

Sharing Information on Progress Report 2018-2020

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

JAMK University of Applied Sciences, School of Business



PRME Principles for Responsible Management Education

Jyväskylän ammattikorkeakoulu	Postiosoite/Address	Puhelin/Tel.	Faksi/Fax	Internet	Y-tunnus
JAMK University of Applied Sciences	PL 207 FI-40101 Jyväskylä FINLAND	0207438100 +358 20 743 8100	(014) 4499694 +358 14 4499694	www.jamk.fi	1006550-2



CONTACT INFORMATION

Marianne Ekonen

PRME Coordinator at

JAMK University of Applied Sciences

School of Business

marianne.ekonen@jamk.fi

JAMK University of Applied Sciences

School of Business

Rajakatu 35

FI-40200 Jyväskylä

FINLAND

jamk.fi

Principles for Responsible Management Education PRME

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JAMK University of Applied Sciences

School of Business

JAMK University of Applied Sciences is an international higher education institution situated in Central Finland. The School of Business (SB) is one of the four schools at JAMK University of Applied Sciences (JAMK). JAMK operates as a limited company, and it is one of the top universities of applied sciences in Finland according to the volume and quality indicators of the Ministry of Education and Culture. There are four educational units: School of Business (SB), School of Health and Social Studies, School of Technology, and Teacher Education College.

SB is an attractive, international and quality-oriented higher education institute which creates business competence and competitiveness for students and the business community. By 2025, we aim to be one of the leading business schools in Finland, known for our high quality in learning, practice-oriented research and internationalization.

Our core competences are business development, pedagogy, tourism and life-long learning. We offer studies in business, tourism and hospitality, as well as business information technology in both Finnish and English. In developing our curricula and innovative pedagogical solutions, we work closely together with the industry. Various projects, internships, labs and regional development platforms offer excellent learning opportunities for our students.

We offer development services to the SMEs. Our academic research concentrates on the focus areas of JAMK's strategy. Key topics include customer-oriented services, digitalization in business processes, sustainability management, competitiveness, and higher education. In 2018 we completed 33 externally funded RDI projects with a total volume of 1.3 M€.

SB has been a signatory member of the 'Principles for Responsible Management Education' (PRME) since 2011. This is our fifth report of progress. From this report you will find main proceedings within the past two years that are relevant when considering the PRME principles. Our commitment and many of the activities reported in our earlier reports are still valid.

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.

SB is one of the four schools at JAMK. The origin of SB dates back to 1992 as one of the founding bodies of JAMK. SB consists of three educational departments: Business Administration, Global Competence, and Tourism and Hospitality. The fourth department, Research and Development, operates in close cooperation with the educational departments.

The School is an attractive, international, and quality-oriented HEI with IB as the first EPAS accredited BBA programme among the Finnish UAS. SB provides bachelor's and master's level programmes both in Finnish and English. The School offers degree programmes in business, entrepreneurship, tourism and hospitality, and business information systems.

According to its strategy, SB responds to the demands of industry for competent and competitive graduates and services including internationalisation, innovation and know-how. SB's Strategic Goals 2020-2023 are: to Provide High-Quality Practice-Oriented Education and Student-Centered Learning, Regional Impact and Innovation, Enhanced Global Brand Equity and to Promote Ethics, Responsibility and Sustainability.





Ethics, responsibility and sustainability (ERS) issues are widely integrated into SB's operations and the promoting of ERS is one of SB's strategic goals 2020-2023. SB integrates the themes of ERS into education and RDI activities in the context of a constantly changing environment, society and economy.





PRINCIPLE 2: VALUES

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

SB's

Mission

The JAMK School of Business (SB) creates business competence and competitiveness for students and the business community.

Vision 2025

By 2025 the School of Business will be one of the leading schools of business in Finland known for its high quality in learning, practice-oriented research and internationalisation.

Values

Responsibility, Trust, Creativity

The biggest developmental activities during the years 2018-2020 are:

Spring 2020 SB launched **the new curricula which has been developed to contain more ERS-topics** than before. For example, we added responsibility to be one of the main skills that students will learn during their Bachelor studies. Bachelor level includes approximately 100 courses, of which nearly half of them develop student's responsibility skills.

During COVID-19 pandemic SB started to offer free consultation for companies in order to help them to get funding and survive during the pandemic crisis.

Spring 2020 started **Sustainability and Responsibility team at JAMK** to develop sustainability and responsibility issues with co-operation of different stakeholders. SB's PRME Coordinator acts as a member in this team. The team's goals and actions are based on the Arene's – the Rectors Conference of Finnish Universities of Applied Sciences – new national level co-operation between UAS in Finland to develop responsibility and sustainability. This is based on the United Nations Global Compact and the values of global social responsibility. The biggest goal is that JAMK will be carbon-neutral UAS in 2030.



PRINCIPLE 3: METHOD

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

SB's aim is to advance the integration of sustainability and corporate responsibility broadly in our different activities in order to be able to develop the capabilities of our students to identify, face and tackle the many problems of our present time. SB has chosen an inclusion-approach to ERS-studies. Therefore, instead of isolating the ERS-topics to ERS-only focused courses, issues related to ERS are embedded into several courses. This strategy ensures that issues pertaining to ERS are addressed from various angles and by a variety of specialists. This approach explicitly recognizes the relationship of business and society at different levels.

SB's pedagogical innovations advance flexibility and multimodal learning. The student-centered approach engages the learners in their learning process from its very beginning. We break away from traditional learning by offering our students various learning opportunities, whether collaborative or individual, face-to-face or online, labs or factory models. As regards the digitalisation of learning, we offer four degree programmes online. Online courses and modules are used effectively in order to enhance synergy.

We have continued the integration of ERS-topics more deeply to the SB's new curricula since 2020. Thus, responsibility is one of the key competencies that students gain from our different courses in Bachelor and Master's level studies. Responsibility and sustainability are at the core of the curricula for our students in hospitality and tourism management programmes.

Examples of sustainability and responsibility courses in our Bachelor's and Master's level studies:

Responsible Hospitality Management

Responsibility in Tourism and Hospitality study tour (Europe)

Responsible Management

Cross-Cultural Management

Corporate Social Responsibility

Well-being at Work

Example of education programme aimed at professionals working in tourism sector:

Responsible Product Development in Tourism



Since autumn 2014 the professional focus of the degree programme in Service Business has been sustainable gastronomy, therefore all courses are seen through the responsibility/sustainability lens. The new curriculum, which will be implemented from autumn 2020, has intensified the focus and implements the UN Sustainable Development Goals (SDGs) as a framework. The agreed competence areas of the 2020 curriculum are Responsible service business, Sustainable gastronomy and Management of restaurant and food services. Systems thinking content has been increased in the curriculum. Responsibility and sustainability are in focus in students' theses and projects linked with various courses, also in practical training and choice of placements. Sustainable gastronomy programme integrates and evaluates the whole process from 'farm to fork' in the light of environmental effects and other dimensions of sustainability.

In the following are some practical examples on responsibility/sustainability activities in the courses:

- **Cross-Cultural Management (CCM)** Academic Track places strong emphasis on community service learning. The students develop facilitation skills for our New Horizons project, and they connect with clients in Finland to deliver the New Horizons products in workshops. Our newest New Horizons project, Young New Horizons, targets issues of interest and concern to young people, ages 14 to 25, including for example racism, hate speech, dating, bullying, etc. The content of this new product has recently been optimized for virtual teaching and learning, and it has been formatted for the Zoom platform.
- In spring 2019 and 2020, students of **Food and Environment** carried out a group assignment, assessing and visualizing the environmental impact (for example in terms of GHG emissions or virtual water used) of a meal / dish of their choice; some groups also presented their work in JAMK's canteen and social media (see for example: <https://www.facebook.com/jamkrestonomit/posts/10157081439678536> and <https://www.facebook.com/jamkrestonomit/videos/2225767827470682/>)
- In autumn 2019, within the **Food and Consumer** course, students carried out a small qualitative consumer research on Sodexo food services: some groups chose to focus on sustainability issues. In the same course, the students have also done projects for JAMK RDI projects, e.g. on local food. Similar cooperation including cooperation with local producers will be done in autumn 2020 in connection with event "Hidasta jouluun" in November 2020, the event focuses on social and cultural sustainability and will be planned and implemented in cooperation with different cohorts of students in order to enhance peer learning.
- The students have had the possibility of participating in an optional urban gardening project since spring/summer 2016 with the local Mankola comprehensive school as part of studies (course **Sustainable Food Production**), this continues in summer 2020. Every summer 1-2 staff members and 4-5 students take care of ten vegetable plots, the rest of the harvested vegetables is consumed at the school home economics class in the autumn.



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 research mission of the School of Business is to conduct practice-oriented, internationally recognised and high-quality research. The aim is to generate scholarly output which contributes to the generation of new knowledge by involving faculty, students and assignors. School of Business faculty members have solid experience in planning and implementing national and international research projects. Our research lines are competitiveness and internationalisation, digitalisation in business processes, customer-oriented services, responsible management and higher education. The faculty actively participates in respective national and international networks to further activate academic dissemination through conferences and publications.

Members of our faculty have continuously been active in the International Centre for Responsible Tourism Finland (ICRT Finland) network. The members have done international, national and regional level co-operation in communication, education and research. Example of the national level co-operation in Finland:

The steps towards responsible tourism – developing a further education programme coordinated by SB. The partners are Haaga-Helia UAS, XAMK UAS, University of Oulu and Multidimensional Tourism Institute MTI/University of Lapland. The development of the digital learning model includes three sub-objectives: 1) To define the learning competences of responsibility in travel and tourism industry; 2) To develop a digital learning course corresponding to the competences 3) To ensure the continuity of the learning course. The outcome of the project is an educational model, which is to strengthen sustainability of travel and tourism business. In a long-term perspective, the competence of travel and tourism employees concerning the sustainability will be improved. The educational model, once piloted in travel and tourism business, can be applied to other business areas. More information: <https://www.jamk.fi/fi/Tutkimus-ja-kehitys/projektit/vastuullisen-matkailun-portaat/english/>

Examples of SB's scholarly publications related to sustainability and responsibility:

Allievi, F., Dentoni, D. and Antonelli, M. (2019). The Role of Youth in increasing Awareness of Food Security and Sustainability. *Encyclopedia of Food Security and Sustainability* 3, 39-44.

Crawford S. and Hundal, S. (2019). Reflections of Ethics, Responsibility and Sustainability in an International Business Program through Finance and Accounting and Cross-Cultural Management Disciplines. *Twenty Eighth Annual World Business Congress of the IMDA held in North Nicosia, North Cyprus June 12-16, 2019.*



Törn-Laapio, A. (ed.) 2019. Special Issues in Responsible Tourism. Publications of JAMK University of Applied Sciences 263.



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.

Interaction with the business community is at the very core of the SB's activities. Links with real-life businesses improve the quality of learning, as well as student engagement, employability and curriculum development. The cooperation with various business organisations, mainly focusing on SMEs and technology start-ups, provides students with good possibilities for practical training and research projects. The Professional Advisory Board of the school comprises distinguished representatives of the business world who provide their views and input on developing the School of Business.

Close cooperation with industry offers opportunities for SB to develop its degree programmes. Various projects, internships, labs and regional development platforms provide excellent student-centered learning opportunities. The school focuses on practice-oriented research and offers business development services to the SMEs and public organisations of the region. The School is well integrated within JAMK, contributing to its academic and educational excellence and reputation, both domestically and internationally.

Within research projects carried out by the Research and Development department together with local business actors, responsibility issues are taken into consideration. As tourism is one of JAMK's strategic focus area, we concentrate on the development of responsible tourism. We initiate RDI projects and developmental services as well as organize international conferences, which all contribute to the competitiveness of the regional tourism industry. We focus on research and development activities and interaction with business managers and other actors to these sections. In 2018 we completed 33 externally funded RDI projects.



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. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

Our business co-operation covers curriculum design, research, recruitment, internship, thesis, marketing and guest lecturing. Co-operation projects often involve School of Business alumni. We co-operate widely with various organisations, SMEs and technology start-ups. We have a solid experience in preparing and implementing national and international projects. We implement annually approximately 18–25 projects, which focus on the competitiveness of the SMEs. Nearly 1 000 enterprises are involved in our projects. Most projects are funded by the European Social Fund (ESF), European Regional Development Fund (ERDF), Mavi Agency for Rural Affairs and Business Finland.

One of our development forums is the Advisory Board of our School. The Advisory Board comprises representatives from businesses, who provide input on developing degree-awarding education, specialisation studies, RDI work and continuing education along with the weak signals from the labour market.

SB has partner universities in over 30 countries and our international network consists of 130 partner universities, of which many are internationally highly ranked. The partnerships offer an academic experience abroad with the possibility of student and faculty exchange, double degrees, customised programmes, and joint research at the bachelor's and master's level.

SB has a high-quality, interactive online environment and advanced blended learning models have been built for both social and personalized learning. We make use of interactive teaching methods, videoconferencing and lectures and encourage the students to connect with the lecturers and peer students throughout their studies. Two of our degree programmes can be studied online.

SB continuously acts as the co-ordinator of the International Centre for Responsible Tourism (https://www.jamk.fi/fi/Tutkimus-ja-kehitys/projektit/icrt-finland/icrtfinland_etusivu/ and <https://www.facebook.com/icrtfinland/>). There are actors from diverse stakeholders; eg. entrepreneurs, educational and communal organisations, third sector and governmental organisations in this centre. Within the ICRT network we have identified the major challenges concerning responsibility and directed our operations towards tackling these challenges.



NEW GOALS

Promote Ethics, Responsibility and Sustainability

According to the strategic goals 2020-2023, School of Business is committed to promote ethical conduct in all its operations. We follow JAMK's ethical principles, which define ethical behaviour at the university. The ethical principles also define and sanction academic fraud and plagiarism. The Equality plan, in turn ensures equality at the workplace. SB applies its preventive plan against inappropriate student behaviour and bullying.

SB integrates the themes of Ethics, Responsibility and Sustainability (ERS) into its education and RDI activities. We will increase external funding within ERS by focusing on the different aspects of CSR, responsible tourism and sustainable food systems. SB is active in developing products of continuing education within the field of ERS.

As an active member of the UN's Principles for Responsible Management Education (PRME) network, we remain committed to the principles for responsible management education. In addition, we coordinate the International Center for Responsible Tourism (ICRT) network in Finland. SB also pursues social responsibility initiatives in the region.

