



Sharing Information on Progress Report

PRME Principles for Responsible
Management Education

2017

MESSAGE FROM THE DEAN



MacEwan University School of Business is pleased to renew its commitment to the Principles for Responsible Management Education (PRME) and continuing our efforts to establish a PRME network in our region.

Thank you to all the faculty who have championed the teaching of Ethics, Responsibility, and Sustainability (ERS). This year *Maclean's* magazine named one of our course's, "Introduction to Sustainable Business", one of the *Cool Courses in Canada*. Thank you to all those who have made PRME a part of their research and to our students who are going beyond the classroom to learn more about and put into practice ERS principles.

A handwritten signature in black ink that reads "Elsie Elford". The signature is fluid and cursive.

Elsie Elford
Dean, School of Business
MacEwan University

Vision Statement

MacEwan University School of Business: Fueling globally competitive, future-oriented organizations and graduates. Powered by Alberta's entrepreneurial spirit and catalyzing creative business partnerships, we drive prosperity at home and abroad.

Mission Statement

We transform our students into business practitioners skilled at anticipating trends and creating solutions. Our intensive practice-based approach and values-based curriculum challenge our students to become leaders whose ethics and character are second-to-none. We charge our graduates and accomplished faculty to apply their research, solve organizational challenges and contribute to a world eager for our singular blend of skill, ingenuity and heart.

We create:

- Exceptional educational and professional programs and learning experiences for our students that are grounded in advanced theory and business practices;
- Unique opportunities for high-potential students with non-traditional academic backgrounds, including those with relevant life experiences;
- Collaborative environments for our students, faculty and staff that are respectful, tolerant and success-oriented;
- Inquiring and adaptive life-long learners who are confident and ready for increasingly complex and demanding business environments in Alberta and the world;
- Highly ethical and socially-responsible business professionals and leaders;
- Strong business growth in future high-demand sectors in the Edmonton region;
- Lasting bonds with our business community, alumni, friends and donors that address their aspirations.

PROLOGUE

In our 2015 SIP report, we reported that the structure of how our School has implemented PRME has gone from a centralized initiative to diffuse. The School now has several faculty working on PRME related initiatives that are in a mature phase and operate largely independent of the central administration that introduced PRME to the School.

This current SIP report will report on the progress of ongoing PRME related initiatives at our School and some of the new ones that started after our 2015 report. In addition, this report will share some of the work that the University's Office of Sustainability has accomplished which overlaps with some of the School's initiatives. The Office of Sustainability recently released its *MacEwan University's Strategic Campus Sustainability Plan 2017-2021* which has the following four goals:

Goal 1: Academic Program, Teaching and Research – *To promote the growth of sustainability-related opportunities for student learning, faculty research, and academic collaboration*

Goal 2: Engagement, Outreach and Communications – *To create a community where sustainability matters and is lived, shared, and celebrated*

Goal 3: Campus Operations – *To create a model sustainability campus that fosters well-being for individuals, communities, and ecosystems*

Goal 4: Leadership – *To guide, coordinate, and inspire sustainability planning, initiatives, and innovation across the university*

SUSTAINABILITY IN THE CLASSROOM

Business 201 - Introduction to Sustainable Business

In our 2015 SIP report, we shared how Business 201 had become the sustainability starting point for all Bachelor of Commerce students. Business 201 is not your typical introductory course, students are engaged in a number of projects and experiences that go beyond the classroom and exemplify the sustainable way of operating a business.

Mission Possible. An expansive Business 201 class project that challenges students to create their own micro-venture and promote hands on learning of business practices while supporting the local community. The goal of this project is to drive innovation and create a culture of socially-conscience entrepreneurship. Students are teamed up in groups of 3-5 people and given a \$5 start-up loan per student. To date, Mission Possible has raised nearly **\$170,000** for Edmonton charities.

In Winter semester of 2016 over 200 teams competed where the final four competitors went head-to-head in a Dragon's Den-style pitch event. The winning team, StudentHire, went to the Calgary regionals where they also won first place and has gone on to launch a successful business with over a thousand online users and half a dozen job postings

every day that connect students with odd jobs throughout the city. Their business helps students with their debt load by offering them flexible job opportunities that might not otherwise have been offered to the public.

INTB 310 – Global Business and Sustainability

Students are introduced to the Sustainable Development Goals (SDGs) and the UN Global Compact in this course. The course utilizes case studies for each of the four areas of the Compact. Students also utilize the UN Global Compact Dilemma game in the course to look at international business dilemmas from a multi-stakeholder perspective, including Manager (Decision Maker), Customer, Employee, Shareholder, NGO and Community.

Sustainability 201

Students examine the theories, principles, and practices of sustainability, focusing on the interconnectedness of environmental, economic, and social systems in achieving overall well-being. Students explore compelling sustainability issues from a variety of inter-disciplinary perspectives.

SUSTAINABILITY BEYOND THE CLASSROOM

Outside of the classroom, students are engaged in a number of clubs and initiatives with a direct focus on ethics, responsibility, and sustainability (ERS). These include case competitions, service learning, and other sustainability projects. The following are some highlights:

Social Innovation Institute

MacEwan University is piloting an institute to support the development of social enterprises and social innovations in Edmonton. This institute will be a place where community members can come together, along with students and faculty/staff of MacEwan, to work on socially innovative initiatives. The institute will be a combination of physical space, including collaborative shared spaces and dedicated desks, as well as programming to strengthen the work of emerging social enterprises and build connections between MacEwan University and community members.

The institute we will host four to six demonstration projects including:

- **Community-Service Learning:** Experiential learning projects for students which will provide a transformative experience for students and strengthen their relationships with businesses in Edmonton while helping them solve real problems.
- **Social Innovation Mentorship:** a program with faculty members can share their knowledge by giving at least ten hours per year to mentoring institute participants.
- **Business Student Hot Desk:** The institute will support the incubation of MacEwan Business student enterprises by dedicating one desk for their use and supporting them through programs offered by the institute. This will allow students to interact with the other projects being worked on by community members in the institute, allow them to

reinforce the skills learned in their classes, and create lasting bonds between the students and the University.

- **Business in the Community:** A series of workshops delivered by faculty members, students, and/or experienced entrepreneurs to build institute participant's capacity to run a social enterprise and/or advance the management of their initiative. These workshops will give faculty members the opportunity to engage with community members and disseminate the knowledge they have created through their research. Workshop topics can range from research-related issues to converting course curriculum into workshop-material.
- **Business Accelerator:** A program (Nov-Feb) where participants iterate their concepts in order to get to the point of pitching and investment preparedness. Successful graduates from the program will have the opportunity to participate in a crowdfunding competition upon completion (Mar). There will be a focus on the participation of current and former student social enterprise initiatives, which will increase student engagement with the School of Business and the institute. We will look to partner with other organizations in the community for this program to establish ties for future collaborations and partnerships.

2017 Dr. Charles Allard Chair in Business - Dr. Ray Muzyka

We are pleased to have Dr. Ray Muzyka as our 2017 Dr. Charles Allard Chair in Business. Dr. Muzyka was co-founder and CEO of BioWare for 20 years, a company engaged in creating console, PC, and online role-playing games. BioWare had its origins in Edmonton, and expanded through offices in the United States.

Dr. Muzyka is currently focused on his role as CEO and founder of Threshold Impact, which focuses on social enterprise and sustainable, profitable impact investing in disruptive information technology, new media and medical innovations with passionate, capable social entrepreneurs. Some of his current community associations underline his passion for social enterprise, impact investing and giving back:

- Member, YPO, Young President's Organization, the premier leadership organization of chief executives in the world.
- Member, Ashoka Support Network, the world's largest network of social entrepreneurs.
- Toniic, the global action community for impact investors.
- Member, AngelList, Angel Investment Network, Edmonton Angel Investors.
- Charter Member, A100, Alberta's community of seasoned technology founders and executives. (Every A100 member received mentorship, guidance or advice over the course of their careers. They pay-it-forward by investing their time and experience.)

Dr. Muzyka is also a Venture Advisor to iNovia Capital, which manages \$450 million across three active early stage IT-focused funds.

We look forward to the collaboration possibilities that Dr. Muzyka brings to MacEwan in his role as Allard Chair in Business and learning from his many successes.

Student Competitions

Our business students have participated in the following competitions that are consistent with the principles of PRME:

- Milgard Invitational Case Competition on Social Responsibility, University of Washington, Tacoma, WA – 2016 & 2017
- McDonough Hilltop Business Strategy Challenge (non-profit), Georgetown University, Washington DC – 2016 & 2017
- Dalhousie University Ethics in Action, 2016
- University of Arizona Eller College of Management Collegiate Ethics Case Competition, 2017

Oikos International

Oikos International Club MacEwan Chapter (“Oikos Edmonton”) was founded in January 2016 as the local chapter of an international student group founded in St. Gallen, Switzerland. For the past 30 years, Oikos International has empowered young leaders to drive change towards sustainability through its mandate of transforming business education worldwide.

Currently, over 1000 students across 47 chapters around the globe actively participate in discussion, research, and projects related to sustainability in economics and management. With each chapter implementing their own independent projects supplemented by over 30 global initiatives, Oikos International works diligently to make education matter. The MacEwan chapter is engaged in the following projects:

FutureLab. The Oikos FutureLab is a workshop organized by international Oikos members and the Oikos management team. It convenes the whole Oikos community and furthers the Oikos Mission. This workshop will include world-class speakers and member-led breakout sessions. This workshop serves as an excellent opportunity to develop a student’s personal growth and professional ability by having them work in a diverse group bound to short deadlines to come up with solutions to large issues. These teams will work on big projects that optimize mobility, tackle energy shortages, and improve environmental quality. Those that attend can expect to become experts in certain topic matters.

The main topic for Oikos Edmonton participation in the workshop will be *Rapid Urbanization* and how Edmonton and other Canadian cities have begun to transform themselves to better handle their increasing numbers of citizens as well as become more citizen-centric. A mini-case will be presented to the attendees of the workshop to allow them to apply their new knowledge.

Map the System. MacEwan and Oikos Edmonton will host its own Map the System competition. Students are asked to research, critically analyze, and create a visual diagram of a global social or environmental challenge, the systems that perpetuate it, tried and tested solutions (successful or otherwise), and the possible levers for change. Competitors will submit their visual diagram along with key findings. The top five submissions will then be invited to present their findings to a panel of judges where the winner will then be able to be presented at a national competition.

Symposium on Sustainability and Diversity in Management: Beyond CSR

MacEwan University's School of Business organized a one-day symposium on September 22, 2017 that brought together academics and students who have been working on the theme of sustainability. The aim of the symposium was to develop a common understanding of how best to integrate these values in management education so that managers and leaders of tomorrow are cognizant of their role in promoting a just and resilient society.

The symposium included a key note address by Dr. Kulbushan Balooni, Professor and Director of Indian Institute of Management Kozhikode (IIMK), who discussed sustainability initiatives in India. Similarly, MacEwan shared its practices in implementing PRME at MacEwan.

RESEARCH

Below is a selection of some of the scholarly work that our faculty have completed since our last PRME SIP report:

S. Pathak, E. Muralidharan. 2017. Economic Inequality and Social Entrepreneurship. *Business & Society* 1- 41.

Jindal, Rohit. 2016. Environmental Payments: Scope, Challenges, and Alternatives. *Proceedings of the Administrative Sciences Association of Canada (ASAC)*, Volume 37, 2016.

Jindal, Rohit. 2016. Moral Limits of Payments for Ecosystem Services. *Proceedings of the 3rd Asia Pacific Conference on Advanced Research (APCAR-2016)*, pp. 384-393. ISBN (eBook): 978-0-9943656-20 (**Best paper in Social Sciences**).