



Lee Kong Chian
School of
Business

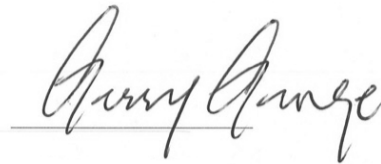
PRME SHARING INFORMATION ON PROGRESS (SIP) REPORT

April 17, 2018

I. Renewal of Commitment to PRME

The Lee Kong Chian School of Business (LKCSB), Singapore Management University (SMU) is committed to the Principles of Responsible Management Education (PRME). We believe that business schools today have an important role to play in moulding students into socially responsible managers and in responding to the social and environmental challenges that the world is confronted with.

This report offers examples of past initiatives as well as ongoing ones that have been undertaken in support of the aforementioned beliefs. We are proud to be a PRME signatory and hereby express our continued commitment to PRME principles.



*Professor Gerry George
Dean and Professor of Innovation and Entrepreneurship
Lee Kong Chian School of Business*

2. Major achievements in relation to the implementation of one or more Principles during the past 24 months

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.

SMU Grow

SMU GROW is a university-wide initiative that was launched in 2015 with the mission to:

- Create awareness on environmentalism, food production and management, consumption and security
- Promote sustainable lifestyles
- Enrich SMU's brand of holistic, broad-based learning
- Engage the neighbouring community and members of the public in meaningful collaboration

As was reported in our previous SIP, the initiative joins a global urban farming movement. Its early activities rallied students, staff, faculty, alumni and other members of our community in activities such as workshops that introduce sustainable living through growing foods in environmentally-friendly ways, a programme of planter box adoption on campus, and a programme to reduce food wastage at catered events on campus.

The initiative continues to attract significant interest on campus, with new activities and events such as the following:

1. Partnership with VRM Biologik to recycle food waste: VRM Biologik is a company that has developed a microbial process to turn organic food waste into soil enhancers. The process harnesses the power of naturally occurring microbes as a sustainable replacement for harsher chemical inputs. SMU GROW's partnership with VRM Biologik made it possible to have the company's Bio-Regen food waste processing machine on campus and in collaboration with student groups, a food waste collection drive was held in July and August 2017. A total of 430 kg of food waste was collected and processed using the Bio-Regen machine.
2. "Say no to plastic straws" campaign: SMU GROW, in partnership with on-campus food court, Koufu, launched a campaign to discourage the use of plastic straws. The use of plastic straws has become habitual and is seldom given second thought, despite the fact that its non-biodegradable nature contributes to significant waste

pollution. A report by the local media noted that straws make up about 12% of litter at coastal clean-ups in Singapore.

The campaign was aimed at increasing awareness of the issue and to discourage the use of straws. Koufu became the first food court in Singapore to stop routinely using plastic straws. Almost two hundred people participated in the launch of the campaign, establishing a record for the most number of people drinking with bamboo straws.

Principle 2

Values: 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.

Sustainability and Social Responsibility in the undergraduate curriculum

The School has always had, as an important aim, the nurturing of graduates with a strong sense of social responsibility. From the very beginning, our undergraduate students have been required to complete 80 hours of community service and to take a compulsory course called *Ethics and Corporate Responsibility*. Over the last few years, we have developed a number of courses in the area of sustainability and social responsibility, including *Sustainability Management and Governance*, *Sustainable Operations*, and *Social Entrepreneurship*. This is in tandem with a growing number of faculty with research interests in sustainability and related areas.

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 MasterCard-SMU Research Programme on Social Entrepreneurship and Financial Inclusion

The MasterCard-SMU Programme on Social and Financial Inclusion was established in 2015 and is a multi-faceted programme with the goal of stimulating research on social entrepreneurship, innovation, and financial inclusion. It is led by an LKCSB faculty member, Professor Howard Thomas, who was also named the MasterCard Professorship of Social Entrepreneurship and Financial Inclusion at the launch of the programme.

One of the programme's key events is a research forum that brings together the principal actors in the social entrepreneurship and financial inclusion ecosystem: social entrepreneurs, researchers, government bodies, philanthropic organisations, financial institutions. The aim is to enhance the region's ability, through social entrepreneurship, to tackle pressing social issues.

The event was held on November 9-10, 2017. The forum involved research presentations by faculty from Fudan University (China), KAIST (Korea), Thammasat University (Thailand), Ritsumeikan (Japan), Sasin (Thailand), UGM (Indonesia), National Economics University (Vietnam), University of Auckland (New Zealand), Putra Business School (Malaysia), and SMU (Singapore). It also had the following keynote speakers:

- Keynote 1: Perspectives on Research about Social Entrepreneurship and Financial Inclusion
 - Hedrick Wong Yuwa, Chief Economist and Chair of Academic Advisory Council at MasterCard Center for Inclusive Growth
- Keynote 2: The Role of Government as Enabler of Social Innovation
 - Serey Chea, Director General, Central Bank of Cambodia
- Keynote 3: Social Innovation on a Global Scale: Africa Meets Asia
 - Yogavelli Nambiar, Director, Enterprise Academy, GIBS, South Africa

3. Assessment of outcomes

In our previous SIP, we described a new type of course at the university called SMU-X. Its key feature is that students work with industry partners on real world problems and with faculty as mentors. One objective we had was to offer a course on sustainability as an SMU-X type course. Unfortunately, while we have developed a number of courses on sustainability that involve group projects and did have an SMU-X course on Social Entrepreneurship, we have yet to accomplish the specific objective of developing an SMU-X course on sustainability. We hope to be able to do that in the near future and the latest impetus for this is the new sustainability major that we hope to launch in the 2019 academic year (see section below).

4. Key objectives for the next 24-month period with regard to the implementation of the Principles

The School currently offers eight majors that are in the traditional business disciplines (Finance, Marketing, Organisational Behaviour & Human Resources, Operations Management, Strategy & Organisation, Entrepreneurship, Quantitative Finance, and Corporate Communication). We are currently in the planning stages for a new major on sustainability that will be a departure from the current majors in the sense that it will be multi-disciplinary in nature. It will also likely involve an overseas study mission with a focus on understanding company- and government-driven sustainability initiatives in select countries. We expect to launch this major in the 2019 academic year.

At the same time, we are looking to put in place new initiatives and policies at the School to encourage recycling and the use of re-usable water bottles over disposable ones.