



PRME Principles for Responsible
Management Education

Sharing Information on Progress Warsaw School of Economics (SGH)

2010

Warsaw, 1 September 2010

INDEX

- **Presidential letter – Renewal of Commitment to the PRME**
- **General Overview**
- **Principle 1 & 2**
- **Principle 3**
 - **Extracurriculars – internships**
- **Principle 4**
 - **Faculty Research**
- **Principle 5 & 6**
 - **Student Clubs**
- **Looking Forward Statement**
- **Addendum – List of persons dealing with CSR at SGH**

RENEWAL OF COMMITMENT TO THE PRME

Warsaw School of Economics (SGH) expressed its commitment to PRME on 18 December 2008 and is still committed to them very much by developing new courses, programmes, research and seminars both locally and internationally.

SGH will continue to support all activities related to PRME principles and has ambition to be a leader of CSR in its own activity and in promoting CSR principles in the society encouraging academic institutions, companies and other stakeholders to adopt them.

We are also aware of the fact that in order to fulfill this mission, our own organizational practices should serve as an example of the values and attitudes. That is why we would like to place more emphasis on conveying PRME principles to our staff and students.

Warsaw, 1 September 2010



Prof. Adam Budnikowski
SGH Rector

WARSAW SCHOOL OF ECONOMICS PROGRESS ON THE PRME

GENERAL OVERVIEW

The Warsaw School of Economics (*Szkoła Główna Handlowa w Warszawie*, SGH) is the oldest university of economics and management in Poland. As it seeks to impart a European dimension to its academic activity, SGH combines an over century-long tradition with engagement in the contemporary world and the pursuit of future challenges.

In its educational endeavours, the School seeks to provide students with the latest knowledge, solid working skills and a sense of responsibility to society. In its research activities, the School is guided by respect for the truth and usefulness to society. The School conducts both its educational and research activities in the field of economics and managerial sciences drawing on the achievements of other social sciences.

Graduates of SGH, equipped with the latest general and specialized knowledge, make a significant contribution to economic, social and political life in Poland and abroad. Together with academic and administrative staff, students and representatives of milieus connected with the School, they create the image of SGH, promoting its achievements and realizing its mission together.

SGH for the first time reports on its progress on the PRME, and therefore this document is a summary of our efforts in that area over last few years, with special emphasis placed on current activities and plans for the future.

PRINCIPLE 1 & 2

Based on the two principles, we develop general capabilities of students to be future generators of sustainable value for business and society by incorporating CSR into curricula of several, both core and elective courses. Examples of courses that place special emphasis on CSR include:

- Organizational Behaviour
- Ethics and Institutions in Global Economy
- Entrepreneurship
- Marketing Strategy
- Negotiation

To provide students with practical aspects of social responsibility in business, guest speakers are invited to deliver presentations on the topic or to conduct part of the course.

In the dates 5-11 September 2010, SGH is organising one-week intensive course (Block Seminar) within CEMS MIM Programme on: **Corporate Sustainability and Corporate Social Responsibility**. The seminar is aimed at introducing the students to the field of environmental aspects of management, technologies to assure sustainability, environmental risk management, impact of climate change on companies, and related topics. Part of the seminar is delivered by experts from Vestas company – one of the foremost companies designing and constructing wind power plants.

PRINCIPLE 3

SGH is actively promoting CSR and responsible leadership by creating and delivering study programmes focused on these topics. In that context, we should mention two post-graduate study programmes:

- **Theory and Practice of Corporate Social Responsibility** (designed by Department of Management Theory) giving the participants effective tools that will enable them to shape their relationship with the business environment and to influence others' actions. The classes are of practical character based on case method and delivered to large extent by experienced experts in the field.
- **Corporate Reputation Management** (designed by Department of Marketing) aimed at giving the participants the knowledge about the new trend in strategic management, focusing on creation of corporate reputation. The classes will provide the students with an opportunity to learn the rules governing creation of corporate identity and image, trust management, management of corporate relations with key clients as well as crisis management to protect corporate reputation.

PRINCIPLE 4

Our study programmes and publications devoted to CSR are developed on the basis of extensive research projects conducted both at local and international level. Within that context we should mention a successful research project led by EABIS implemented at SGH within the 6th Framework Programme titled: **European Platform for Excellence in Corporate Social Responsibility Research**.

The project aims to level the fragmentarisation and dispersion of CSR studies conducted in Europe. Resulting from this endeavour is coordination of European research projects in the field of CSR and the thus their synergy. Corporate Social Responsibility Platform connected representatives of academic communities, business and politics, who worked together on the directions of CSR studies and effective distribution channels of research results .

Detailed description of the project:

http://www.efmd.org/html/Projects/cont_detail.asp?id=050525ecvg&aid=050525fdwh&tid=1&ref=ind

PRINCIPLE 5 & 6

SGH is actively participating in public discussions and dialogue on sustainability and CSR among various groups and stakeholders both at local and international level. Among them it is worth mentioning one of **the largest conferences on CSR organised by SGH in cooperation with Wrocław University of Economics** resulting in joint publications. SGH was also organising CSR conference for the business community with Francis Fukuyama as keynote speaker.

SGH is also involved in development of **RESPECT index** - one of the few highly methodologically complex stock market company rankings that deal with the implementation of CSR projects co-designed by Prof. Piotr Płoszajski. The second edition of ranking based on that index is raising growing interest and respect by the stock market community. Many of these activities are conducted with and for business community in Poland, placing SGH among the most active disseminators of CSR principles.

SGH faculty members are also involved in the working group on **CSR in Education under auspices of the Polish Ministry of Economy** and are also involved in promoting CSR by EABIS.

An unique form of popularising CSR and sustainable development is activity of Student Scientific Clubs that group students sharing similar interests who conduct research, organise meetings and seminars under supervision of faculty members – experts in the field. Form PRME point of view, the most valuable work is conducted by **OIKOS Sustainable Development Student Science Club** (local unit of OIKOS International) supervised by Ewa Taylor, Ph.D. from the Department of Economic Geography. Among many activities and projects, we should mention 2006 Report on sustainable development issues presence in the SGH study offer.

LOOKING FORWARD STATEMENT

Despite its achievements to date, SGH has still a lot to do to promote CSR and sustainable development at various levels and among all interested social groups. We feel that we are still at the beginning of the road to incorporate the values of PRME looking for other forms of learning and promoting its principles.

There are also initiatives, like SGH Centre on CSR Research, that have not been implemented yet. Several projects and study programmes mentioned in the report have just started and raised lots of interest. We do believe that these topics will gain even more in popularity and demand, stimulating further progress and new initiatives among SGH community members. We also aim at retaining our leading role in popularising CSR in Poland and expand our international cooperation with other universities and representatives of the corporate world. That should be also reflected in our curricula, and what is the most important, in the approach and practice of our graduates.

ADDENDUM

List of persons dealing with CORPORATE SOCIAL RESPONSIBILITY at the WARSAW SCHOOL OF ECONOMICS

1. Prof. G. Aniszewska, head of the post-graduate study programme in the field of CSR
2. Dr Maria Aluchna , Department of Organisation Theories
3. Dr Jakub Brdulak, Department of Innovation Management
4. Prof. Tomasz Dołęgowski, head of the Institute of International Competitiveness and Ethics in World Economy (a long-time lecturer on ethics in economic activity)
5. Prof. Jolanta Gładys-Jakóbiak, Department of Sociology
6. Dr Ewa Jastrzębska, Department of Environmental and Resources Economics
7. Dr Anna Kozłowska, Department of Sociology
8. Dr Grażyna Leśniak-Łębkowska, Department of Management in Economy
9. Dr Maria Roszkowska-Śliz (collaborator of the Responsible Business, registrar of the post-graduate study programme on CSR at SGH)
10. Ms. Justyna Szumniak (MA) - (one of the CSR conferences organisers for the past few years, together with dr Magdalena Rojek-Nowosielska from the Wrocław School of Economics)
11. Prof Piotr Płoszajski, head of the Department of Management Theory
12. Dr Grzegorz Szulczewski, Department of Philosophy (collaborated with the Business Ethics Centre)
13. Dr Piotr Wachowiak, Department of Management in Economy (jury member in the Social Reports - <http://raportyspoleczne.pl/jury>)