



UANL

UNIVERSIDAD AUTÓNOMA DE NUEVO LEÓN



FACPYA

FACULTAD DE CONTADURÍA PÚBLICA Y ADMINISTRACIÓN

UNIVERSIDAD AUTÓNOMA DE  
NUEVO LEÓN

FACULTAD DE CONTADURÍA  
PÚBLICA Y ADMINISTRACIÓN

PRME REPORT

**PRME** Principles for Responsible  
Management Education

## FACPYA PRME Report

Universidad Autónoma de Nuevo León (UANL) is the third largest university in Mexico. Founded as a public institution 85 years ago, more than 200,000 alumni are currently registered in 26 schools offering undergraduate and graduate programs, as well as 29 affiliated high schools. With the most advanced and certified infrastructure, research centers and labs are continuously updating knowledge in multiple science fields. Regarding sports, its facilities provide the most suitable environment for world-class athletes; thus, its students represent a numerous base of Olympic athletes. With respect to social responsibility, UANL leads several initiatives that are aligned with the solution of critical issues within the community.

From the office of the president, UANL has started several initiatives regarding social responsibility. Particularly, the program called TIGRES AL RESCATE is aimed towards collecting food, clothing, medicines or hygiene products for victims of natural disasters.

Concerning environmental sustainability, the office of the provost has launched an institutional program for waste management throughout the university. In addition, a policy for sustainable infrastructure has been followed, implying green areas; use of water and energy; installment of efficient air conditioner systems; among others. Such actions and policies have led to considerable savings in related utilities.

Finally, a new initiative related to the environment has been launched in the past year. Defined as CONECTA UANL, it is an ambitious program aimed to transform the mobility within the different schools that conform UANL. Special bike paths are being designed to reduce the number of motorized vehicles that enter into facilities; as well as other alternatives.

Facultad de Contaduría Pública y Administración (FACPya) is one of the largest schools at the Universidad Autónoma de Nuevo León. Its contribution to the university's vision stated as "a world class socially responsible institution due to its quality, relevance and contribution to the scientific and technological development, innovation, schools of thought and human development of society at both regional and national scopes". Thus, its academic programs are strengthened and consolidated towards an integral student formation. Such is the case of the Competence-based educational model, conformed by continuously updated contents.

Up to date, significant advances have been set by institutional authorities, staff and faculty. Such is the case of student-centered educational practices implying community involvement and awareness; academic, cultural and physical growth; inclusion and promotion of equal opportunities; as well as a follow-up approach for skill and competences development in alignment with firms' standards and requirements.

Concerning student activities and extra-curricular involvement, several associations are actively participating within the School. Such is the case of:

- Committee of International Business Executive Students
- Community of Technology Information Students
- Institute of Public Accounting of Nuevo León-Student Chapter
- Association of Bachelor in Management students
- Executives in Finances Mexican Institute-Student Chapter
- FACPYA VERDE (Green activities)
- Association of Women at Facultad de Contaduría Pública y Administración
- Entrepreneurial Action Us (ENACTUS)-UANL Chapter



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# Social Responsibility

2013-2014

## Strengthening Academic Programs:

- Public institutions
- Private firms

## Community Support:

- Children in rural areas
- Orphanages
- Asylums

## Campaigns:

- Environmentally friendly.

## Workshops, conferences and courses:

- Design for Change Workshop

## Proyectos:

- TIGRES AL RESCATE

## Donations:

- Red Cross
- Anti-cancer alliances
- Toys and groceries for vulnerable groups : Casa Hogar
- Despensa: Asilo
- Blood donations

2014-2015

## Including stakeholders' perspectives:

- Meetings with parents/guardians
- Public institutions
- Private firms

## Events:

- FACPYA verde
- Peace event.

## Recycling:

- Electronic recycling:
- \*SEMARNAT-UANL: PRONATURA A.C.

## Participations:

- Programa de Separación y Reciclaje de Residuos PROSER)
- Tigres al Rescate.

## Confereneces, workshops and courses:

- ASHOKA U Exchange.
- XXXII Curso Computacional Infantil.
- Educación Financiera EDUIMEF.
- Street safety conference.

## Support:

- Financiando Sonrisas.
- Cd. Mier, Tamaulipas.
- Children's Day.
- Women's Day.

## Donations:

- Flood victims.
- UNIDEA-CETIF-FACPYA VERDE.
- Book donations.

2015-2016

## Campaigns:

- Tigres for a better future.
- The value of living with values

## Support:

- Food for family members of University Hospital patients.

## Conferences, workshops and courses:

- Cubes Global Impact Conference

## Proyectos:

- Fraternidad Universitaria FACPYA
- Law abiding culture
- Design for Change

## Integral Formation:

- ExplesArte
- FACPYA Canta

2016-2017

## Campaigns:

- Campaign against tobacco.
- Community support.
- Blood donation Campaign.

## Inclusion:

- Construction of the first elevator at FACPYA.
- Updating room spaces.
- Adequating ramps

## Accreditations:

- ANFECA: University Social Responsibility
- Privacy Statement.

2017-2018

## Integral formation:

- First Flag Salutation Squad.

## Aliances:

- DIF de Nuevo León.

## Activities:

- Water Day (recolección de basura, 10 km.).
- Global Goals Jam event
- Supporting vulnerable groups.

## PRINCIPLE 1: PURPOSE

### Mission

Facultad de Contaduría Pública y Administración forms business professionals capable of contributing in the regional and national socio-economic development. Such is supported by high quality educational programs that build-up critical capabilities for the involvement in global scenarios. Similarly, knowledge-based research is promoted in the aims of strengthening innovation, social responsibility and business ethics.

### Vision

In 2020, Facultad de Contaduría Pública y Administración aims to be the most influential business school in the region, regarding its academic programs, research and innovation. Such is intended to assure regional development through alumni.

### Code of Ethics

Facultad de Contaduría Pública y Administración launched in 2018 a code of ethics. It is summarized as follows:

1. Honesty
2. Social Responsibility
3. Solidarity
4. Freedom
5. Truthfulness
6. Equity
7. Integrity
8. Ethical behavior
9. Justice
10. Respect for Life

In 2019, Facultad de Contaduría Pública y Administración reaffirmed its commitment towards social responsibility by submitting to the Certificate in University Social Responsibility, granted by the National Association of Schools of Business and Accounting in Mexico. Such certificate implies that the institution complies to norms and regulations aiming transparency, lawfulness, as well as a code of ethics disseminated throughout students, professors and administrative staff. Moreover, the mentioned certificate includes compliance to social and environmental causes reflected in educational programs, projects and actions.

## PRINCIPLE 2. VALUES

Such principle is critical in the academic and professional development of our students. Thus, Facultad de Contaduría Pública y Administración is constantly implementing a set of strategies and initiatives for the promotion of values towards respect, empathy and equality. The teaching-learning process goes beyond the curricula, given the transverse feature of the code of ethics and its values, implied among most of the subjects pertaining bachelor, master's and doctorate degrees.

The Code of Ethics mentioned before has been installed by a committee in alignment to the values declared by the university. Recently, such committee has been dedicated to promoting the code of ethics among staff, professors and alumni as part of the school's social responsibility role.

Values have been integrated among educational programs, as recommended by stakeholders. In that sense, networking with employers of public and private institutions has been useful for the incorporation of such values in specific subjects, along with desired competences and capabilities.

The subjects that involve social responsibility and ethics are hereby listed, with accordance to each of the four Bachelor programs (Bachelor in Management {Licenciado en Administración}; Bachelor in Information Technologies [Licenciado



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# FACCPYA

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en Tecnologías de la información]; Bachelor in International Business [Licenciado en Negocios Internacionales]; and Bachelor in Public Accounting [Contador Público].

- Ética y cultura de la legalidad, segundo semestre.
- Responsabilidad social y desarrollo sustentable, tercer semestre.
- Administración del capital humano, cuarto semestre.
- Planeación y administración estratégica, quinto semestre.
- Responsabilidad Social Empresarial, quinto semestre.
- Comportamiento organizacional, quinto semestre.
- Desarrollo de habilidades directivas, séptimo semestre.
- Servicio social, octavo semestre.

Licenciado en  
Administración (LA)



- Desarrollo humano, salud y deporte, segundo semestre.
- Ambiente y sustentabilidad, quinto semestre.
- Emprendedor competitivo, séptimo semestre.
- Servicio social, octavo semestre.
- Contexto social de la profesión, octavo semestre.
- Ética sociedad y profesión, noveno semestre.

Licenciado en  
Tecnologías de la  
Información (LTI)



- Desarrollo humano y competitividad profesional, Primer semestre.
- Contexto social de la profesión, cuarto semestre.
- Desarrollo organizacional, quinto semestre.
- Ambiente y sustentabilidad, quinto semestre.
- Ética, sociedad y profesión, octavo semestre.
- Servicio social, noveno semestre.
- Administración estratégica, noveno semestre.
- Formación de emprendedores, noveno semestre.

Licenciado en  
Negocios  
Internacionales (LNI)



- Desarrollo humano y competitividad profesional, segundo semestre.
- Administración del capital humano, tercer semestre.
- Ambiente y sustentabilidad, tercer semestre.
- Contexto social de la profesión, cuarto semestre.
- Administración del capital humano, quinto semestre.
- Formación de emprendedores, octavo semestre.
- Servicio social, noveno semestre.
- Ética, sociedad y profesión, noveno semestre.

Contador Público  
(CP)



Although the subjects mentioned before cover social responsibility or ethics in the syllabus, other subjects include it within the guidelines of final projects and evidences.

Facultad de Contaduría Pública y Administración has implemented strategies that are aligned with value formation among students and alumni, in the form of:

- The use of TURNITIN as a software intended to assure originality in academic texts.

- Inclusion of students with disabilities. Complementary workshops for faculty have been provided to offer a more suitable learning experience.
- Privacy Notice for students and alumni, regarding the use of personal information.
- Availability of a tax office inside the school, to promote the significance of complying to fiscal obligations.
- Transparency on financial accounts and movements within the School.
- Assurance of the compliance to sports' rules by students and alumni.

### PRINCIPLE 3. METHOD

Facultad de Contaduría Pública y Administración has implemented different learning methods in the aim of forming responsible leaders. In that sense, a program defined a “Talentos” has been created to guide students with the best GPAs into research, leadership courses, or internships. Currently, students enrolled in such program act as class leaders, as well as change agents upon participating in social causes.

Students' formation on values within and outside of the school represents a challenge for the faculty. As part of the complementary activities dedicated to the nourishment of civic values, flag salutation has been implemented monthly. Regarding academic subjects, the semi-virtual modality includes a commitment letter signed both by professors and students with respect to class rules, obligations and expectations from both parties. Although there are specific subjects that cover Corporate Social Responsibility, Fiscal Laws, or Data protection and Cybersecurity; most subjects include complementary projects linked to the solution of social issues.



Additional credits are related to community service hours, which could be obtained by assisting a variety of NGOs dedicated to the mitigation of social issues within the community. Alternately, students can enroll in internships with the objective of assisting firms in different areas of knowledge, while demonstrating their ethical values and competences on field.

#### PRINCIPLE 4. RESEARCH

Facultad de Contaduría Pública y Administración has enrolled 75 researchers among its professors. Thus, there are research groups dedicated to study diverse issues implying social sciences and management. Particularly, two research groups produce scientific articles related to organizational sustainability and social entrepreneurship, while a third group covers topics such as gender equality and social justice. The list of studies is hereby included.

Araiza, M. (2014). Percepción del nivel de estrés por género desde la óptica del estudiante, en alumnos extranjeros de educación superior en la UDEM. 4a. Reunión de Investigación e Innovación en Educación.

Blanco, M. (2005). Mujeres científicas en Nuevo León. Instituto Estatal de las Mujeres. Pp.63-71.

Briseño O., Briseño, A. y López Lira, A. (2016). El Emprendimiento Femenino: Un Estudio Multi-caso de Factores Críticos en el Noreste de México. Innovaciones de Negocios, 13(25), 23-46.

Cachon, J., Robichaud, Y., Barragán, J., Dávila, M. y López Lira, A. (2018). Success and Performance Factors among Mexican Entrepreneurs: Gender Comparisons. Journal of Management Policy and Practice, 19(3), 170-190.

Dávila Aguirre, M., Vázquez Zacarías, M. y López Lira, A. (2017). Infraestructura de los Servicios de Agua Potable y de Salud en Coahuila, México: Cobertura Y Accesibilidad Publicado en Alvarado Lagunas, E. Niveles de Cobertura y Accesibilidad de la Infraestructura de los Servicios de salud y Agua Potable en Algunos Estados de México, Plaza y Valdés: México.

Hinojosa, A. (2011). Análisis sustantivo de la tarifa del artículo 177 de la Ley del Impuesto Sobre la Renta: ¿Equidad contributiva?". XVI Congreso Internacional de Contaduría, Administración e Informática.

López Lira Arjona, A., Cobas Flores, E., & Calderón Valencia, C. (2014). Reducing SMEs informal economy through institutionalization: the MNC-academia-SMEs business model. Innovaciones de Negocios, 11(21), 101-115.

- Niño, J. (2015). Revisionismo comparado de la situación laboral de las mujeres en México 1995-2014: Tendencias y consecuencias. *XXX Congreso Latinoamericano de Sociología*.
- Robichaud, Y., Cachon, J., Barragán, J., Dávila, M. y López Lira, A. (2016). Gender Motives of Mexican Entrepreneurs in two Large Urban Settings: an Empirical Study. *Journal of Developmental Entrepreneurship*, 21(3), 1-21.
- Rodriguez, M., Cortez. K., & Cruz J. (2011). Equidad en las empresas mexicanas desde una perspectiva socialmente responsable. 6ª Cátedra Agustín Reyes Ponce y 5º Coloquio de Cuerpos Académicos, CUMEX
- Saenz. K. (2014). La importancia de analizar el poder dentro de una negociación política. Justicia en el marco de los derechos humanos, la equidad y la justicia alternativa, "perspectiva panameña y mexicana". Pp.351-363.
- Saenz, K. & González, D. (2017). Las redes primarias de apoyo como elemento restaurativo para las mujeres víctimas de violencia doméstica. *Tratado de Justicia Restaurativa*. Pp. 142-160.
- Saenz, K. (2013). Contexto de la equidad en los servicios de salud en México. Comunitaria. *Revista Internacional de trabajo social y ciencias sociales*. ISSN 2173-0512.
- Tellez. D., & Saenz. K (2013). Contexto de la equidad en los servicios de salud. *Comunitania*. Vol. 5 pp. 20-32.
- Vázquez Zacarías, M. y López Lira-Arjona, A. (2016). The Influence of a Family Firm on Entrepreneurship: Student's Profile Approach. Publicado en López Lira-Arjona, A. y Madrigal-Lozano, M. *El Proceso de Enseñanza-Aprendizaje en las Escuelas de Negocio: una Perspectiva desde México*, Universidad Autónoma de Nuevo León: México, 195-212

UANL has promoted gender-based studies on its Vision for 2020 and within its academic programs. This initiative aligns with federal government policies focused on gender equity. Moreover, a specific unit defined as "Unidad para la Igualdad de Género" has been created with the aim of reducing gender-based violence and discrimination, promoting procedures for respecting human rights; and strengthening the mentioned gender-based perspective within the educational model at UANL. In that sense, the mentioned unit launched a protocol for gender-based harassment.

Regarding Facultad de Contaduría Pública y Administración, the business incubator has offered entrepreneurship workshops for 120 women, in collaboration with several municipalities. Moreover, 60% of student population is composed by women, while female faculty has gradually increased during the last 5 years.

## PRINCIPLE 5. PARTNERSHIP

Facultad de Contaduría Pública y Administración conducts a series of programs directed towards the provision of competences and skills for community members pertaining to vulnerable segments. In 2018, free training was offered by alumni in the areas of accounting and finance. In addition, social entrepreneurship initiatives were launched by student associations such as ENACTUS and FACPYAVERDE, with the goal of alleviating specific social and environmental issues.

As part of the 65<sup>th</sup> anniversary festivities, innovation challenges were launched. In that sense, more than 150 ideas for improvement were received, both from students and faculty. Ranging from academic issues towards environmental and social insights, community participation increased during the last years.

More recently, after a series of negotiations and analyses, the BLOOMBERG platform was installed at the school. In that sense, information about day-to-day transactions, figures and trends in the areas of finance, accounting, business and management, became reliable for students and professors. More specifically, information about sustainability and human capital is now available for higher quality analyses.

Through the business incubator, UANL Business School reaches community members that require business training for regional development. In that sense, ENACTUS student's association builds up social entrepreneurship projects targeted towards the alleviation of social issues pertaining the community. In that venue, UANL has maintained initiatives such as "TIGRES AL RESCATE", which collects donations for a series of social causes.

Concerning job collocation for alumni, the school has approached a more intense venue. New agreements have been signed with local firms, to provide students and alumni with discipline-related job opportunities. Such topic is particularly relevant if alumni's context, filled with restrictions, is analyzed.



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## PRINCIPLE 6. DIALOGUE



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Engaging in dialogues with all stakeholders is a critical activity for Facultad de Contaduría Pública y Administración. The opportunity to obtain feedback from employers is valuable in terms of enriching curricula and aligning competences required in the professional field. Similarly, conversations with parents and guardians of students provide insights about current needs or trends experienced by our alumni. Moreover, the constant interaction with NGOs and community leaders lead to the establishment of initiatives and projects directed towards the search of alternatives to attend social and environmental issues. Finally, the inputs given by professors, staff and employees strengthen the socially responsible commitment of the institution in the aim for improvement quality of life and detonating regional growth.

During the period from 2013 to 2018, the following activities and projects pertaining social responsibility were conducted at Facultad de Contaduría Pública y Administración.

### **Conferences, lectures, courses and workshops:**

- ASHOKA U Exchange
- Peace Meeting
- Conference on Traffic Safety
- XXXII Computer course for children
- Gender equity confreneces
- Cibersecurity
- Meetings with parents
- Conference on transparency implying public resources
- Conference on innovation
- Industry 4.0

### **Participation with NGOs:**

- Goals Jam Global Event
- Alliance with Anti-Cancer Infantil
- Electronic Recycling Program SEMARNAT-UANL
- Waste disposal and separation program (PROSER)
- Alliance with DIF de Nuevo León

### **Institutional Projects**

- Integral education
- Design for Change Workshop
- Environmentally friendly campaigns
- Green week
- No smoking campaign
- Blood donation campaign
- Inauguration of an elevator at the school
- Up-date of classrooms
- First flag escort
- Plastic reduction campaign

### **Social initiatives:**

- Assisting vulnerable groups
- Visiting orphanages and asylums
- Raising funds for low-income children and teenagers
- Visiting rural communities nearby
- TIGRES AL RESCATE Project
- Red Cross funding campaign
- Book donations
- Financial Education (EDUIMEF)
- Women's Day
- Children's Day

As a summary, Facultad de Contaduría Pública y Administración is committed to the promotion of the Principles of Responsible Management in Education. Its academic programs, initiatives and projects show the institutional signature of ethical values and community involvement. Thus, students, faculty, staff and alumni inherit the competences and values to promote social inclusion, innovation and entrepreneurship towards regional growth in the north of Mexico.



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