societal recovery. Many initiatives have been implemented in the School, which are summarised below.

- **Recovery from Covid-19:** Staff from across The University of Manchester, led by AMBS, are working with organisations around the UK and globally – including local government emergency planners and resilience officers - to develop successful plans for ensuring recovery from Covid-19. The interdisciplinary team is synthesising international and national learning and carrying out real-time research on the ground, which will lead to immediate impact as well as longer-term academic contributions. This work is built on existing partnerships, new networks, interdisciplinary collaboration, and a desire to make a difference. The team produces 'The Manchester Briefing on COVID-19' each fortnight which brings together international lessons and examples that may prompt our thinking on response to, and recovery from, Covid-19. This is also circulated through an international partnership with the [Global Resilient Cities Network \(GRCN\)](#) to a further 4,000 cities across the world. Duncan Shaw, Professor of Operational Research and Critical Systems, has been honoured by the [British Standards Institute \(BSI\)](#) for his work around producing guidelines for organisations and communities in the wake of the pandemic.
- **Blog series:** [Our blog series](#) covers a range of issues, including:
  - [Key issues for recovery from COVID-19](#)
  - [How the 'shielded' will be looked after once the UK lockdown is lifted](#)
  - [Decision-making in a time of uncertainty](#)
  - [How the health and care system can continue to work effectively post COVID-19](#)
  - [The impact of Covid-19 on CSR and marketing](#)
  - [The impact of COVID-19 on work and equalities](#)
  - [The pandemic and bank digitisation](#)
  - [Business school social responsibility during the pandemic](#)
  - [Principles of decision-making during pandemic recovery](#)
  - [The impact of the pandemic on knowledge intensive business services](#)
  - [Productivity and the pandemic](#)
  - [Covid-19 and sustainable consumption and production](#)
  - [Supporting the vulnerable during the pandemic.](#)
- **Original Thinking Podcast:** We launched a new [original thinking podcast series](#) to cover extensively Covid-19 related topics, including remote working, UK productivity and Covid-19, Covid-19 and the impact on older workers, strategising beyond Covid-19, Covid-19 and global supply chains, Covid-19 and employment, and so on.
- **Covid-19 related external funding:** We have been successful in securing external funding to advance research in the areas relating to Covid-19. AMBS' Professor Duncan Shaw and colleagues have secured close to £1million in funding to support research into the long-term recovery of local communities from the damage caused by the coronavirus pandemic. The project has been part-funded by the ESRC. Dr Saleema Kauser has been [awarded a grant](#) by the British Academy to look at the extent to which social and economic factors might help explain the disproportionate effect that Covid-19 has had on BAME (Black, Asian and Minority Ethnic) communities.

# 5.

## PRME Principle 3 - Method at AMBS

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

All courses at AMBS are required to provide a CSR statement in the course outlines. The SR statement should consist of 3-5 statements. These can be related to two or more of the following points:

- How is the course related to one or more [UN SDGs](#)?
- What aspect(s) of the course content are linked to SR and/or sustainability?
- What methods of delivery of the course (e.g., visit to external organisations; external guest speakers; creation of new resources, new websites, blogsites, films and podcasts) are linked to SR and/or sustainability?
- What SR-related case studies and examples are utilised in the course?
- How are any assessments of the course linked to the development of SR knowledge and/or SR skills?
- How is the course content/delivery aligned with the [University's strategic goals for SR](#).

**The Social Responsibility in the Curriculum Fund** is the Faculty of Humanities' flagship programme to encourage socially responsible graduates. Running since 2012, funding has been provided to more than 100 course units to enable a specific social responsibility emphasis to be included in them. AMBS has been successful in winning this fund with on average six awards per year being made to colleagues in the School to enhance the social responsibility content in their courses.

**SR dissertation awards:** In our School's Management Science and Marketing division, we offer Best SR Dissertation Awards to the best dissertation project that has the strongest social impact and SR implications to each of the three PGT programmes in the Division. The purpose of these awards is to raise awareness of SR and promote the SDGs among our postgraduate taught (PGT) students and contribute to one of the core SR strategies: socially responsible graduates.



**Making a Difference Awards for Outstanding Teaching Innovation in Social Responsibility:** This University award recognises staff innovation in the curriculum where teaching and learning have enhanced social, cultural or environmental impact.

Awards are offered to courses that offer evidence of innovation in the way the curriculum, programme or module has been developed, delivered and assessed; evidence of the impact of the teaching and learning on the students and their understanding and commitment to social responsibility or environmental sustainability, and evidence of the impact of the students' work, or the course itself, on the wider community beyond higher education. Most recently, colleagues from AMBS and our sister school (School of Social Sciences) have been shortlisted for this prestigious award for their project titled "Worker-driven social responsibility for human rights".

An example of valuable teaching material on social responsibility is the [MOOC on Managing Responsibly: Practicing Sustainability, Responsibility, Ethics](#), developed by Oliver Laasch (AMBS), Frank Boons (AMBS), and Sally Randles (MMU). The MOOC videos are available on the [Coursera platform](#) and to use more freely [here](#).

The MOOC is an initiative in collaboration with Principles for Responsible Management Education (PRME). Overall learning outcomes include:

1. To provide an introduction to the three constituting fields of managing responsibly: sustainability, responsibility and ethics.
2. To help apply the knowledge and insights gained from these three fields to real life problems in your own setting.
3. To identify, understand and facilitate individual action that can lead to change at the organisational and system level... to 'act is to move'.
4. To learn to appreciate and bring together different points of view, and negotiate collective solutions to pressing problems.

#### Who is this MOOC for?

While this course is primarily designed for executives who want to work on particular responsible management issues and create responsible management practices, advanced business students will also find it helpful.

Over 17,000 learners have already enrolled in this course and 33% of the learners changed their career afterwards (typically towards ethics, responsibility, sustainability related areas). The MOOC 'alumni' continue to make impact through a community of practice of over 2500 management practitioners from around the world on LinkedIn.

#### Responsible Management Course - YouTube



These are the course videos of the University of Manchester's massive open online course (MOOC) on the Coursera platform [www.youtube.com](http://www.youtube.com)

Evidence of the School's contribution to creating effective learning experiences for responsible leadership includes the recent Financial Times Global MBA Ranking 2021. For the second year running AMBS retained its position as the highest-ranked school in the UK for Corporate Social Responsibility, which recognises the proportion of teaching hours from core courses dedicated to CSR, ethics, social and environmental issues. This ranking adds an additional accolade to our commitment and performance with regard to the principles of responsible management education on top of our contribution to the University of Manchester's stellar performance in its social impact and SDGs.

A recent article in the Financial Times on [The Rise of the Sustainable MBA](#) features the contribution of AMBS to socially responsible graduates.

## 6. PRME Principle 4 – Research at AMBS

“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.”

As the largest single-campus business school in the UK, AMBS is a leading research powerhouse. We conduct both conceptual and empirical research on a wide range of issues on CSR, business ethics, sustainability, and various UN SDGs.

AMBS prioritises research that addresses **grand societal challenges**. The School has six research institutes and centres that focus on these challenges. These include the Productivity Institute, the Manchester Institute of Innovation Research (MIOIR), Sustainable Consumption Institute (SCI), the Work and Equalities Institute (WEI), Decision and Cognitive Science Research Centre (DCSRC), and The Centre for the Analysis of Investment Risk (CAIR).

### THE PRODUCTIVITY INSTITUTE

**The Productivity Institute** is our newest flagship £32million Institute, funded by the Economic and Social Research Council (ESRC). Headquartered at AMBS it brings together world-leading experts from nine UK partners across a range of disciplines and backgrounds, working directly with policymakers and businesses to better understand, measure, and enable improvements in productivity across the whole of the UK, with the aim to improve living standards and well-being. Its work will pinpoint the causes of the stagnation in UK productivity and focus energies on laying the foundations for a new era of sustained and inclusive productivity growth, and directly inform government policies and business strategies to improve productivity. The Institute will create eight Regional Productivity Forums across the country to work with businesses and policymakers on critical productivity issues in the regional context, and it will form a national Policy Reform Group to work with policymakers on productivity aspects of nation-wide policies. The Institute aims to:

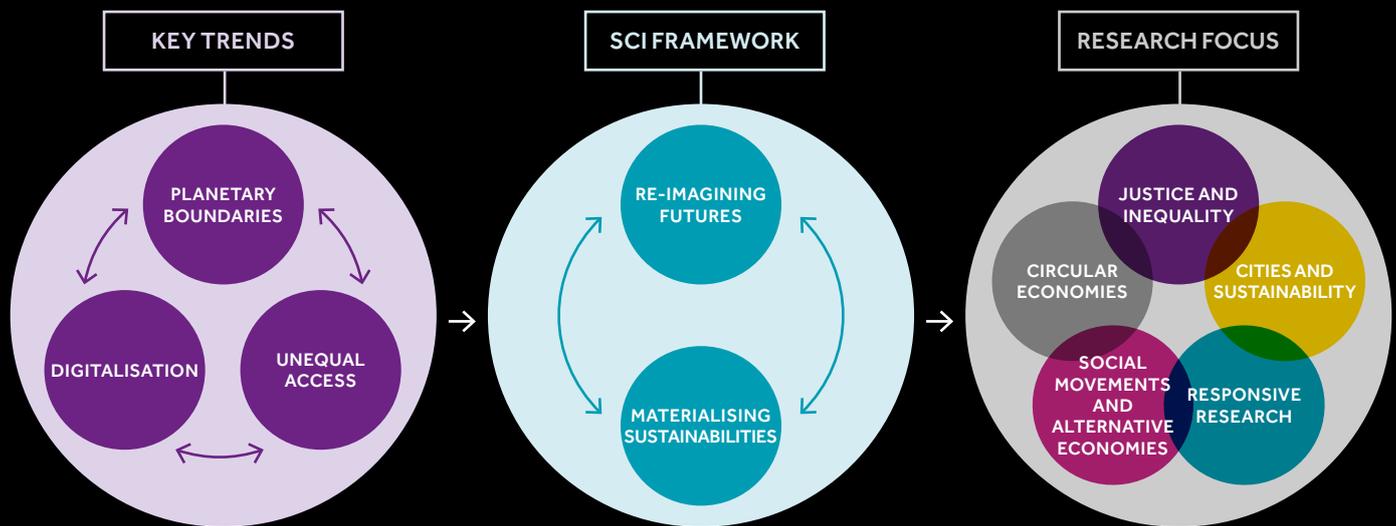
- Advance understanding of UK productivity performance through a world-class action-focused research agenda
- Act as a transformational hub with extensive regional reach including the public and the private sector
- Build capacity to drive a productivity agenda

**Manchester Institute of Innovation Research (MIOIR)** is a centre of excellence in the field of innovation studies and one of the world's leading ones in the field, with more than 50 full members, approximately 30 PhD researchers, and a range of associated academics. The Institute informs science and innovation policy by engaging with key policymakers, in the UK, Europe and further afield. Its research has strong CSR and sustainability relevance, including themes on sustainable innovation and system transitions, and emerging technologies. MIOIR research themes:

- **Sustainable Innovation and System Transitions** contributes to a better understanding of various areas of sustainable innovation and system transitions including decarbonisation of the energy system, the electrification of mobility, and more sustainable forms of food production and consumption, with a special focus on studying the complexities of system transitions, as such transitions which not only involve a technology change but also a change in institutions, regulations, infrastructure, and consumer behaviour.
- **Emerging Technologies** addresses the strategic intelligence, governance, and responsible research and innovation aspects of new and emerging technologies, with a particular interest in those that are likely to have significant transformational economic, societal, and sustainability implications, such as nanotechnology, graphene and other novel two-dimensional materials, quantum technologies, additive manufacturing, and synthetic biology.



Professor Frank Geels of MIOIR and SCI is the lead author of the [Sixth Assessment Report](#) of the Intergovernmental Panel on Climate Change (IPCC) assessing climate mitigation research with regard to demand, social acceptance of solutions, and feasible rates of change.



**Sustainable Consumption Institute (SCI)** aims to bring insight and clarity to a key aspect of the sustainability challenge: the role of consumption across a variety of areas, including food, energy, housing and transport. Its research lies in five key fields: consumption; cultural change; innovation; politics; and social justice. The Institute responds to multiple sustainability challenges, from climate change and resource scarcity to social inequality and environmental injustice. The Institute's research centres around four themes, each of which has specific aims.

- **Everyday lives:** It aims to understand how everyday practices have formed, how they vary across social groups, countries and cultures, and how they influence sustainable consumption.
- **System innovation and transition:** It aims to understand how sustainable production and consumption at the societal level can be achieved through technological, social and business model innovations; the role of government; the strategies and actions of those involved in promoting or resisting innovations; and how new innovations shape and are absorbed into the practices of everyday life.
- **The politics of unsustainability:** It aims to approach climate change as a social problem from cultural and political perspectives by investigating how a wide range of actors and agents interact across production and consumption systems; how sustainability discourses are framed and relate to everyday practices; how the social relationships hinder change and enable the transition to greater sustainability; and how greater environmental sustainability requires improved social justice and increased democratic participation.
- **Working towards sustainability:** It aims to improve understanding of consumption and production processes, in order to help make consumption practices and business models more sustainable. It examines the interactions between individual consumers, firms and other organisations over time to understand their reception to change.

As an example, the director of the Sustainable Consumption Institute, Professor Frank Boons, coordinates a research project on tackling the grand challenge of plastic waste, in collaboration with the Department of Materials of the University of Manchester.

**Work and Equality Institute (WEI)** aims to identify and promote the conditions for more inclusive and fair work and employment arrangements. Its research covers a number of cross-disciplinary research agendas and themes, including Business Transformation and Work Futures, Fair Treatment at Work, Inequalities and the Life Course, and Regulation and Representation.

WEI research themes:

- **Business Transformation and Work Futures** focuses on issues relating to how the nature of work and employment are changed by technological change, pressures for innovation, individualised human resource management systems and organisational transformation. It tries to address the potential of automation and robotisation for improving productivity, employment rates and job quality, and so on.
- **Fair Treatment at Work** covers topics on the extent of inequalities in fair treatment at work, particularly for those with protected characteristics under equality legislation, the relationship between fair treatment at work and health and wellbeing, the challenges of improving fair treatment through interventions whether from new legal measures or through voluntary actions on labour/management standards, organisational capacity building and participative job redesign.
- **Inequalities and the Life Course** focuses on how inequalities change or are reinforced across the life course, how changing life courses are interacting with developments in work and employment, and how age and other life course factors impact securities and insecurities.
- **Regulation and Representation** covers the question of employment regulation and forms of worker representation, including the impact of deregulation and regulatory change as well as the future role of employment regulation and representation in a context of labour market fragmentation and globalisation.

**Work and  
Equalities  
Institute**



**The Decision and Cognitive Science Research Centre (DCSRC)**

is a world-leading centre of research excellence in the areas of Multiple Criteria Decision Analysis (MCDA) and Decision Support Systems (DSS). DCSRC aims to promote fundamental and cross-disciplinary research within decision sciences, cognitive sciences and related areas and to apply and evaluate its research findings on real world decision problems in all sectors. The primary objectives of DCS are proposed to achieve the above aim in a measured manner, summarised as follows:

- To encourage and coordinate applied research in the AMBS priority areas including strategic decision making, financial decision making, and evaluation of performance, sustainability & innovation.
- To organise and promote theoretical, methodological, empirical and applied research in the following areas such as evidential reasoning decision analysis, risk analysis, performance optimisation, and knowledge-driven decision support systems, computational and mathematical models of human behaviour and behavioural decision-making.
- DCSRC members have been engaged extensively with external partners on knowledge exchange activities including joint student projects, KTP projects, research projects, guest lectures, and consultancy activities. The KTP projects conducted by the Centre over 2019-2020 have strong CSR and sustainability implications. These projects include: Probabilistic machine learning and decision support for fraud detection; Data strategy and decision support in a legal firm; Explainable AI for drug usage prediction; Novel machine-learning and text-mining methods and tools to deliver an innovative and sector-leading recruitment offering to job seekers and recruiters; and so on.



**The Centre for the Analysis of Investment Risk (CAIR)**, established in 2005, undertakes research of relevance to stakeholders impacted by the risks associated with financial investment. The Centre's findings stimulate academic debate and provide institutional investors, policy makers and corporate leaders with insights and analysis that informs their investment decision making. CAIR currently has a particular research focus on environmental, social and governance investment megatrends which aligns with The University of Manchester's research beacon of global inequalities. For example, we have research on gender diversity and the positive influence it can have on companies and investments, and work on integrated reporting and environmental, social and governance (ESG) disclosure for real-world benefit.

It addresses research questions such as:

- **How can accountants help companies tackle climate change** through integrating climate change risk and sustainable decision-making into their financial reporting? A paper "Corporate reporting and accounting for externalities" co-authored by Professor Brendan O'Dwyer addresses this very question.
- **Market reactions to the UK Modern Slavery Act:** Professor Marie Dutordoir has been studying market reactions to the UK Modern Slavery Act (MSA) which was introduced in 2015. In the paper "Shareholder wealth effects of modern slavery regulation" she suggests the MSA now makes it more difficult for companies to pretend they have a supply chain free of modern slavery - because even though the Act doesn't explicitly tell them what to report, companies that are doing nothing to eradicate modern slavery in their supply chain will find it hard to say anything about it.
- **Investing in Female Corporate Leadership:** In the paper "Investing in Female Corporate Leadership" Professor Ser-Huang Poon has found that female leadership can improve an organisation's corporate social responsibility (ESG) especially in the areas of diversity and governance.

In addition to the research in our institutes and centres, numerous research on CSR, sustainability and SDGs have been conducted and published across the whole School. AMBS reports on the contribution of its research to the **UN Sustainable Development Goals**, which can be found in the following webpages:

- <https://www.alliancembs.manchester.ac.uk/about/social-responsibility/>
- <https://www.manchester.ac.uk/discover/social-responsibility/sdgs/>

These are two examples taken from these reports:



## Achieve gender equality and empower all women and girls

### Improving the rights of women workers in global supply chains

Research undertaken within the Global Development Institute and Alliance Manchester Business School has long focused on the important role of women workers in global production and in promoting gender equality in global retail value chains. We have collaborated with companies, NGOs and international organisations to better understand the challenges women workers face and develop strategies to promote gender equality, while identifying a mix of private, social and public governance strategies. The research has had impact on the UK Ethical Trading Initiative, International Labour Organisation, Oxfam, Nike, Marks & Spencer, Cadbury/Mondelez, Cotton Connect and the Department for International Development.

### Fathers' experience of shared parental leave

Researchers at the Work and Equalities Institute and Lancaster University Management School explored the experience of shared parental leave (SPL) among fathers and couples through qualitative longitudinal interviews. They worked with the charity Working Families and the Fatherhood Institute to put together video case studies of parents using SPL and resources on family friendly policies that employers and employees can access. These resources have been accessed by employers, trade unions and policymakers. The research has played a key part in the government's SPL campaign.



## Ensure sustainable consumption and production patterns

### The Sustainable Consumption

**Institute (SCI)** explores how reconfiguring consumption and production systems can contribute to less resource-intensive ways of life. Our research allows us to better understand human needs, values, practices and habits, while exploring sustainable approaches to production, supply and distribution of goods and services. Our wide ranging research includes waste management problems, household sustainability and the cultural politics surrounding this, thrifty consumption, the circular economy, and sustainable cities. One example is SCI's research on sustainable meat, such as looking into new animal breeding technologies and rearing practices, as well as at meat reduction initiatives.



In 2015, AMBS received a landmark donation from Lord Alliance from Manchester. Part of the donation is being invested in a series of innovative new research projects through the [Alliance Manchester Business School Strategic Investment Fund](#). Examples of topics of funded research projects include 'employee gentleness in care

settings', 'globalisation and the responsible production network', and 'sustainable energy innovation'.

In addition to our research institutes and the strategic investment fund for research, colleagues at AMBS can receive awards for their research with an outstanding benefit to society. The UoM [Making a Difference Awards](#) recognise effort, innovation and success in collaborative working, partnerships and knowledge exchange activities that have enabled our research to achieve positive impacts in terms of improvements to the economy, society, culture, public policy or services, health, the environment or quality of life.

Our research on sustainability, corporate social responsibility (CSR) and SDGs is also embedded among our PGR research community (PhD and DBA). Every year we organise our own AMBS Doctoral Conference. The conference incorporates events, such as keynote speeches and roundtables, to discuss research issues relating to sustainability, CSR and SDGs. We have a number of research tracks that primarily focus on these areas.

Many of our academic staff also exercise leadership in the wider academic community by taking up the roles of editors of internationally acclaimed journals that significantly contribute to the advancement of knowledge and debate on CSR, sustainability and SDGs. These roles include Editors, Senior Editors, Associate Editors, and Guest Editorships for journals such as: *Organisation & Environment*; *Business & Society* (the Business Ethics and CSR track of *Journal of Business Research*); *Gender, Work & Organisation*; *British Journal of Management*; *Human Relations*; *Journal of Management Studies*; *Journal of Management*; *Journal of Occupational and Organisational Psychology*; the *Journal of Occupational Health Psychology*; and *MIS Quarterly*.

## 7.

### PRME Principle 5 – Partnership at AMBS

“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.”

We take pride in our partnership approach to management education by interacting with businesses across all our programmes, from undergraduates to MBA and Executive Education. We also have strong business engagement and knowledge exchange activities.

#### PROMETH3US EXECUTIVE LEADERSHIP FOR THE 3RD SECTOR

**Prometheus** is a no-charge executive-level learning and development conference that brings together a diverse mix of leaders from UK third sector organisations who want to make a difference. Since beginning in 2014, this event has developed with world-leading experts from AMBS alongside well-respected business and third sector practitioners. The contributors will cover many aspects including leadership, strategy, creativity and innovation, financial management and marketing. It combines the best of the modern business school and the charity sector to focus on the challenges that face society and equips participants with the confidence to take on diverse business issues, helping them achieve a successful and sustainable growth of their organisation.

In addition, we work closely with our executive education clients to develop curricula that not only meets their business needs but also embed the principles of responsible management and social responsibility as much as possible. A recent example includes the teaching and discussion around workplace wellbeing and management of stress and burnout.

**Not-for-profit project of the MBA.** Every year, our MBA students undertake a pro-bono consultancy project with over 20 UK-based charities. Students deliver 2,400 hours of free consultancy work to charities and conduct additional group research over three months. The project underpins the importance of social responsibility and 'giving back' to our local community. "These non-profit organisations would never be able to afford to hire people with the knowledge these MBAs have, so it's very valuable for them, but also great for the students to experience working in a local community not-for-profit," says our Director of MBA programmes.



#### Masood Entrepreneurship Centre

Our **Masood Entrepreneurship Centre** organises the Venture Further Competition, which is an annual business start-up competition for all current UoM students, researchers and recent alumni, with a £75,000 prize fund. The competition includes a category focused on environmental enterprises and social enterprises.

- **Environmental Enterprises:** Businesses that are involved in minimising, or even reversing, the negative impact on the environment, community, society, or the economy through the use of digital circular economy solutions, recycling solutions, and ideas for waste prevention. This can include products or services that improve operational performance, productivity, or efficiency while reducing costs, inputs, energy consumption, waste, or environmental pollution.
- **Social Enterprises:** Businesses that are mission-driven and apply commercial strategies to deliver solutions that have a positive impact on people's lives and communities. Profits are principally reinvested back into the business or community for the purpose of achieving that mission rather than being driven by the need to maximise profit for shareholders and owners.



In addition to the School's institutional arrangements for Social Responsibility (as described under principle 2), a Faculty of Humanities Associate Dean for Business Engagement & External Relations has been appointed, who is an academic from AMBS. An academic School Business Engagement Lead has also been appointed to coordinate activity across the School and feed into the Faculty of Humanities' and University's activities.

## Tax clinic

AMBS is partnering with national tax charity TaxAid to provide North West residents on low incomes with tax assistance and support, as part of the first student-run clinic of its kind in the UK. Our students provide telephone support via a TaxAid helpline.

- <https://www.alliancembs.manchester.ac.uk/news/alliance-manchester-business-school-to-partner-with-student-run-north-west-tax-clinic/>

The University's **business engagement strategy** is summarised below:

- **Knowledge exchange:** be in the top quartile of the Russell Group for the quantity and proportion of the School's research income that comes from carrying out research or consultancy directly with or for business.
- **Commercialisation:** be in the top three UK Universities in the application and exploitation of research.
- **Development of People:** graduates should always have the core skills, knowledge and personal attributes necessary for employment and successful careers.
- **Furtherance of Regional agenda:** engage strategically and symbiotically with the regional economy and build links internationally.
- **Enabling actions:** pursue an integrated approach to developing and maintaining relationships with business, and a vibrant internal community maximising the opportunities.

## Knowledge Transfer Partnership (KTP).

"The Knowledge Transfer Partnership (KTP) scheme helps businesses in the UK to innovate and grow. It does this by linking them with an academic or research organisation and a graduate. A KTP enables a business to bring in new skills and the latest academic thinking to deliver a specific, strategic innovation project through a knowledge-based partnership." One of the main strategies of our partnership and business engagement is actively engaging with KTP projects. AMBS has been extremely successful in attracting KTP funding. Among the current academic staff, 34 have attracted and undertaken KTP projects. In total 45 KTP projects (worth over £5m) have been undertaken by AMBS. Over the last two years alone, we have secured 6 KTP projects worth over £1.2million.

The term 'business' is understood in this report to encompass not only commerce and industry but also the government, community, social and cultural organisations. To guide our external relations work, AMBS implements a **Corporate Relations Framework** to organise the School's external relations, engage with stakeholders and set the agenda of the external relations. The Framework is AMBS' strategic response to some of the key challenges placed on the Business School, specifically:

- **Local and global collaboration:** How do we develop meaningful partnerships to solve economic and societal challenges?
- **Skills and productivity:** How can we offer the skills our students will need in the future?
- **Social and economic:** How do we nurture and develop an open and collaborative society?
- **Innovation and connectivity:** How do we advocate and activate political, economic, social and technological relationship networks?

An emerging programme of activity that supports our social inclusion and engagement agenda, and the delivery of the Corporate Relations Framework includes:

- **Sponsorship and support for Northern Power Women:** an organisation determined to transform the culture of organisations to increase opportunities for women and showcase role models and best practice for organisations that are helping to drive economic growth.
- **A strategic partnership with Women's International Network (WIN):** A pioneer in the field of professional women's events and leadership journeys on a global scale. WIN inspires leaders to run companies and initiatives with noble values, and to fully live their own lives with beauty and enthusiasm.
- **The development of the AMBS Women Leading in Business Network.** The network is aimed at female leaders in the Greater Manchester area and is a blend of proactive networking and listening to an inspiring guest speaker. During 2019 guest speakers included local entrepreneurs, corporate directors, award-winning businesswomen, a charity CEO, barrister & founder of Women in the Law, and a local Councillor. Attendees are a variety of local business people, senior corporate leaders, start-up & scale-up entrepreneurs, aspiring future leaders, charity and social enterprise leaders and other business professionals. The objective is to bring together female AMBS alumni, University of Manchester academics and students and local business women to network and be inspired, ultimately building a community of high-achieving women who naturally share their learnings and support each other on their personal leadership journeys.
- In addition, across our institutes and centres, partnerships have been developed with numerous external organisations through knowledge transfer partnerships, consultancy projects, research collaboration, business engagement and outreach, and so on.



## 8.

# PRME Principle 6 - Dialogue at AMBS

“ We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. ”

AMBS actively engages and involves the public, creating benefits for the School and wider society. Connecting, sharing and involving the public with our knowledge and resources allows us to make a difference across our city region of Greater Manchester, nationally and internationally. Our University is located in a city region of more than 2.7 million residents and the biggest city economy outside London. As a key 'anchor institution' in Greater Manchester we are committed to improving the lives of people across our region. Inspiring Communities is our plan for how we can inspire our local communities and how they inspire us.

Our events series are one way we are able to inspire our local communities. They are all free to attend and open to all stakeholders including the regions business community.

Our landmark **Vital Topics** events are AMBS' series of prestigious business lectures, bringing powerful ideas and original thinking to audiences from the Manchester city-region and beyond. Since it first launched in 1972 Vital Topics has attracted a roll-call of business leaders to the city including Sir Stuart Hampson (John Lewis), Dame Anita Roddick (The Body Shop), Lord Digby Jones (CBI), Baroness Hogg (London Economics), Carolyn McCall (The Guardian) and Stephen Hester (Royal Bank of Scotland).

The series has also hosted leading politicians including a future Prime Minister (Gordon Brown), and once had a speech from the then Archbishop of Canterbury (Dr George Carey). We have also welcomed MPs Gillian Shepherd, Michael Portillo and Sir Vince Cable, as well as Ambassador Susan Schwab (US Trade Representative) and Angela Knight CBE (Energy UK).

Most recently Vital Topics hosted some of the biggest names in Manchester business, including Joanne Roney (Chief

Executive of Manchester City Council), Dave Moutrey (Director & Chief Executive at HOME and Director of Culture for Manchester City Council) and Sacha Lord (Night Time Economy Advisor for Greater Manchester).

After almost 50 years the Vital Topics series was not halted by the global pandemic in 2020. The lectures moved online, allowing for an even greater range of speakers and a global audience.

Born out of a requirement for more online events during the global pandemic in 2020, our **Original Thinking Webinars** celebrate new and newly promoted Professors in the School and cover a range of research areas.

The AMBS team that supported the **British Academy of Management's BAM2020 Conference In The Cloud** had a central role in ensuring that the School's commitment to Social Responsibility featured as a driving theme for the conference, hence the title "Innovating for a sustainable future". Many colleagues from AMBS are members of BAM and participated in the conference. Three events stood out where colleagues from AMBS took part: Professors Cary Cooper and Sharon Clarke were panellists in a discussion on "Good work and wellbeing in the workplace". In addition, Professor Cooper was a panellist in a discussion on "What makes a healthy management culture". Dr Jenny Rodriguez organised and chaired the panel discussion "Equality, diversity and inclusion in a post-Covid world: Challenges and Opportunities for HRM". These activities showcase members of AMBS' interests that align with the SDGs on good health and wellbeing [Goal 3], decent work and economic growth [Goal 8] and gender equality [Goal 5]. The BAM2020 conference was a success in terms of attendance and breadth of contributions, with participant feedback alluding to an innovative, diverse and inclusive conference that participants enjoyed amidst a complex set of circumstances.

The University owns **several cultural institutions**, such as the Manchester Museum, the Whitworth Gallery, the Jodrell Bank Discovery Centre and the John Rylands Library, through which it engages with the public. Academics of AMBS have collaborated with the Whitworth Art Gallery to explore the links between economic decisions and art.





The Faculty of Humanities provides funding to academics at AMBS for engaging with the public. This **Engaging with Our Communities Fund** focuses on partnering with a range of people and organisations to harness our knowledge, resources and visitor attractions and make a difference in our local communities and wider society.

AMBS hosts the **Grigor McClelland Lecture**, which contributes to the School's focus on social responsibility. This lecture series was introduced in our 50th Anniversary year in 2015 in honour of the School's founding Director, Professor Grigor McClelland. During his twelve years as Director and Professor of Business Administration at Manchester Business School, Grigor shaped management and education for the next generation. He was a strong advocate of the principle that business cannot be divorced from society and that managers should be ethical and socially responsible.

Our previous guest speakers for this lecture series, include Co-op Group's CEO Steve Murrells; Sir George Bain, former

Chair of the Low Pay Commission which introduced the Minimum Wage in 1998; Craig Bennett, Chief Executive of Friends of the Earth; Torsten Bell, Director of the Resolution Foundation, Anna Dixon, Chief Executive of Ageing Better and Martin Wolf, Chief Economics Commentator at the Financial Times. All have based the core themes of their lectures on this principle.

AMBS has a longstanding partnership with the **Education Leadership Trust** which includes three local high schools. This started as a Business in the Community (BITC) Business Class programme six years ago. The focus is on inspiring students through their interactions with the Business School. BITC research shows students are less likely to be NEET (Not in Education, Employment, or Training) if they have at least five interactions with business – and our engagement activities support that aim. AMBS hosts an annual Inspiring Womens' Conference each March where the students have the opportunity to meet inspirational women and undertake personal development opportunities.

## 9.

# Future Objectives

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# 01:

## Social Responsibility in Curriculum

We aim to further embed corporate social responsibility, sustainability, and SDGs to our teaching curriculum across all levels of teaching and degree programmes, including UG, PGT, MBA, doctoral training, and executive education.

# 04:

## Research on SDGs

We will develop a stronger organisational culture and motivating schemes that empower our colleagues to freely and confidently conduct research that contributes to SDGs.

# 02:

## Socially Responsible Graduates

We will encourage more UG students to participate in ethical grand challenges, including sustainability challenges, leadership, volunteering, and strive for Stellify awards. We will develop a more empowering culture, incentives, and awards to encourage more students at postgraduate levels to develop social responsibility.

# 05:

## Partnerships

We aim to develop stronger partnerships with business partners at international, national, and regional levels to transfer our knowledge to improve their strategies and operations relating to SDGs, as well as to allow our students to work on projects relating to SDGs with these partners. We will also contribute to the University of Manchester's civic university agreement agenda with other universities in the Greater Manchester region.

# 03:

## Widening Participation

We will continue our commitment to widening Participation by participating in the University's Manchester Distance Access Programme (MDAP), which targets and supports talented students who are from backgrounds that are currently under-represented in higher education. Applicants do not have to attend on-campus events and can be from areas beyond Greater Manchester.

## Appendix 1 – Linking Course Units at AMBS to UN SDGs



### Goal 1: No Poverty

- Human Resource Management in Asia
- Interdisciplinary Sustainable Development
- American Society and Economy
- International Human Resource Management
- Sustainable Commercial Development



### Goal 2: Zero Hunger

- Interdisciplinary Sustainable Development
- Sustainability and Social Responsibility



### Goal 3: Good Health and Well-Being for People

- Enterprise in Healthcare
- Interdisciplinary Sustainable Development
- Work Design, Performance & Wellbeing
- Equality and Fairness at Work
- Wicked Problems: Clumsy Solutions – Leadership in Healthcare



### Goal 4: Quality Education

- Business Creation and Development
- Integrative Team Project
- Interdisciplinary Sustainable Development
- Consultancy Project
- Training, Support and Development
- Academic and Career Development



### Goal 5: Gender Equality

- Interdisciplinary Sustainable Development
- Employment Practice and Equality
- Equality and Fairness at Work



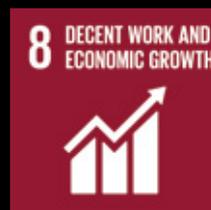
### Goal 6: Clean Water and Sanitation

- Interdisciplinary Sustainable Development



### Goal 7: Affordable and Clean Energy

- Interdisciplinary Sustainable Development
- Sustainability and Social Responsibility
- Sustainable Commercial Development



### Goal 8: Decent Work and Economic Growth

- 78 units with a direct relation wo this SDG



### Goal 9: Industry, Innovation, and Infrastructure

- 33 units with a direct relation wo this SDG



### Goal 10: Reducing Inequalities

- International Finance
- Interdisciplinary Sustainable Development
- Employment Law
- Professional Accounting Practice
- American Society and Economy
- Ethical Business
- Responsible Business in a Global Environment
- Employment Practice and Equality
- Equality and Fairness at Work



### Goal 11: Sustainable Cities and Communities

- Interdisciplinary Sustainable Development
- Sustainable Commercial Development



### Goal 12: Responsible consumption and Production

- Interdisciplinary Sustainable Development
- Eco-Innovation Management
- Strategic Supply Chain Management
- Corporate Social Responsibility
- Responsible Business in a Global Environment
- Frontiers of International Business and Management
- Global Supply Chain Management: Theories and Practice
- Sustainable Business
- Sustainability and Social Responsibility
- Sustainable Commercial Development



### Goal 13: Climate Action

- Interdisciplinary Sustainable Development
- Sustainable Commercial Development



### Goal 14: Life Below Water



### Goal 15: Life on Land

- Interdisciplinary Sustainable Development



### Goal 16: Peace, Justice and Strong Institutions

- International Finance
- Marketing Issues in International Business
- The Political Economy of Global Business
- Interdisciplinary Sustainable Development
- American Society and Economy
- International Labour Law and Regulation
- Corporate Governance in Context
- Frontiers of International Business and Management
- Business Law 2: Law and the Modern Corporation in an International Context



### Goal 17: Partnerships for the Goals

- International Accounting Practice and Regulation
- Managing Across Cultures
- Interdisciplinary Sustainable Development

**ORIGINAL  
THINKING  
APPLIED**