

Sharing Information on Progress

August 2017

1. **Letter of Renewed Commitment**

EU Business School, as an institution of higher education, is dedicated to developing future managers and leaders to meet market needs and, as stated in EU’s values and objectives, is committed to developing “An understanding of business ethics, focusing on the highest standards of quality and professionally-oriented educational programs”. As such, we declare our willingness to progress with the implementation of the Six Principles for Responsible Management Education. We report on progress to our stakeholders through our website and exchange effective practices with other institutions. As a signatory of the Global Compact, EU Business School is committed to preparing and publishing the corresponding progress reports.

#### EU Business School’s philosophy is based on the following principles: Leadership, Excellence, A Pragmatic Approach, Student Care, Passion, Integrity and Innovation

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Dirk Craen,

President, EU Business School,

August 2017

1. **Institutional Overview**

* Offering undergraduate and graduate business education since 1973
* Triple accreditation with ACBSP, IACBE & CEEMAN
* Transfer opportunities across a global campus network
* Small, student-oriented classes
* All courses taught in English
* Outstanding faculty from more than 30 countries
* Student body made up of more than 70 nationalities
* Continuous evaluation and personalized approach
* Dynamic, practical case method approach
* Multicultural and multilingual environment
* Exchange and partnship programs with universities around the world
* Lifelong network
* Innovative and entrepreneurial focus

#### PRME principles at EU Business School

#### Principle 1: 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.

#### EU Business School continues in its endeavors to maintain a current, meaningful curriculum which reflects global concerns and incorporates a sustainable approach to business and business-related issues.

#### As classes are small, the focus is on participation and involve students reviewing real situations, discussing how they could be addressed in an ethical and sustainable manner.

#### This leads to very informative sessions as the input from students embraces their perspectives and issues are reflect current practices and issues from multiple national backgrounds,

#### Principle 2: 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.

EU has a strategy of making Ethics and Sustainability an active component of its programs; it has expanded its former approach (program courses and components on CSR and sustainability) into a more formalized organizational approach with a view to creating a greater awareness and active participation among its students and stakeholders in general. This has involved an ethics component in all disciplines/courses, rather than a stand-alone course

#### Therefore, EU undergraduate and graduate programs contain a strong focus on ethics in business; undergraduates are required to take a specific course on Ethics in Business and a more recently introduced compulsory course, Environmental Sustainability. Both undergraduates and graduates receive a seminar series with key guest speakers.

#### Students continue to participate in international extra-curricular programs which promote PRME principles. Most notably, our student representatives continue to perform very well when participating in Change the World Model United Nations and return to campus with fresh perspectives which they share with their peers

EU Business School and its students continue to be involved in L’Association Maïa project to support micro credits for sustainable initiatives for women in Burkina Faso, an educational project in West Africa.We are working with local organizations to improve the infrastructure of West African village, Yirwal, located in Burkina Faso, a landlocked country where French is an official language. Thus far we have funded an ambulance, two flour mills and a water well. By improving the infrastructure of the village, we hope to improve village conditions, particularly for the children. Easy access to water and the workplaces are crucial for improving attendance at the local school. Currently, we are planning a training center to prepare young people for work.

#### Principle 3: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

#### The EU Business School environment is international and culturally diverse which, when linked to small class size with an open discussion forum, enriches learning experiences by providing a wide range of points of view, experiences and practices from around the globe.

#### Students themselves are a rich source of information in this respect. What is more, this diversity allows students to challenge their own cultural framework and appreciate alternative approaches. A significant percentage of the EU student body comes from emerging economies and the reality of the challenges to responsible leadership is brought to the fore. In this environment, students become aware of their role, as future managers, as creators of shared value.

#### Faculty perspectives enhance this information flow as they have a wealth of practical experience and are also culturally diverse.

#### EU Business School provides personalized counseling, assistance and information to all its students.

#### Undergraduate students receive a program-long seminar series on personal and professional development; they are advised on personal brand management which includes c.v. development, LinkedIn profiles and social media presence as well as interview preparation.

#### An annual careers fair, organized by EU Business School Career’s department, allows students to have firsthand experience of live interviews, attend forums and panels where expert visitors discuss such topics as long-term HR strategies and what recruiters are looking for in today’s and tomorrow’s graduates.

#### EU Business School has four campuses (Barcelona, Munich, Geneva and Montreux) and a global network of higher education institutions, Students are encouraged to exchange between campuses and follow study abroad options with our partners to further enhance their international experience.

#### Principle 5: 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.

#### To support dialog, debate, access to current materials and expertise, EU Business School recognizes its need to work in conjunction with well-established organizations in this field. To this end, EU Business School is a member ABIS, EFMD and the Drucker Society, Europe.

#### Special Guest Speaker sessions are held on different campuses in which management leaders address the student body to give their views on management, their company and their industry development and concerns. Recently, for example, the Barcelona campus welcomed Peter Brabeck-Letmathe, chairman emeritus of Nestlé, to hear about that company’s concerns, development and research.

We are proud to be the representing partner for the educational sector to the Geneva Chamber of Commerce, Industry & Services (CCIG). The CCIG is a private group representing over 2,000 Geneva-based businesses and organizations with the aim of ensuring that Geneva’s economy remains powerful and competitive, and that local businesses can survive and prosper in the future.

This partnership has given students exciting opportunities to see the inner workings of CCIG through conferences and seminars, while also offering students a wealth of networking opportunities.

#### Principle 6: We will facilitate and support dialog 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.

#### EU Business School also maintains a close relationship with CEEMAN, an organization deeply involved with these issues, and carefully follows their initiatives; attendance at CEEMAN annual conference ensures that EU is able to participate in dialog and debate with educators from a wide range of background and experiences.

#### EU representatives also regularly attend conferences and seminars offered by EFMD, The Drucker Society, ACBSP, IACBE and RABE to maintain current with best practices and trends.

#### Key objectives for the next 18-month period

#### During the next year and a half, EU wishes to reinforce its commitment to PRME principles. These key objectives include:

#### To develop a faculty development program around embedded sustainability. This will be based around materials, webinars and articles offered by organizations such as GBSN, EABIS and EFMD to develop.

#### To continually increase faculty, student and organizational awareness so that, along with ethics, sustainability becomes embedded in a wide range of core courses and internal management practices.

#### To continue to emphasize the use of e-textbooks and materials by ensuring extended 24/7 access to relevant, current e-libraries

#### Sustainability on Campus

#### EU continues to reduce its usage of paper by employing technology and has moved ensure this by introducing e-textbooks and recycling any paper which is used on site. Recycling bins are available in administration and outside each classroom; one for paper and one for plastics. A recycling bin is also located in administration offices for cartridge re-cycling.

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