



# SIP Report 2017-2019

Stockholm Business School



Stockholm  
University

## Renewal of commitment to PRME

I am pleased to announce that Stockholm Business School at Stockholm University is renewing our commitment to PRME. We are proud to be a part of Stockholm University; the first higher education institution in Sweden to sign the UN call for Climate Emergency in light of the forthcoming COP25-meeting in Chile in December 2019. By signing this, Stockholm University joins leading networks and institutions working in further and higher education globally who recognizes the need for a drastic societal shift to combat the growing threat of climate change. Sustainability is a central issue for Stockholm University, both regarding research and education. Research and education conducted within Stockholm University, and hence Stockholm Business School, shall be able to contribute to the achievement of the goals for UN's Agenda 2030.

At Stockholm Business School we are committed to progress in the implementation of the Principles for Responsible Management Education, especially emphasizing those that are more relevant to our capacities and mission. It is important to us that our own organisational practices should serve as example of the values and attitudes we convey to our students. Sustainability is our guiding star in what we do and at Stockholm Business School you will find Sweden's only Bachelor's Programme in Business Administration with a sustainability profile. Together we contribute to a sustainable future.

**Maria Frostling**  
*Head of School*







# Introduction

## Stockholm Business School and Stockholm University

Stockholm Business School (SBS) was founded in 1962 and is located within the world's first National City Park - The Royal National City Park. SBS has developed into one of Northern Europe's largest teaching departments and cooperates with industry and societal stakeholders as well as oversees the



research institute The Academy for Performance Management in Central Government (AES). The School currently has agreements with over 100 universities in Europe, Africa, Asia, North- and South America and Oceania, enabling a large student exchange (40% of Stockholm University's total international student exchange).

Stockholm Business School is a part of Stockholm University and one of the 22 departments within the Faculty of Social Sciences.

Stockholm University, as all universities in Sweden, is a public

authority and is subject to Swedish national regulation. Stockholm University is today Sweden's largest university; more than 70 000 students, 1800 doctoral students and 5000 staff are active at the university within the sciences, the humanities and the social sciences allocated into 70 departments and centres.

Stockholm University is one of the 200 highest-ranked universities in the world according to the most influential university rankings for 2019/2020:

- Academic Ranking of World Universities (ARWU/Shanghai): 73
- Times Higher Education World University Rankings (THE): 153
- QS World University Rankings: 191



On the ARWU (Shanghai) ranking, the subject of Business Administration at Stockholm University is ranked as no 2 in Sweden, no 48 in Europe and no 150-200 in the world. Stockholm Business School holds an AMBA (Association of MBA's) accreditation for its' Executive MBA Programme and strives towards achieving AACSB (Association to Advance Collegiate Schools of Business) accreditation for the School.

Stockholm Business School is one of the largest departments at Stockholm University with over 3500 students and over 100 teaching faculty. During the last seven years, Stockholm Business School has consistently been ranked second in Sweden in the Eduniversal Ranking of the best 1,000 business schools in the world and in 2018 the School received 4 Palmes of Excellence (top Business School with significant international influence). According to Eduniversal Ranking, the Executive MBA Programme at Stockholm Business School was ranked the no 1 Swedish Executive MBA Programme between 2012-2016 and is now ranked as no 2. 3 specialised master programmes at SBS are in addition ranked as no 1 and 2 in Sweden in 2019: Master in Marketing (no 1), Master in Management Studies (no 1) and Master in Accounting (no 2).

As a department at Stockholm University, Stockholm Business School applies to the Stockholm University sustainability policy.

### **Sustainability at Stockholm University**

Stockholm University works systematically with environmental issues via its sustainability policy and complies systematically with environmental issues as well as complies with the requirements of the environmental management standards ISO 14001 and EMAS. They are environmental management systems that contain a number of requirements on how environmental work should be conducted. The University aims to reduce the negative environmental impact and increase the positive impact. Negative impact occurs if we, as for example, travel on duty and do not show concern for the environment when planning our trip. Positive impact is when we educate and disseminate knowledge concerning issues related to the environment and sustainable development.



Concern for the environment is a part of the daily work of the University. A practical example is the decision on divesting itself of all investments in coal, oil and gas companies. Stockholm University actively encourages its employees to follow the university's environmental procedures and instructions which in turn means to comply with Swedish environmental law and other requirements; a positive way to reduce the environmental impact of daily work. To educate and disseminate knowledge concerning issues related to the environment and sustainable development is encouraged and Stockholm University is implementing its environmental standards on a management, employee and student level. Ten areas with a significant environmental impact have been identified: research, education and collaboration with the surrounding community; energy use; use of office equipment; travel and transport; purchasing and procurement; skills development for staff; material use waste management; chemical use and emissions to water.

Through environmental work, Stockholm University is continuously working towards the decrease of its negative influence on the environment. The University is also conveying knowledge in matters that are connected to environment and sustainability as well, as creating awareness about and engagement in environmental issues within the University and the surrounding society. In its aspiration for continuous improvement, Stockholm University will:

- Where it is possible, strive towards higher standards than regulations and minimum requirements to be followed by the organization
- Continuously revise arrangements to decrease the usage of natural resources and environmental effects from pollutant emissions in the air, on the ground and into the water, caused directly or indirectly by the organization
- To strive towards weighing in aspects of the environment and sustainability into decisions where it is relevant
- To strive towards all staff being aware of the meaning of systematic environmental work
- To actively co-operate with students, the student council, society and other stakeholders regarding environmental issues and where environmental engagement can be improved
- To assure that sufficient resources are awarded to the working process of continuous improvement of environmental performance and that these resources are used in the most effective way

On the 21-22 March 2018 the first Stockholm University Sustainability Forum was held on the theme of “Future energy and resources”. The second Forum will be held on the 29:th of September 2019 on the theme of “Democracy, populism and sustainability”; the forum will be opened by vice-chancellor Astrid Söderberg Widding and the Swedish Deputy Prime Minister and Minister for Environment and Climate, Isabella Lövin. The Forum is an opportunity for Stockholm University to showcase the broad and solution-focused research projects conducted at the university within the theme of sustainability, as well as an opportunity to initiate co-operations between Stockholm University and authorities and businesses. In addition, there are about 30 programmes and courses available on an undergraduate and graduate level at Stockholm University that are focusing on sustainability. Several of these courses and programmes are interdisciplinary and are co-operations between different faculties.

The theme of sustainability is found throughout both the areas of education and research at Stockholm University and is highlighted very well through the work of Stockholm Resilience Centre; a centre for sustainability science for biosphere stewardship. Professor Elinor Ostrom, board member at Stockholm Resilience Centre, won the Nobel Prize in Economics in 2009 (jointly with Oliver Williamson). Professor Ostrom was the first female recipient ever for this category of the Nobel Prize.



### **Defining sustainability at Stockholm Business School**

Sustainability is actively implemented throughout Stockholm Business School, and is defined as inclusive of the following three dimensions:

*Social sustainability:* to strive towards a society where basic human rights are fulfilled

*Environmental sustainability:* to economize with human and material resources over time

*Economic sustainability:* to counteract poverty and to secure that everyone will have the opportunity to fulfil their basic needs in relation to the planets finite resources; economic development that doesn't imply negative consequences for the environmental or social sustainability

### **Organizing sustainability at Stockholm Business School**

In line with the vision and mission of Stockholm Business School we have a systematic approach to sustainability. The Accreditation/PRME strategy group reports directly to the Head of School with the aim of monitoring and developing strategies for the areas of sustainability and accreditation on the basis of a comprehensive data basis.



Future steps:

- Accreditation/PRME strategy group: In order to systematically implement the PRME in all of the operations and strategies of SBS, the Accreditation/PRME strategy group continually works on aligning the goals and processes of SBS with the PRME
- Teaching: In line with the vision of SBS we aim to make sustainability a central topic in teaching wherever it is appropriate

The following chapters will provide an overview of activities and output at Stockholm Business School in relation to the six principles of PRME between September 2017 and September 2019.







# 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**

## Vision and mission

The vision and mission statements for Stockholm Business School are partly a function of alignment with overall State Education and Stockholm University objectives but, also, the product of an iterative, multi-levelled, process within the School over several years. At the broadest level, SBS's mission must align with the overarching Swedish national mission, legally regulated through the Higher Education Act, for all higher education institutions: The mission of the Higher Education Institution (HEI) is to offer education based on an academic or artistic footing and proven experience. They must also undertake development work, including research and artistic development. In addition, the HEIs must co-operate with their surrounding communities, provide information about their operations and also act to ensure that benefits are derived from the findings of their research. Within the context of this missional scope, Stockholm University defines its own primary mission thus:

*To provide education and high quality research for the betterment of the Swedish community*

The vision and mission of Stockholm Business School naturally remain faithful to these overarching objectives and, at the same time, seek to instil a sense of purpose that is reflective of the unique organisational values of the School.

The SBS vision reflects the emphasis placed by the institution on two essential concerns: research-driven pedagogy and positive societal impact – specifically in the area of sustainable development. The School's vision is articulated thus:

*Stockholm Business School is respected for our recognised and relevant research as well as inspirational and research-driven learning experiences. We support sustainable development in society by acting as a constructive discussion partner for business, public and third sector actors and Stockholm Business School should be the number one choice in Scandinavia for students in business administration who want to contribute to a sustainable future.*



As a result of organisational dialogues in 2015-2016 the existing mission of Stockholm Business School was initially crafted. The mission of Stockholm Business School is well aligned with the current organisational direction of Stockholm University towards sustainability and societal responsibility. Sustainability, in this context, incorporates the following three dimensions:

*Social sustainability:* to strive towards a society where basic human rights are fulfilled

*Environmental sustainability:* to economize with human and material resources over time

*Economic sustainability:* to counteract poverty and ensure that everyone has the opportunity to fulfil their basic needs in relation to the planet's finite resources; economic development that doesn't imply negative consequences for the environmental or social sustainability

The SBS mission is outcome-based and focuses on the impact that SBS seeks to have on graduating students; it emphasises the importance of our students as future catalysts for sustainable values through responsible decision making. It is intrinsically related to the vision articulated above:

*SBS's mission is to conduct engaging and research-driven education that will develop the student's ability to meet today's and tomorrow's local and global challenges in a responsible manner*

The SBS vision and mission statements are reviewed in connection with the renewal or start of a new mandate of office for the Head of School and Deputy Head of School, every third year. The review is carried out with the support and input of the Strategic Leadership Group, the Advisory Board, and the School Board, and any revisions require the approval of the School Board.

## **Sustainability Day**

In alignment with the Stockholm Business School vision and mission, the student body Föreningen Ekonomerna (FE) introduced the Sustainability Day 2016 as an annual joint event for students, teachers, organisations and companies. In today's society, the majority of organisations are engaged in different sustainable activities. Society generally expects that companies act in a sustainable manner and individuals are also encouraged to act more sustainably by reducing their ecological footprints.

The following questions are central at the event:

- How does preservation of our planet and a fair social environment for everyone on the planet connect to business?
- What do organisations today actually do to work towards a more sustainable world? What can business students contribute with, now and in the future?
- How do organizations work to be more sustainable and what can you as an individual do to act in a more sustainable matter?

At the event participants are able to listen to seminars, lectures, participate in panel discussion and network with companies and organisations that work with sustainability to learn more about what is being done and what you as an individual can do to live more sustainable and make a difference. Participating companies and organisations will be providing you with different cases from the business world and will focus on creating greater awareness about consumption. Guest lecturers from the following companies and organisations have been represented at the event: Plan International Sweden, the World Wide Fund for nature (WWF) and Axfood.



## 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.**

Values of global social responsibility are the basis for the vision and mission of Stockholm Business School:

### Vision

*Stockholm Business School is respected for our recognised and relevant research as well as inspirational and research-driven learning experiences. We support sustainable development in society by acting as a constructive discussion partner for business, public and third sector actors and Stockholm Business School should be the number one choice in Scandinavia for students in business administration who want to contribute to a sustainable future*

### Mission

*SBS's mission is to conduct engaging and research-driven education that will develop the student's ability to meet today's and tomorrow's local and global challenges in a responsible manner.*

Hence, values of global social responsibility are integrated both on a course and programme level at Stockholm Business School.

## PROGRAMMES

### Bachelor's Programme in Business Administration (180 ECTS)

The curriculum for our Bachelor's Programme in Business Administration (180 ECTS) was revised during 2016/2017 in alignment with the mission and vision of Stockholm Business School: to equip our students to be able to take responsible actions in the spirit of sustainability. The new and revised programme was presented and officially launched at a conference in September 2017.



The programme is designed based on the vision of a business sector and society based on a responsible, sustainable and ethical leadership. The integrated theme in the first semester of the programme is sustainability focusing on the environment, social factors and the working environment (incorporated through cases, reviewed articles, key note speakers from the corporate- and voluntary sectors, etc.), while the integrated theme of the third semester is sustainability focusing on ethics and human rights. The learning outcomes for the programme are the following:

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*"We feel that the sustainability theme in the program is much appreciated by the students and they want to have more! Therefore, the plan is to further develop the theme to be integrated into the courses that are given during the 5th semester of the program and we have been granted funding for this project by the Vice-Chancellor at Stockholm University. We also aim to introduce the sustainability theme into the basic courses in microeconomics and statistics. "*

**Li Malmström**

*Senior Lecturer & Programme Leader*

- To have knowledge about and understanding of what implications the dominating methods, techniques and views within the business realm have for the possibilities to pursue a responsible, sustainable and ethical leadership
- To show ability to value relevant sustainable and gender related aspects of importance to work within the area



*Photo: Niklas Björling*

## We want our students to make a difference

**Article from University News, Stockholm University, May 2019**

Stockholm Business School is now profiling itself as a sustainable department. This for example means that mandatory course elements regarding sustainability are integrated into the bachelor programme in Business Administration.

“Sustainability is a continuous theme that is permeating all courses on the introductory semester as well as the following semesters on the programme”, Li Malmström says, senior lecturer and program leader for the bachelor programme in Business Administration.

“Earlier we had some separate courses as well as individual teachers initiating sustainability efforts. But we wanted to really integrate these issues seriously, and now we have a more structured way to do that”, says Maria Frostling, Head of School.

The project to become a sustainable department was launched in the autumn semester of 2017, meaning that when students are studying the four subjects of Accounting, Marketing, Finance and Management mandatory elements on sustainability are included on such topics as ecological and environmental aspects as well as human rights and ethics. “We are doing this for our students and they want more. Besides, companies are in need of employees who know these things” says Li Malmström.

Substantially, it for example means that the sustainability theme is written into all syllabus and course descriptions and all course elements includes a learning task connected to sustainability. “In Finance the students for example may receive the task to compare a traditional portfolio with a portfolio that tracks the sustainability index. In Accounting it can be about reviewing the annual report of a company from a critical view: How environmentally friendly is this company?”

Every course also includes an individual home assignment on sustainability and the final assessment contains a question that takes a scientific view of sustainability. In addition, guest lectures from companies that are actively involved in sustainability matters are invited to the courses. “But our students are not accepting any ‘green washing’, meaning companies that want to portray themselves as more climate and environment friendly than they really are”, says Li Malmström.

### **“Feels good to be prepared”**

Amanda Karlsson is studying the third semester of the bachelors programme in Business Administration. “I am happy that these aspects are included in the programme. They really are necessary since environmental issues will be even more prevailing when we graduate. It feels good to be prepared”, she says.

During a course in Accounting she reviewed the sustainability accounting of a company and during a course in Marketing an assignment was to investigate how a company lived up to its sustainability profile and to suggest improvements. “My assignment group chose to analyse a grocery store chain and we suggested that they would sell groceries that are expiring for half the price. That would make it more attractive to shop for groceries that otherwise would just be thrown away.



Elin Thor is on leave from her job as a recruiter and studies parts of the bachelor programme as separate courses. “I have always been interested in environmental issues before, but the interest has grown stronger and become more focused as a result of these courses.”

### **“Important to get the teachers involved”**

A challenge for a department that wants to change the course catalogue is to get the teachers involved in the project, Li Malmström and Maria Frostling tells. “As a teacher you are prone to go along with your business as usual without changing anything, but since we have run this programme for four semesters, the interest and commitment is large”, says Li Malmström. “Researchers are independent and it is important to allow academic freedom, which has a long tradition in our education and research environment. At the same time we have decided that sustainability should permeate our activities. So it is a balancing act to implement a sustainability theme that is varied enough without becoming a straightjacket”, says Maria Frostling.

The working process of phrasing a vision and mission started for the department management already around 2015. The department’s external Advisory Board has been an important support during this process. “My advice to other departments that wants to introduce something similar is to allow it to take some time. First of all it is important that the management internalises and truly believes it themselves and you also have to get the faculty and the students aboard as well” says Maria Frostling.

“Some people may think that we are solely focusing on money in Business Administration, so I think it is even more important that this kind of initiative is coming from our department. We had an event in the lecture hall the other day and during the break the students approached and wanted to discuss whether we thought that we would be able to reach the goals included in the Paris Agreement or not. There is a great concern among the students that we need to take seriously. We want to pass on knowledge and the right tools to them”, says Li Malmström. “The education and research that we provide should be relevant to society. We want to make a difference and we want our students to make a difference” says Maria Frostling.

Text: Annika Hallman

Translation: Kristina Sundberg

## Executive MBA Programme (60 ECTS)

- **Language of instruction: Swedish/English**
- **Short Master**

Stockholm Business School currently offers a two-year, part-time, Executive MBA programme, which has quickly established its credentials within the Swedish Executive Education market. The programme has, according to the Eduniversal Rankings, been rated Sweden's best Executive MBA Programme for five consecutive years: 2012-2016. In 2010-2011 the programme was re-designed and from then officially underpinned by the goal to contribute to the development of managers and leaders as professional, reflective and responsible people. The first course of the programme – that forms a central role in the conceptual foundations of the whole programme – is explicitly aimed at sustainability, responsibility and ethics. The Unit Principles for Responsible Management Education (PRME) have been adopted as a framework for informing discourse in this area throughout the programme.

The School specific overarching aim for the programme is:

- To provide broader societal benefit through high-quality, evidence-based development and education. The subject of business administration is approached in ways that are holistic, challenging and valuable to the participants. The aim is to encourage participants to question fundamental and taken-for-granted assumptions about their everyday understanding of management and leadership practices. Thereby, the entire SBS Executive MBA programme is underpinned by consideration of four critical determinants: Change, Critical Creativity, Internationalisation and Ethics & Sustainability. These four thematic currents are integrated into the curriculum with the intention of providing participants a holistic, yet focused, perspective of today's business environment.

The programme takes a holistic approach to business acumen, leadership and management by embracing complexity and critical reflection and aim to build excellent, enduring and ethical future leaders.

Specified learning outcomes for the programme are:

- The development of new insights and knowledge based on scientific research - participants should meet their work obligations and look to create more value in their workplaces
- The development of new insights, perceptions, and critically creative approaches to be able to more rapidly and effectively respond to long-term business challenges
- Strengthening of the ability to govern effectively and understand how the organization's resources can be used optimally in a continually changing environment
- Equipment to handle current operations in a healthy and efficient manner as well as long-term challenges with an ethical and sustainable approach
- Career and skill development in conjunction with internal organizational procedures

Stockholm Business School's Executive MBA is a part-time management development programme that extends over 21 months. It consists of 16 advanced university level courses, with the vast majority of the teachers having a PhD in conjunction with international research and practical experience. The programme provides greater theoretical understanding of new approaches to decision-making, management, and a broad network of partners and organisations.

The programme is designed according to international guidelines for education. However, the programme is unique in that the primary language of instruction is Swedish (supplemented by English). The programme is aimed at working professionals, specifically mid-senior level executives, and there are in-class sessions scheduled at the end of every other week. The programme is for individuals who have substantial professional experience and want a formal education, anchored in an academic foundations, to contribute to their business and personal development objectives. The participants come from various types of industries and organisations, and have or desire organisational leadership responsibility. The schedule is structured with courses on a regular basis to encourage the development and sharing of knowledge and experiences between programme participants. Participants study in parallel with work and are encouraged to apply their knowledge within the work environment.

In addition to contributing to the School's implementation of PRME, the Executive MBA programme sees sustainability and ethics as one of its core themes and an integral component of all courses on the programme. The very first course that participants are exposed to is that of Sustainability, Ethics and Management and the Laasch & Conaway (2015) text on "Principles of Responsible Management" is required reading on nearly all other courses on the programme. Course Directors are informed about the text and encouraged to incorporate relevant subject-specific chapters into their taught courses – in addition to broader consideration of sustainability, responsibility and ethics themes. While there is rightly an emphasis on evidence-based learning throughout the programme, the connection to societal betterment – through consideration of such themes - is a strong normative foundation for the programme. As an institution, we see the Executive MBA programme, and the executives who participate in it, as a touch-point between theory and practice. Discussion and consideration of such themes invariably informs the framing of business decisions and provides a starting point for a more rounded perspective overall. There are four themes embedded in the fabric of the programme:

- An emphasis on society and providing a broader societal benefit
- An appreciation that increased internationalisation will require enhanced management skills, judgment, and perspective
- A commitment to ethical and sustainable business practice
- A determination to ensure that everything we do should be anchored in a substantial base of evidence

## COURSES

### **Business, Politics and Culture 7.5 ECTS**

The aim of the course is to explore the interplay between business and politics, and its impact on the ways in which we live and work. In order to do so, the course provides an overview of the changing relationship between business and politics in recent decades. On this basis, the course looks at the arenas in which business interests increasingly influence society as well as how life and work might change in the coming decades. To foster the students' critical abilities, the course focus on essay writing. With the purpose of developing students' writing and thinking abilities, students are assessed and receive feedback from both teachers and peers continuously throughout the course. The overall aim of the course is to summarize and critically discuss the complex relation between business, culture and politics in contemporary society.



Upon completion of the course, students should be able to:

1. Understand the complex relationship between politics and business.
2. Describe the impact of economic ideas on political processes
3. Examine the ways in which political and economic dynamics affect everyday activities
4. Present theoretical considerations and empirical analyses in a coherent and accessible manner.
5. Critically evaluate the relation between political economy and contemporary business.
6. Reflect upon historical key events and how they have altered the conditions of business and politics

### **Business and Society, 7, 5 ECTS**

We live in an era in which global social and environmental problems are impending and where significant political, technological, economic, cultural and social changes prevail. Business firms play an important role in these dynamics. An essential question that arises in this context is: what is corporations' role and responsibility in society, particularly in a global context? In order to understand and critically evaluate the role of business in society, the first part of this course explores changes in the context conditions of business operations. These comprise globalization processes, changing ideas and ideologies about the role of business in society and the resulting changes in the political landscape, and the recent increase in prominence of financial markets. On the basis of such a politically and economically informed understanding of the changing context of business, the second part of this course critically analyzes the role of business firms in society. A particular focus lies on issues such as political activities of business, corporate social responsibility, sustainable development, and global governance. The third part of the course discusses different avenues for continually negotiating the role of business in society, e.g. through governments, transnational organizations, consumers, and civil society.

The course focuses on corporations' role in society and on the specific ways in which this role changes. The main purpose is to develop an understanding of the complexity of the interaction between business and this is a translation of the Swedish original society and the impact this complexity has on corporations' role and responsibility. Upon completion of the course, students should be able to:

1. Define, describe and explain the changes of business' role in society, the drivers of these changes, and their implications for business, society, and the natural environment.
2. Conduct a theoretically grounded problematisation and analysis of corporations' role in a globalizing world
3. Show accuracy and stringency in scientific approaches, argumentation and formalities. Judgment and approach.
4. Critically assess the limitations of so-called mainstream approaches to corporations' role and responsibility in a globalizing world.
5. Develop an understanding of political perspectives on business and on this basis critically evaluate the role and responsibility of business in a globalizing world.

### **Brand Management and Sustainable Business Models, 7, 5 ECTS**

The course is designed to enable the student to understand and craft strategies for sustainable brand oriented business models on the basis of rigorous analytical and critical thinking. The viewpoint put forward in the course is that of the corporate and/or business area/unit level top management team (TMT). The strategic leadership of top executives is emphasized throughout the lectures, discussions and case exercises. The customer and market viewpoint, central to any successful corporate and business strategy, permeates all key elements of any sustainable brand oriented business model.

After the course the participants should be able to:

1. Analyse the role of a brand management strategy in optimal selection of a company's business model.
2. Discuss how sustainability and societal accountability influences viability of business models.
3. Explain how innovation and digitalization can be utilised to enhance business models.
4. Plan the coordination of the chosen Business model across various functions of a company, at both corporate and business-unit levels.
5. Reflect critically on various theories and methods associated with business models
6. Formulate alternative business models and evaluate which to be used in practice in specific contexts

## **Global Business Ethics 7, 5 ECTS**

In this module, the students are introduced to ideas and controversies that are central to business ethics. In essence the subject of business ethics is concerned with what is thought to be morally right and wrong in terms of the way businesses conduct their commercial practices. The purpose of this module is to encourage students to think ethically rather than encouraging people to become more ethical. This will involve four key elements, essentially: First, a grounding in philosophical ethics using case examples and philosophical mind experiments. Second, to explore the impact using a range of cases on how modern business practices have reshaped the ethical and moral priorities of business people and the originations that they run. Thirdly, an ethical approach will also mean students will examine the consequences of individual and collective decisions. Finally, students will also be encouraged not only to reflect on how the world has gone wrong but also on how to put things right - a consideration of alternative futures for modern economics and business activities.

The overall aim of the course is to outline and critically discuss the role of business ethics in today's society. Upon completion of the course, students should be able to:

1. Identify the key philosophical foundations of business ethics.
2. Explore the emergence of the corporation and how this redefined the ethical priorities of business.
3. Outline the emergence of the corporate social responsibility movement.
4. Discuss the implications of ethics for contemporary business developments.
5. Critically evaluate the social, environmental and political impact of modern business.
6. Reflect on the possibilities of business ethics and explore alternative utopian possibilities in the future.

## **Entrepreneurship and Societal Change 7,5 ECTS**

In the course mainstream business entrepreneurship is discussed and studied but also other forms as for example social, societal, cultural and ecological entrepreneurship and which challenges these entrepreneurs meet. These entrepreneurship do not only focus on growth and profit as a success factor, but also include other factors to be equally important, such as finding new solutions for creating a common good, fighting poverty, maintaining the cultural heritage, and implementing a transition to a more environmentally sound society.

The course focuses on the transformation from entrepreneurship to entrepreneurships and how entrepreneuring is exercised in various contexts. Today several kinds of entrepreneurships evolve related to how individuals, organizations and nations try to change the society with regards to for example social and environmental issues. Students are to understand these forms of entrepreneurship, in relation to how they are enacted in various contexts. In addition the course discusses the interplay between entrepreneurship and societal change, that is to say, to what extent entrepreneurship will change society and what parts of entrepreneurship that is maintained or changed. In this course the students will make an entrepreneurial project where they will find solutions regarding environmental or social problems with focus on societal change.

The overall aim of the course is to understand various types of entrepreneurship and to express how it manifests in various contexts. Upon completion of the course, students shall be able to:

1. Identify, describe and explain forms of entrepreneurships in relation to contexts and societal change.
2. Recognize different entrepreneurial contexts
3. Apply perspectives from management and organizational theories in order to investigate the challenges in doing entrepreneurship for societal change.
4. Identify entrepreneurial challenges and suggest solutions regarding environmental or social problems with focus on societal change.
5. Show ability to plan and execute, individually and together in group a defined entrepreneurial project.
6. Critically analyse and evaluate different forms of entrepreneurships in relation to context.

### **New Developments in Corporate Social Responsibility and Sustainability Research (PhD course)**

The aim of the course was to give an in-depth understanding and overview of the current state and contribution of CSR and Sustainability research with a focus on the areas of innovation, organization, and governance. It brings together Nordic faculty from different business fields (e.g. marketing, finance, management and organization, business and society, supply chain management and accounting), as well as from other disciplines (e.g. political science, behavioural economics, development economics, sociology, and human geography) to emphasize the cross-disciplinary nature of the subject.

It also aims to create a space for student collaboration and discussion around the possibilities of research collaboration across the Nordic region. The course is split into three modules given at three different Nordic business schools. The initiative for the course is grounded in the UN Principles of Responsible Management Education (PRME), with the aim to inspire and champion responsible management education, research and thought leadership globally.





Frescati Hage

Kräftriket

# PRINCIPLE 3

## Method

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

### Stockholm Business School – our work environment

Creating a stable and predictable work environment that also encourages effective learning experiences for responsible leadership, is dependent on two dimensions: recruitment and long-term planning of the work. Regarding faculty recruitment, the aim of Stockholm Business School is to continue to keep a high number of permanent positions as lecturers, and as a result decrease the numbers of temporary employees. Having a larger percentage of permanent positions will also make it easier and more effective to conduct long-term planning for courses and programmes. Long-term planning is important in the sense that it is crucial for the School to be professional and well-planned when it comes to staffing courses as well as planning for courses several semester ahead. Having long-term planning concerning the recruitment of competent staff in administrative positions is equally important from a work environment perspective.

Other important aspects of the joint work environment at Stockholm Business School are the outcomes of the work done by the Work Environment Group and the Environmental Steering Committee. The work is conducted in cooperation between the employer, the employees and the appointed safety representative at the School and has for example resulted in the initiative to more actively implement gender mainstreaming, which is well aligned with the vision and mission of Stockholm Business School. It implies that responsible leadership includes both knowledge and understanding about power relations and ways to organize the organisation as well as the educational programmes that are offered at Stockholm Business School towards the outcome of equal rights and opportunities regardless of gender, sexual orientation, ethnicity, religion, disability or age.

The goal for the continued implementation of gender mainstreaming at Stockholm Business School is to secure a gender equal organisation as well as gender equal processes regarding reference literature for students, salary reviews for employees, recruitment and announcement of positions and career paths. The mentorship programme for female faculty at SBS is also a result of gender mainstreaming strategy (see below). The Work Environment Group will, after being paused, be restarted during the fall of 2019 with new members. The general and overarching plan for gender equality at Stockholm University operates towards the same outcome: to actively work for an even gender distribution in all areas and on all levels at Stockholm University.

The work of the Environmental Steering Committee has resulted in the Environmental Action Plan (EAP) for 2019 which includes:

- Environmentally conscious packaging and waste management – for example stations for recycling in all kitchen areas
- Environmentally conscious transportation management – for example bikes for shorter transportation and follow-up and analysis of travelling patterns at SBS
- Information and communication on the topic of sustainability – information to all new employees on the School's environmental policy etc.

### **Mentorship Programme for Female Faculty at SBS**

The aim of the one year programme (running during 2019) is to encourage and support female faculty to become promoted to Associate Professor or Professor as well as increase the number of female faculty applying for promotion to Associate Professor or Professor, up until two years after the completed programme. 12 female faculty/mentees at Stockholm Business School are a part of the first cohort of the programme and each mentee has a learning contract with a mentor (Associate Professor or Professor) from the School or another department/university. The main learning activity during the programme is to write an application for promotion to Associate Professor or Professor with the support of the mentor. The mentor and mentee meet at least once a month, and the mentor is obliged to read the mentees earlier publications and provide feedback and substantial suggestions for qualifications that the mentee needs to obtain to be promoted within a two year period. The mentors engaged in the programme are also hosting a seminar series on topics that have been requested by the mentees, on topics such as: publications, funding, networking and guidelines for the application for promotion. The programme will be evaluated during the first half of 2020.



### **SBS Industry Mentor Programme (for students)**

The SBS Industry Mentor Programme matches students from the two-year Master's Programme in Operations Management and Control with mentors from the private and the public sector holding senior positions as, for example, operations managers, supply chain managers, procurement managers or controllers. The purpose of the programme is:

- Enhance the study experience and the learning process
- Support the transition from academia to business
- Enhance the cooperation between business, academia and research

Students will benefit from a deeper understanding of business practices, the development of a professional network as well as greater confidence in approaching the labour market upon completing their studies. The mentors will get in contact with highly qualified prospective recruits and be able to get an insight into the academic developments within the area of operations and supply chain management. This is a great opportunity for both students and industry representatives to develop new networks and gain valuable experience. Stockholm Business School has strengthened its dialogue with the business world through the commitment of the partner companies in our SBS Industry Mentor Programme. This offers a platform for our students, researchers and industry representatives to identify opportunities and lead change in the area of operations and supply chain management.

### **International teaching week**

The annual international teaching week is since 20017 arranged at Stockholm Business School. The week included lectures on sustainability from partner institutions from different parts of the world. Students, faculty and staff from Stockholm University participate in the lectures and networking activities at Stockholm Business School.

### **Business Model Cup**

SU Business Model Cup is an annual competition arranged by SU Innovation Office, Stockholm Business School, SU Incubator and Venture Cup in cooperation. Sustainability has become increasingly relevant and important both in Sweden and in the rest of the world. What sustainability is differs between different sectors. In Sweden we have a new law which means that all companies with more than 250 employees or a certain turnover annually must report their sustainability linked to their business model.

This means that sustainability is of importance to all companies, both current and newly established 1-5 participants per group. The competition is open to all students and researchers at Stockholm University. The Business Model submitted to the competition can either describe a brand new Business Model or describe a Business Model that renovates an existing one. First prize in each category is SEK 10,000 and second prize in each category is SEK 5,000.





## 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, environmental and economic value**

### RESEARCH GROUPS

#### The emerging markets cross-cultural research group

The emerging markets cross-cultural research group is a Stockholm Business School (SBS) based network of researchers undertaking emerging markets driven and related research from cross-cultural cross-case interdisciplinary approaches. The researchers in this network come from multiple academic disciplines (management, marketing, finance, accounting, psychology, and not least international business). The group leader is Professor Tony Fang. The relevance and importance of emerging markets for theory building and practice has been increasingly recognized in mainstream academic community and business world in the era of globalization. We are witnessing a historical transition from "West Leads East" to "West Meets East" in global knowledge production and innovation. In our definition emerging markets include not only BRICS countries (Brazil, Russia, India, China, and South Africa) but also, more broadly, all the economies traditionally not treated as part of the classical Western economic club. Stockholm Business School has been leading in cross-cultural research through our dedicated teaching, research and publications over the years. One example is the pioneering of the Yin Yang perspective on culture which has advanced the theoretical debates and practical implications in the study of culture and cross-cultural management. With the setting up of this research group we aim to undertake cross-cultural innovative research activities and become a leading research group in the world in our defined areas. Research topics within the group are:

- Culture and cross-cultural management in the age of glocalization
- Ancient philosophies in emerging economies and business implications
- Sourcing in emerging markets
- Ecological and ethical challenges in doing business in emerging markets
- Emerging markets multinationals and their knowledge transfer to the West
- Corporate finance and international finance with emerging markets implications
- The integration of East and West thinking in business and management in glocalization
- Sustainable and innovative systems in cross-cultural cross-case interdisciplinary learning
- Smart manufacturing, smart organization, and smart society

## RESEARCH PROGRAMMES

### Forms of Entrepreneurship & Sustainability

Forms of Entrepreneurship & Sustainability is a part of the Management Section at Stockholm Business School. The aim of the research programme is to develop knowledge about the growth of new forms of entrepreneurship and how they relate to public welfare and sustainability. The programme contains different types of studies such as social, green and cultural entrepreneurship, but also through international research co-operations. The research programme is hoping to contribute to knowledge about the effects of the dislocation from entrepreneurship to forms of entrepreneurship for present as well as future generations.

### Supply Chain and Operations Management in Omni-channel Retail

How can retailers improve productivity, reduce waste, and remain competitive in an increasingly digitalized competitive landscape? This research focuses on the opportunities and challenges that digitalization brings to managing operations in the retail supply chain. At the core is the difficulty of how to best integrate and align the operations for online and offline channels. While many traditional brick and mortar (B&M) retailers are now also using an online channel (e.g. IKEA), and pure online retailers are opening B&M stores (e.g. Amazon), channels tend to be managed as separate businesses with little or no integration, causing confusion and frustration for customers, and inefficiencies in the operations.



This research is executed in collaboration with several Swedish retailers. Using advanced data analytics, the research is expected to develop new theories, models and decision-making tools, and to show how the Operations Management function can boost overall demand and reduce waste through better supply chain decisions.

### **A project on tolerance in management control systems**

In this project we investigate the ways in which management control systems (do not) tolerate disruptions. The empirical case is the wave of immigrants that sought shelter during the refugee crises in 2015 and the study is primarily a study of the ways in which the public sector operated during this period as well as the possible changes that have been done as a result of the refugee migration. Tolerance, in our program, is not seen as an effect of representational problems (i.e. that numbers are simplifications and 'political') but rather tolerance is an ambition that is enacted and problematized in the calculating practices of the organizations. Tolerance may work to reduce claims for accuracy and allow for a decision to be renewed. Yet, tolerance is not static and therefore there is a political (in the broadest understanding) dimension in which tolerance is continuously renegotiated.

## **RESEARCH INSTITUTE**

### **The Academy for Performance Management in Central Government (AES)**

AES is a research academy at Stockholm Business School and a meeting place for those who have a genuine interest in performance management. The research conducted within the academy is focusing on processes for performance management from different perspectives, including the gender perspective. One of the main perspectives are how authorities' internal processes for performance management are functioning regarding the direction of authority activities toward the fulfilment of policies; democracy and rule of law must inform the governmental administration at the same time as it must be effective. Research within AES is conducted in close cooperation with authorities and the academy functions as an oasis for reflection as well as a think-tank for challenges in connection to challenges regarding performance management in central government. Approximately 20 governmental authorities are currently members of the academy and research results are spread as peer-reviewed papers, books and research reports and in several fora such as national and international conferences, research seminars, educational programmes and workshops.

## RESEARCH PUBLICATIONS

### Papers, books and book chapters

Berglund, Karin & Verduijn, Karen (Eds). (2018) Revitalizing entrepreneurship education: Adopting a critical approach in the classroom. Oxon: Routledge.

Dahlström, K., Fernholm, J. and Nyquist, A. (2018), C(S)R Initiatives Across Organizational and National Borders: The case of Ericsson's C(S)R Initiatives in Tanzania, Joint Workshop on Innovation and Entrepreneurship in Cooperatives, the Private Sector and Public Services: Lessons from Sweden and Tanzania, pp. 25-65. Moshi-Kilimanjaro, Tanzania: Safi Publisher and Trading Company Limited.

Jose, S., & Venkitachalam, K. (2019). A matrix model towards CSR—moving from one size fit approach. *Journal of Strategy and Management*.

Liu, L., Asgharian, H., & Lundtofte, F. Institutional quality, trust, and stock market participation: Learning to forget. Working paper.

Schneider, A. Forthcoming. Bound to fail? Exploring the systemic pathologies of CSR and their implications for CSR research. *Business & Society*.

Schneider, A., & Scherer, A.G. Forthcoming. State governance beyond the 'shadow of hierarchy': A social mechanisms perspective on governmental CSR policies. *Organization Studies*.

Schneider, A., & Scherer, A.G. 2019. Reconsidering the legitimacy and efficiency of corporate strategies - A case for organizational democracy. In A. Sales (Ed.). *Corporate social responsibility. Institutional and organizational perspectives*. Springer.

Schneider, A. 2018. Unbundling corporate sustainability management and assessment. In H. Borland, A. Lindgren, J. Vanhamme, F. Maon, V. Ambrosini., & B. Palacio Florencio (Eds.). *Business strategies for sustainability: A research anthology*. Routledge: New York.

Wittbom, E. 2019. Management Control for Gender Mainstreaming beyond New Public Management. *Tidskrift för Genusvetenskap*, 39, 2-3, 93-114.



## MA and BA theses

Organisational Adaptation Surrounding Environmental CSR Strategy: Case Study of Nordic Aquaculture Companies (BA)

Organisatoriska värderingar som drivkraft för medarbetarengagemang i CSR (BA)

The interplay between business CSR policies and governmental regulation in the Finnish context (MA)

How are strategic CSR and brand reputation perceived to affect competitive advantage? (MA)

Doing well by doing really good (MA)

The relationship between specific SRI screening strategies and risk-adjusted return (MA)

Carbon intensity and portfolio returns. (MA)

*This thesis has received the Marginalen Bank Maser Award*

Organizational change towards corporate sustainability (BA)

Understanding the Impact of Corporate Social Responsibility on Corporate Legitimacy (BA)

Hybrida organisationers balansering mellan social och ekonomisk framgång (BA)

Implementering av CSR i organisationer (BA)

Social Responsibility or Sustained Greenwashing? (BA)

CSR:s påverkan på det finansiella resultatet (BA)

Anledningen till att compliance system misslyckas (BA)

Glastaket I Svenska Universitet (BA)

Competing against the Sharing Economy (BA)

Tanken är ju att det ska vara något slags hållbarhetsprojekt (BA)

Organisational Adaptation Surrounding Environmental CSR Strategy: Case Study of Nordic Aquaculture Companies (BA)

Gender considerations in marketing – A study on the role of hygiene articles as gender identity markers (BA)

Femvertising – Subtitle A qualitative study of consumer attitudes towards feminist marketing (BA)

Influencers – A threat to consumers striving for environmental sustainability? (BA)

Why Fairtrade? – A qualitative study on how knowledge and subjective norms affect attitude (BA)

Influencer marketing – Our greatest climate threat? A qualitative study on influencers' influence on the consumer's buying process and consequences regarding sustainability linked to fashion consumption (BA)

Let them drink wine – A field study about CSR in the South Africa Wine Industry (BA)

The Relationship Between Board Gender Diversity and Firm Financial Performance - Evidence from Sweden (MA)

Does CSR affect stock prices? A study of the Swedish market (MA)

Swedish Sustainable Funds (BA)

The Performance of Green and Conventional Mutual Funds (BA)

A Study on the Performance of Sustainable Companies (BA)

The Effect of Competition on Microloans: Does competition affect interest rates and portfolio quality in Latin America? (BA)

Non-financial Disclosure in Initial Public Offerings: Pre-IPO Disclosure of Sustainability Information and its Effects on Underpricing (MA)

## Social Responsible Investing- A Beneficial Investment? (BA)

### Reports

Styrning i rollen som samhällsutvecklare - en slutrapport från en studie inom Trafikverket. 2019:1

Styrning i fokus – en studie hos Transportstyrelsens avdelning Väg och järnväg. 2018:3

Språkspel i otakt – en studie av samverkan i Trafikverket. 2018:2

Sociala relationer och digitala verktyg – trafikinformation i samverkan. 2018:1

Informationens värde och digitalisering ur ett strategiskt styrningsperspektiv. 2017:3



## PRINCIPLE 5

### Partnership

**We will interact with managers of business corporations to extend our knowledge of their challenges of meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges**

#### Advisory Board

Through the Advisory Board we have created a platform for extended and deepened collaboration between Stockholm Business School, the business world and the public sector. The aim is to stimulate new ideas and to strengthen the School's future competitiveness. In alignment with the School vision/mission several members of the board are representing companies, boards and foundations that are actively engaged in the principles of PRME, for example Fryshuset, Equalisters (Rättviseförmedlingen) and OX2. The members take an active part in the schools activities and are invited as guest speakers in events organized by the Alumni association and in different courses at the Bachelor-, Master- and MBA level. During 2018 we had the pleasure to welcome two new members into the Board; Åsa Pettersson the Head of Public and Sustainability Affairs at Scania and Christina Båge-Friborg Head of Sustainable Business, Member of the Management Group at SSAB. These prominent members further strengthen the Schools' vision and mission focusing on sustainability, by providing professional competence on sustainability issues from the corporate sector.

#### Student partnerships and sponsors

In alignment with the vision and mission of Stockholm Business School, the student body - Föreningen Ekonomerna (FE) - has actively chosen not to cooperate with or be sponsored by companies that are associated with industries such as pornography, arms, tobacco, gambling or fossil fuels, as well as companies with political messages or companies that can be connected to illegal activities.

## The European Club Association (ECA)

ECA is the sole, independent, body directly representing football clubs at European level. With a total of 220 Member Clubs, including many of the most well-known in European football, ECA has followed a trend of continued growth in recent years and, at the same time, has developed the range of services it offers to members. Its inaugural Club Management Programme (CMP), which emphasizes knowledge exchange and good practice in the game, will deliver club-related management development courses at stadium facilities across Europe to a cohort of executives drawn from its member organisations. SBS will be the exclusive academic partner to the programme and SBS' Centre for Executive Education has entered their third consecutive partnership agreement with the European Club Association (ECA) to provide academic business-related content to ECA's Club Management Programme for two years, commencing November 2019. The partnership which supports the “academic” part of the programme will further enhance the quality of the sessions. A certificate will be delivered jointly by ECA and Stockholm Business School (SBS) to participants who successfully complete the course.





## PRINCIPLE 6

### Dialogue

**We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability**

#### PRME – the Nordic Chapter

Since September 2017 Stockholm Business School is an active partner in the Nordic Chapter of PRME. We see this as a great opportunity to learn from other business schools in Scandinavia about their approach to responsible management education and collaborate in future projects. The first important endeavour was the development and organization of the PhD course “New Developments in Corporate Social Responsibility and Sustainability Research” for students of the Scandinavian PRME member schools together with two other Nordic Business Schools.

#### Stockholm School of Entrepreneurship (SSES)

SSES is a global platform for interdisciplinary education. Throughout the twenty-year history of the platform it has been elevating minds, generating ventures, forging connections and inspiring new ways of thinking. Today, it is a global network of silo-busters, system-thinkers and change-makers that work to question the taken for granted and strive towards a better future. From the cutting-edge of higher education SSES provide free of charge courses, experiences and incubation for students and alumni of Stockholm’s top five universities: Karolinska Institutet (KI), the University College of Arts, Crafts and Design (Konstfack), the Royal Institute of Technology (KTH), the Stockholm School of Economics (SSE), and Stockholm University (SU). Stockholm Business School is Stockholm University’s hosting department.

SSES is recognised around the world as a leading academic facility in the area of innovation and entrepreneurship. The school utilises the exciting and diverse academic environments of its member institutions gathering their innovative and entrepreneurial competencies all under one roof in a joint education programme. SSES is structured as a non-profit association with the acting rectors of the member universities as eligible members. The board of SSES represents the member universities and industry representatives. This construction creates a strong regional and personal commitment to the very idea of SSES.

It also provides a sustainable and efficient platform for high-level academic decision-making. SSES gives students on master level access to a range of courses based on the five institutions' competence within innovation and entrepreneurship. They can also participate in international business plan competitions, seminars, networking and activities for alumni.

### **Nordic Association for Food Studies (NAFS)**

The NAFS network started in 2009 as a collaboration between the Nordic countries. As of today the network consists of 85 members. The network brings together Nordic food and meal's researchers within areas such as: advertising and public relations, archaeology, business, culinary arts, economic history, ethnology, sustainability, history, journalism, landscape research, medicine, political science, religion and sociology. The common interest of the members is to meet other researchers that study the human relationship to food and meal over time. The network organizes conferences and workshops to provide an opportunity to meet likeminded people and to share and discuss theoretical and methodological issues related to the study of food. The hope is that this should result in new interesting research projects.

### **Nordic Academy of Management (NAM)**

Stockholm Business School is a member of the Nordic Academy of Management (NAM) whose purpose is to advance research, education and practice in the field of business administration – including on sustainability - in the Nordic countries i.e. Denmark, Finland, Iceland, Norway and Sweden. Central to NAM's mission is to stimulate research in business studies and the exchange of ideas across the Nordic countries. The aim of the NAM Doctoral Initiative is to enable doctoral students and faculty members to come together in pan-Nordic doctoral courses and workshops organized by NAM member institutions.

### **The Swedish Academy of Business and Management (FEKIS)**

Faculty at Stockholm Business School is engaged in FEKIS - an association for institutions and individual scholars working in the area of Business Administration at Swedish universities. Its aim is to contribute to the development of higher education and research in business administration and management, including sustainability. FEKIS is responsible for the independent academic journal "Organisation & Samhälle" ("Organization & Society"), aimed at a broad public audience.

FEKIS is also responsible for a conference, arranged by different member institutions each year. In addition to this, FEKIS supports various initiatives with relevance to higher education and research in business administration. Stockholm Business School hosted the 2018 FEKIS national conference on October 17-18 with over 300 participants.

### **Educational programme for headmasters, Stockholm University**

The educational programme for headmasters is a government regulated programme for headmasters and other corresponding leadership positions that have a key role in government regulated and curricula guided organisations. The programme is offered at Stockholm University through cooperation between four departments: Stockholm Business School, the Department of Education, the Department of Law and the Department of Political Science. The ambition of the programme is to jointly create an educational and developing programme through interdisciplinary cooperation. To reach this ambition the programme considers both academic and scientific quality as well as the participants' vocational experiences and the demands on the position to lead and develop educational activities. The programme is a tool for encouraging responsible leadership in the educational realm.





## The way forward

Stockholm Business School's vision is to educate business students to take more responsible decisions and actions. SBS's students should be prepared to lead the societal changes needed to meet local and global, contemporary and future, challenges - both ecological and societal.

We regard the membership in the PRME as an important lever for making the vision of SBS reality. As described in this report our aim is to align our structures, strategies and operations with the goals of sustainable development and corporate responsibility and thus with the Principles for Responsible Management Education. Making sustainability a core topic in the Bachelor programme in Business Administration, updating our organizational structures in line with our commitment to sustainable development, continuously developing our relations with different stakeholders, and publishing our second PRME SIP report can serve as evidence for our comprehensive commitment to sustainable development.

We are confident that these achievements can serve as a solid foundation for further nurturing our orientation to sustainable development and are excited about the next steps of our collective and continuous journey towards sustainable development.





Stockholm Business School  
Photo: Niklas Björling/Stockholm University

