



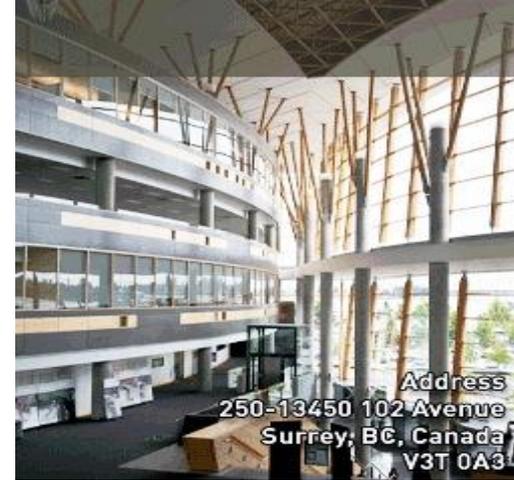
BEEDIE SCHOOL OF BUSINESS
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2011-12 REPORT ON PROGRESS

Principles for Responsible Management Education



Engaging the World with Ideas that Grow into Sustainable Solutions

DEAN'S LETTER

We know that in most cases, change doesn't happen overnight. Rather, it is a much longer process that involves the dedicated, continuous and often incremental movement towards a specific goal. To this end, it is vital as business schools and universities that we not overlook the impact of educating students within a globally responsible context. At Simon Fraser University's Beedie School of Business, we have come to embrace this approach to learning, scholarship and engagement in all its forms – from environmental responsibility to societal impact to building sustainability into organizational culture.

Through prolific scholarship, meaningful dialogue and outreach, we are focused on making a difference in the global community, whether through experiential student projects for social good, collaborative research, or executive development focused on responsible management practices.

This commitment also means furthering our sustainability and social responsibility objectives at SFU with other academic disciplines such as health sciences, international studies, community development and environmental management – both in interdisciplinary curriculum innovation and classroom greening.

Needless to say, as signatories to PRME, we will continue sharing our experiences, our achievements and efforts through our annual sharing of progress.



Dr. Daniel Shapiro,
Dean
Beedie School of Business



Responsible Business

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.

SFU Beedie School of Business maintains a strong commitment to its mission and key four strategic themes, which reflect the importance of responsible leadership both locally and globally.

As a significant achievement, the SFU Beedie undergraduate business program ranked 8th in Canada according to the Corporate Knights Magazine (*"The Magazine for Clean Capitalism"*) 2011 rankings of business schools that "integrate social and environmental values into their academic programs", up from 9th place the year before. This achievement is a key reflection of our continuous strive to integrate the values of responsible leadership in all areas of our programs and educational experience.

Projects and companies started by our recent alumni are the best example of our dedication to our purpose:

- Global Agents for Change** An organization aimed at finding lasting solutions to poverty by raising capital and engaging leaders through social ventures to catalyze change. www.globalafc.org
- Saltworks Technologies** Dubbed "ingenious" by the Economist, the company develops and delivers solutions for solving complex water treatment challenges and has recently been awarded a contract to test the water recovery systems and processes at NASA Ames Research Centre. www.saltworkstech.com
- Habitat Enterprises** Uses internet platforms to solve environmental problems with products such as Gridbid – the world's first online auction for rooftop solar. www.habitatenterprises.com



By creating and communicating powerful ideas, we educate and inspire the founders, leaders and managers of organizations that are internationally competitive, locally responsive and sustainable.



FOUR STRATEGIC THEMES FOCUSED
On 21st CENTURY CROSS-DISCIPLINARY ISSUES

Programs for Sustainability and Ethics

We added a wide range of ethical components to pre-existing courses and offered new courses and programs related to social responsibility and society.

- ✓ At the undergraduate level we introduced a new *Seminar in Ethics and Society*. The seminar focuses on and integrates many of the ethics-related topics touched upon in our core business courses such as discussion of market failures, codes of ethics, privacy/confidentiality issues, cross-cultural business norms, social and environmental issues, organizational cultures and best practices in corporate governance.

In addition we added BUS467 - *Social Perspectives in Information Systems* and BUS489 - *Management Practices for Sustainability*, two specialized courses with a strong responsible leadership component.

These courses are part of the *Certificate in Corporate Social Responsibility* introduced in 2009.

- ✓ We recently developed the **Executive MBA in Aboriginal Business and Leadership**, which explores contemporary business issues and knowledge while recognizing that the traditional protocols and ways of understanding the world are also growing and changing as new generations

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.

assume responsibility for moving forward. The program includes the core concepts and knowledge included in most MBA programs, but it does so in a way that respects that other forms of knowledge and ways of knowing are equally important.

- ✓ To reflect our commitment to inspire globally-minded responsible leaders we have partnered for the **Americas MBA for Executives**, an elective stream in the EMBA that provides 60 students from the partner institutions with the opportunity to work together and study management issues in each of the four largest economies in the Americas. Students will take their final courses in four, 8 1/2 day intensive residencies at the four participating schools in Canada, the USA, Mexico and Brazil.



Accelerating Social Enterprise

Our progress in developing frameworks and environments that create responsible leaders can be evident in several areas: (1) socially-aware business projects developed as a result of classroom assignments, (2) CSR-focused internships & projects undertaken by our students as part of their education (3) awards dedicated to recognizing responsible leaders and (4) the university environment itself.

(1) Projects that evolved from classrooms into social good:

EVENTing Green – An environmentally friendly Event Planning service for mid to large size corporations located in Vancouver.

Rainwater Reclamation System – a project to reduce the consumption of freshwater and to create green jobs.

BC Locavore Program – a program aimed at encouraging purchasing of locally produced food through a reward system.

E-Waste No More – e-waste collection service that aims to reduce the amount of e-waste sent to the landfill towards a zero waste economy.

Second Chance – this project takes broken umbrellas and recycles them into backpacks.

YumNum – encourages restaurants to reduce their carbon footprint through a rating system.

PRINCIPLE 3 – METHOD

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

(2) Internships with ethics/CSR/Sustainability Focus

Carbon Talks – Communications Coordinator (18 weeks)

Endurance Wind Power – Business Development Intern (9 weeks)

Maplestudent Benevolent Association – Education Consultant (24 weeks)

Our students have also taken internships at Greenpeace Canada, Social Planning and Research Council of BC, O'Connor Associates Environmental, Forest Ethics, The Land Conservancy of BC and Toronto and Region Conservation Authority.

(3) Rewarding focus on responsible leadership:

- ✓ Peter Legge Graduate Volunteer Award in Business.
- ✓ Dr. L. B. Peter Rae Memorial Award in Business Ethics
- ✓ SFU Nancy McKinstry Graduate Scholarship for Leadership and Advancing Diversity in the Workplace

(4) The Beedie environment

The Beedie School of Business has launched a new social venture accelerator program, the *SFU Social Entrepreneurship Accelerator (SEA)*, designed specifically for entrepreneurial students with social impact ideas or an interest in helping teams launch social ventures.

Designed for students looking to go beyond the classroom and learn what it takes to launch a social venture, students may enter as individuals or teams with an idea in place, or join a team in the class. They will work to generate a feasible business model, meet with clients to discuss project details, and gain an understanding of social impact.

Research Excellence

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.

The SFU Beedie School of Business has recently been ranked in the top 100 business schools in the world based on the number of articles published in the 24 leading business journals.

Our research is a reflection of our values. There continues to be a strong focus on CSR, corporate governance, sustainability practices and development for business both in developed and emerging economies.

Li, J. (2011) **“Are OECD-prescribed good corporate governance practices really good in an emerging economy?”** Asia Pacific Journal of Management, 28, 115-138.

Peloza, J. (2011). **“How does Corporate Social Responsibility Create Value for Consumers?”** Journal of Consumer Marketing, 28, 48-56.

Peloza, J. (2011) **“How can Corporate Social Responsibility Create Value for Stakeholders?”** Journal of the Academy of Marketing Science, 39, 117-135.

Gupta, S. and O. Palsule-Desai (2011). **“Sustainable Supply Chain Management: Review and Research Opportunities,”** IIMB Management Review, 23, 234 - 245. (published by Elsevier on behalf of India Institute of Management, Bangalore).

Hall, J., Matos, M. and Silvestre, B. (Forthcoming). **“A Complexity Approach to the Triple Bottom Line in Sustainable Supply Chains”**, *International Journal of Production Research*.

Hall, J. and Wagner, M. (Forthcoming). **“Integrating Sustainability into Firms’ Processes: Performance Effects and the Moderating Role of Business Models”**, *Business Strategy and the Environment*.

Howard-Grenville, J. and S. Bertels (2012) **‘Bringing the Environment into Organizational Culture’** in Bansal, P. and A. Hoffman (eds.) *The Oxford Handbook on Business and the Environment*, Oxford University Press.

Miller, K., Bertels, S., Graves, S. and Purkis, J. (2011) **“Embedding Sustainability into the Culture of Municipal Government”**, produced as a collaboration between the Network for Business Sustainability, The Natural Step and Stephanie Bertels at SFU’s Beedie School of Business.

Robinson, M., A. Kleffner, and S. Bertels (2011), **“Signaling Sustainability Leadership: Empirical Evidence of the Value of DJSI Membership”**, *Journal of Business Ethics*, 101(3): 493-505.

Collaborating for Tomorrow

Beedie School of Business has joined the Globally Responsible Leadership Initiative to continue. Through the GRLI we have gained access to a likeminded global group of researchers and business practitioners working collaboratively to explore new ways of learning and helping embed globally responsible management practices.

Under a GRLI-umbrella, we aim to create an integrated program platform and convening space for dialogue, learning and research:

- Serving as conveners for conversations about responsible mining including holding a series of dialogue events (GEMM – Global Exploration, Mining and Minerals in 2020). This is housed under the Responsible Mining Sector Initiative (RMSI).
- Continue building the community around embedding responsible management practices and sustainability, with an initial focus on mining/the resources sectors
- Develop new relevant graduate and executive program content and methodologies
- Create further student experiential learning projects around social enterprise (locally and in internationally)

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 dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.