

CARMARTHEN BUSINESS SCHOOL

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for Responsible Management Education**



Principles for Responsible Management Education

Second Communication on Progress Report to the

PRME Secretariat

2019



The University of Wales Trinity Saint David has for some time made a commitment to upholding the values of responsibility, ethics and sustainability, formalised in 2012 by the launch of The Institute of Sustainable Practice, Innovation and Resource Effectiveness (INSPIRE) led by our Pro-Vice Chancellor Dr Jane Davidson. In a national context, Wales has been acknowledged as leading the way in legislation aimed at improving the social, economic, environmental and cultural well-being of its people through the Well-being of Future Generations (Wales) Act (2015).

Set against this backdrop, a few years ago the Faculty started a process of re-evaluating the curriculum in Carmarthen Business School to reflect global changes in business and reinforce its own values of ethics and sustainability within its programmes. We have forged a path which has transformed our curriculum so that it engages students in critical thinking about business' role in a changing world and diffuses sustainable and ethical thinking throughout the entire learning experience. Through internal and external engagement, Carmarthen Business School and its students now find themselves on the next stage of a journey to help reshape business thinking to contribute to a more responsible, sustainable and ethical world. Along this journey we look forward to engaging with PRME and upholding its principles.

A handwritten signature in black ink, appearing to read 'R. Maidment'.

Roger Maidment

Dean of Faculty of Business and Management

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.

Introduction

This is the second Sharing Information on Progress (SIP) report from UWTSD's Carmarthen Business School since becoming a PRME signatory. Since our first SIP in 2017 we have a number of developments to report on, including the development of new programmes in Sustainability Leadership, One Planet Governance and Social Enterprise Management. Our aim at Carmarthen Business School is to provide students and staff with opportunities to thrive in a learning community that inspires, challenges, questions, and shapes ourselves as global citizens in a world that we share and for which we are all responsible. The School's goal is to provide a transformative education in which learning outcomes provide both intellectual and practical challenges that expands personal development within a collaborative, critically constructive community and that seeks diversity of influences beyond the classroom through participation in rethinking business in a changing world. At the heart of the Carmarthen Business School learning experience is oneness, community, dialogue, involvement, contribution and the value of others in learning.

The Institutional Context

The University of Wales Trinity Saint David (UWTSD) was formed on 18 November 2010 through the merger of the University of Wales Lampeter and Trinity University College Carmarthen, under Lampeter's Royal Charter of 1828. On the 1 August 2013, Swansea Metropolitan University became part of UWTSD. The University's Royal Charter is the oldest in Wales and England after the universities of Oxford and Cambridge. In 2011 HRH the Prince of Wales became UWTSD's Royal Patron.

“Transforming Education; Transforming Lives.”

Carmarthen Business School is located within a rural economy and sits within UWTSD's wider Business School which itself is found within the Faculty of Business and Management. The School has been fortunate to benefit from both institutional and faculty leadership and support in the area of responsible management education. UWTSD's Strategic Plan for 2019-2022

demonstrates its commitment to sustainable thinking in the wider context.

Our vision is to be a University for Wales, with a commitment to the well-being and heritage of the nation at the heart of all that we do. Central to our vision is the promotion and embedding of a dual-sector educational system which educates learners of all ages and backgrounds, and stimulates economic development in our region, across Wales and beyond.

Within UWTSD there is a significant commitment to sustainability. UWTSD is a signatory to Wales' Sustainable Development Charter - The Sustainable Development Charter encourages and enables organisations in Wales to become more sustainable – to make decisions that produce the best long-term outcomes for themselves and for the future of Wales.

The Core Values of University of Wales Trinity Saint David are:

Excellent teaching informed by scholarship and professional practice, and **applied research** that influences knowledge and policy in Wales and beyond.

Inclusivity, by removing barriers to participation and supporting people from all backgrounds and circumstances to fulfil their potential.

Employability and creativity, by offering educational programmes that develop entrepreneurial and creative skills, enabling learners to have the best opportunities to gain employment and to contribute to the prosperity of their communities.

Collaboration through strategic relationships, working with others to provide educational and commercial opportunities and to ensure that Wales is connected to the wider world.

Sustainable development, by behaving in a way which ensures that the needs of the present are met without compromising the ability of future generations to meet their own needs, and by systematically embedding this principle in our approach to teaching and learning.

The concept of global citizenship, through the development of multi-national activities and opportunities for our learners, staff and partners.

Wales and its distinctiveness, through embedding the goals of the Well-Being of Future Generations (Wales) Act in all of our activities, and by celebrating the vibrant culture, heritage and language of Wales.

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.

Within UWTSD support for responsible management education comes from a number of internal structures and opportunities:

INSPIRE (Institute of Sustainable Practice, Innovation & Resource Effectiveness)

"Through our flagship initiative, the Institute of Sustainable Practice and Resource Effectiveness (INSPIRE), we aim to ensure that our graduates are fit for the future and that their professional practice is sustainable for generations to come."

Professor Medwin Hughes, Vice-Chancellor

The Institute of Sustainable Practice, Innovation and Resource Effectiveness (INSPIRE), directed by Dr Jane Davidson, was launched in January 2012, and has since developed cross institutional activity. The University's Strategic Plan makes the commitment of the University clear through key performance indicators to embed sustainability as a core principle across all aspects of the University.

Through INSPIRE, UWTSD aims to:

- develop curriculum-related delivery to ensure that our students are provided with the knowledge, skills and attitudes that will equip them for their future contribution to the economy, community and environment;
- develop our campuses to the highest standards of environmental performance
- contribute to our communities by giving particular regard to issues of sustainable rural communities and the development of south west Wales as a low carbon region
- develop a research and innovation capacity focused on the core strengths of the University



The Sustainability Delivery Team

The Sustainable Delivery team is committed to upholding the status of the University of Wales Trinity Saint David as one of the greenest universities in the UK by driving forward sustainable practice and engaging staff and student bodies in initiatives with a positive environmental impact.

Throughout the year, the University's Sustainability Delivery Team and Institute of Sustainable Practice, Innovation and Resource Effectiveness (INSPIRE) drive activities to educate and motivate students and staff to adopt behaviours that will have a positive impact on the University, the wider community and the global environment.

Example initiatives include:

- Completion of curriculum audits and develop the curriculum with due regard to the emerging sustainability agenda – A minimum of 15% sustainability content is required across all University courses.
- Each department, school and the student's union are required on an annual basis to submit a Sustainable Development Action Plan at the Sustainability Committee, chaired by the Director of Inspire.
- Participation in Green Impact, for which staff actively drive initiatives to embed sustainability throughout UWTSD – with student auditors holding them to account.
- Participation in and promotion of green activities for students, including Blackout, Go Green Week and Fairtrade Fortnight.
- Staff and student inductions raise awareness of our sustainable values and advise on environmentally and ethically responsible behaviours.

At University level a number of strategies and policies exist to support and implement its commitment to sustainable development:

- Sustainability Strategy
- Carbon Management Plan
- Biodiversity Policy
- Environmental Policy
- Ethical Investment Policy
- Fairtrade Policy
- Sustainable Food Strategy
- Annual Environmental Statement



Winners at the UWTSD Green Impact Awards 2017

Achievements

2018 Green Gown Awards:

Tomorrow's Employees category was awarded to University of Wales Trinity Saint David for UWTSD Carmarthen Business School: Rethinking Business for a Changing World. "The judges were impressed by the decisive and dramatic way the Business school has repositioned itself through sustainability. Rethinking undergraduate and postgraduate programmes, underpinned by principles of sustainability."



People and Planet



First Class Award in People & Planet's University Green League 2017 table

Ranked **12th** out of **154** universities across the UK

Environmental Management System – Green Dragon Level 5. This is the highest level achievable and is comparable to ISO 14001

UWTSD Sustainability Strategy

Our commitment

To our students: we will help you understand broad issues of sustainability on a local and global scale and engage with you as partners in realising the University's sustainability ambitions.

To our staff: this strategy demonstrates our commitment to embed sustainability across the University, and to grow in a systemic way our reputation for sector leadership. We invite you to help achieve this through what you do and to work with us on relevant activities and outcomes to contribute to inspiring the next generation

To our stakeholders: this strategy encapsulates the University's commitment to issues relating to sustainability, including its social responsibility. We look forward to your working collaboratively with us on making such partnerships an essential part of realising the Strategy regionally, nationally and internationally.

UWTSD Carbon Management Plan

In 2014, the University adopted a Carbon Management Strategy to explicitly show its commitment to and outline plan for managing and reducing its carbon emissions. The high level objectives of the Strategy are to achieve as a minimum the required 3% reduction per year in carbon emissions over the 8 year period of the strategy from the 2012/13 baseline, in line with the Welsh Government's commitments. This equates to:-

- a 6% reduction by 2014/15
- a 14% reduction by 2017/18
- a 21% reduction by 2020/21

Green Academy Programme

The University has been working alongside other universities across the UK through the Higher Education Academy's Green Academy programme to embed sustainability within its core operations and culture. Our 'fit for the future' framework aims to embed sustainable development through our curriculum, campus, community and culture.

The Sophia Harmony Initiative

In the context of the wider University, Carmarthen Business School also benefits from working with the Sophia Harmony Initiative at UWTSD's Lampeter Conference, directed by Dr Nick Campion. The Sophia Harmony Initiative is a collaboration between the University of Wales Trinity Saint David's Sophia Centre for the Study of Cosmology and Culture, and the Institute of Sustainable Practice, Innovation and Resource Effectiveness (INSPIRE). Its goal is to take forward the conversation on sustainability and what we as individuals and communities can do to live in harmony with the natural environment. Carmarthen Business School will be working with the Harmony initiative to develop Harmony, Business and Economy commencing with a symposium at the Prince's Trust in London on 24th September 2019. Subsequent outputs will include a Harmony Work Book for business students and a Business, Harmony and Economy event at the Prince's Foundation Dumfries House in Autumn 2020. Additionally, staff members from Carmarthen Business School have contributed a chapter to forthcoming volume on perspectives on Harmony.



Third UWTSD Lampeter Harmony Conference March 2018

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

Carmarthen Business School

‘Rethinking business for a changing world’



Green Gown Awards 2018. Winner ‘Tomorrow’s Employees’ category.

Developing as a Sustainable Business School

Undergraduate Programmes

In our first SIP we reported on our plans to become a sustainable business school. This process started with a complete re-write of our undergraduate programmes, and developed new programmes in Business and Management, Rural Enterprise Management and Cultural Industries Management. As a team we wanted to move away from a piecemeal approach to sustainability, responsibility and ethics within our business programmes and develop a more authentic offering.

Rather than embedding sustainability within an otherwise conventional business programme, our approach has been to immerse students in sustainable, ethical and responsible business thinking within each module from the outset. Modules engage students in critical thinking about the challenges faced by business, and traditional topic areas such as human resource management, marketing, finance, entrepreneurship and organisational behaviour are updated to reflect business’ new context in a changing world.

First year students are introduced to business and management concepts within the context of both global and local challenges, and are introduced to issues such as the circular economy, climate change, industrial decline and regeneration, recession, human rights, political impact etc. The second year builds on first year topics where key business and management subject areas are given an update with the study of social entrepreneurship and social enterprise, inter-culturality in the workplace, technology and innovation social and ethical marketing and project management for sustainability. These modules are designed to encourage critical thinking and creativity and help students consider how business and management can help to positively change the world. The final year consolidates learning in the first two years and challenges students to solve problems that business faces in a changing world within modules such as Globally Responsible Business, Strategies for Resilience and Prosperity, and Economics of Sustainability. Students are also required to undertake an internship in an ethical business or undertake a period of volunteering.

Within the programme we aim to engage students in a transformative learning experience where students learn to develop their inner voice and fulfil their potential as people who become sustainable and ethical leaders. In addition to the central programme, students engage in a journey aimed at inner transformation which will ultimately help them change future business practice. This sustainable leadership journey is comprised of a series of events and continual reflection through a personal blog which helps students identify change and development within themselves over the course of their studies and beyond. One event each semester brings our community of learners together and creates space for real dialogue about global challenges and the nature of business in the future.

We have since extended our undergraduate portfolio with the validation of a Certificate of Higher Education in Social Enterprise Management which takes its first cohort of students in September 2019. The programme is primarily targeted at people working in social enterprise or with an interest who are aware of potential and challenges of social enterprise as an aspect of business. The aim of the programme, which is available as a class based or online course, is to empower people with skills and knowledge that they need to further develop social enterprises as a component of a future sustainable economy.

Postgraduate Programmes

Following the development of our undergraduate programmes, we have extended our portfolio to include a number of postgraduate programmes, predominantly offered as online part-time programmes focused on a collaborative learning approach. These include:

MBA Sustainability Leadership

This programme responds to a growing global need for re-thinking leadership and aims to develop creative leaders who will collaboratively address present global challenges and opportunities with the insights, skills and influences to shape an inclusive and sustainable future for business and society. Students on this programme are individuals engaging in sustainable practice within any organisation. Within the programme learners re-think business approaches by engaging together online, sharing practice, interrogating existing practice and driving change through an online collaborative learning community. The values of sustainable development, global citizenship and collaboration are central to the

programme's content and learning approach and students on the programme develop knowledge and understanding of organisations, the external context in which they operate and their management through critical engagement with their own practice in a responsible business context. This programme launched in September 2018.

MRes Sustainable Places

Sustainable places are places which are both inward and outward looking, which in themselves are resilient, prosperous, enjoy a good quality of life and environment, are made up of cohesive, vibrant communities with a rich heritage and culture, which thrive on the distinctiveness of their people and landscape but are at the same time globally responsible places, part of a wider consciousness and global community. At the core of any place is its people who generate meaning through their actions, interactions and through the way in which they engage with the inextricable trichotomy of environment, economy and socio-cultural being. The MRes Sustainable Places introduces students to the concept of Place as lens and offers a multidisciplinary approach for students to interrogate the sustainable economic development of places. Like our other programmes, it is underpinned by sustainable and ethical thinking and the Wellbeing of Future Generations (Wales) Act (2015).

Postgraduate Certificate One Planet Governance

Within Wales, and beyond, governments are waking up to the limits placed upon them, both by the natural resources within their boundaries and the biocapacity of the planet, in providing for the essential needs of their citizens and absorbing the impact of their activities, while leaving space for nature to thrive. The current, and legacy, systems of governance do not provide for this, and so new skills and tools are required. This course will examine the nature of the long-term, strategic, ecological and social challenges facing the planet, and the fundamentally different new strategies and tools currently available and being developed to meet these challenges. The programme endeavours to train the next generation of governmental, civic and civil leaders in the ways of thinking and tools required to take long-term strategic and holistic decisions in relation to governance. This programme will take its first students in September 2019.



Our Learning and Teaching Strategy

Knowledge and Understanding

Knowledge and understanding is achieved through learning activities that emphasise students' engagement with broad-based research-led resources and reflective dialogue with each other and their tutor as well as more social learning activity designed to spend time together outside of a more formal learning space. Resources are made available electronically from a range of different sources including: e-books, electronic journal articles, reports, videos, images, numerical data, voice recordings, transcripts, web applications and web documents, available through the University's VLE, Moodle. Students are expected to participate in all opportunities for learning and to critically reflect on and learn from their own experiences to collaboratively re-construct new understanding for themselves. Throughout, students are encouraged to undertake independent study and research as well as engagement with peers in study groups contributing to the development of their learning community.

Cognitive Skills

Students are expected to interrogate theoretical concepts and principles with consideration for a diverse range of globally situated contexts. Students critically engage with differing philosophical perspectives and concepts that underpin approaches to the subject area. They achieve this through interrogation of arguments from a variety of academic, intellectual and social sources. Students, reflecting on influences and experiences, construct their own arguments, drawing on appropriately selected evidence and after critical engagement with their fellow learners and tutors. Learners engage in re-construction of ideas in different media both as individuals and in collaboration with fellow learners and tutors in smaller groupings. Critical discussion primarily takes place through dialogue, reflective writing, and the production of new interpretations of knowledge. Students also use new forms of digital media to be connected as a lifelong learning community which sees the learning space as un-bounded by time and location.

Practical Skills

Students form a learning community and are engaged in the negotiation and management of learning tasks. They are expected to see themselves as responsible not just for their own learning but the learning of others in their groups, seeing others as a resource for their own learning. They deal with difficulties, misconceptions and tensions that occur in engagement with each other and gain practical experience of how to form their own identity and participate effectively as a contributor in the co-construction of their own understanding. They are engaged in managing learning activities for themselves, negotiating roles and co-ordinating activity to meet deadlines. They experience how to handle different perspectives and make the most of the different cultural beliefs and values that a collaborative learning community can bring to learning. Through their participation students critically examine and reflect upon the professional and ethical standards relevant to the landscape of business.

Transferable Skills

Students gain transferable skills that focus on global citizenship as well as academic, professional and literacy skills involved in acting as a member of a learning community. Students engage with a range of technology using mainly written and spoken communication. The use of different media engages learners in different genres of communication, dynamic and interactive as well as reflective and considered, in their interactions with each other and the tutor. They engage in writing personal journals of their learning, reflecting on their progress. Students also develop skills associated with being part of a lifelong learning community and an understanding of the application of their identity and participation in the field of business and management.

Sustainable Leadership Journey

Within the portfolio we aim to engage students in a transformative learning experience where students learn to develop their inner voice and fulfil their potential as people who become sustainable and ethical leaders. In addition to the central programme, students will engage in a journey aimed at inner transformation which will ultimately help them change future business practice. This sustainable leadership journey is comprised of a series of events and continual representation of their thinking through a personal blog which helps students identify change and development within themselves over the course of their studies and beyond. One event each semester will bring our community of learners together and create space for real dialogue about global challenges and the nature of business in the future. The students will use their personal blogs to reflect on their journey and how they have developed.



Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



During the 2017/ 2018 academic year, Carmarthen Business School appointed Deborah Heenan as Professor of Practice. Professor Deborah Heenan studied Mathematics at University College Durham before joining the Civil Service as an

analyst. She worked on a variety of areas from creating local sustainable development indicators to “Brownfield First” land use incentives to designing wider urban policy. Professor Heenan believes that; “If you don’t understand how it works, you can’t make it better”. Everything she has been able to achieve is on the shoulders of fantastic researchers and practitioners both past and present sharing their knowledge.

Both staff members and students of Carmarthen Business School are engaged in research and project activity aimed at advancing understanding of the role of business and communities in the creation of sustainable, social, environmental and economic value. Until now, this research activity has, however, been limited to a few individuals and we aim to grow the research capacity within the school in the near future by extending our consultancy role and by increasing our engagement in sustainability focused research projects at Masters and Doctorate level.

Since the last SIP we have developed a PhD research group within the school with three early stage researchers focusing on social enterprise, the circular economy and sustainability leadership.

Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

At Carmarthen Business School our students benefit from our excellent links with local and regional industry and the partnerships we have with the public, private and third sectors. Within our modules students benefit from integrated fieldwork and guest speakers drawn from a range of sectors.

Many of our modules also now have assessment linked with key organisations so that students have the opportunity to work on real problems and in doing so actively contribute to the development of organisations and the region as a whole.

In HND and BA programmes all students must undertake at least one period of internship of no less than twenty days. We have been working with employers to ensure that our students work on specific task and finish projects for their internship period. Many students also have the opportunity to extend the internship project work into a small research project for their final year dissertation.

A key development has been the launch of 'Llwybro Sir Gar: Rethinking Carmarthenshire's Economy Together' which is a collaboration between Carmarthen Business School and Carmarthenshire County Council's Economic Development Department. The collaboration sees the two organisations working together to give students experiences of placements and live projects both within the local authority and the wider business community.

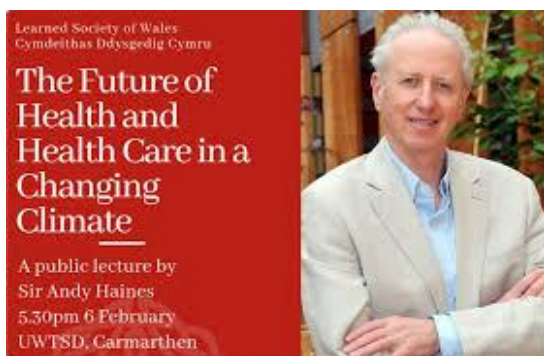
Enterprise and entrepreneurship is also a key aspect of our programmes, with many of our graduates choosing to develop their own businesses. Within our programmes we encourage the development of business ideas through annual competitions and with the provision of support from a network which includes Carmarthen Business school staff members, the UWTSD Research, Enterprise and innovation services Department and Carmarthenshire County Council.



Launch of Llwybro Sir Gar partnership with Carmarthenshire County Council.

Principle 6 | Dialogue: We will facilitate and support dialog 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.

Through existing University initiatives such as INSPIRE and the Sophia Harmony Initiative, as well as through its own work in the community, Carmarthen Business School facilitates and supports dialogue on PRME related topics and encourages involvement from its students, some recent examples of events that our staff and students engaged in include:



In February 2019, the University, in conjunction with the Learned Society of Wales hosted a talk by Professor Sir Andy Haines on "The Future of Health and Health Care in a Changing Climate".

The Circular Economy Club (CEC) is an international network of over 3,100 circular economy professionals and organizations from over 100 countries. During the event, held at the University's Carmarthen Business School, a screening of the world's first feature-length documentary film about the circular economy, entitled 'Closing The Loop', was shown to the audience.



The documentary provides a range of examples and insights for our global society and the environment including what we make, buy, consume, throw away, recycle and reuse. The film also advocates how an economy can be moved to a more circular approach through meaningful change. By keeping resources at their highest value for longer, the film provokes solutions to the problems we and future generations will face imminently and in the future. Following the screening, the audience had the opportunity to discuss the film with an invited panel, including Adrian Matthews, Circular Economy Club organizer and consultant at EFT, Dr Ben Reynolds from Urban Foundry, Dr Sandra Dettmer, Economics lecturer at UWTSD and Ade Sobola, a student at Carmarthen Business School. The event was chaired by Dawn Lyle from 4theregion.

The Future

Going forward Carmarthen Business School aims to:

Fulfil our **Purpose** to develop students that contribute to and shape an inclusive and sustainable future for business and society.

Uphold our **Values** of global social responsibility and instil them in staff and students through our curricula and learning and teaching approach.

Further develop our **Method** of engaging students in PRME topics by extending our range of ethical and sustainable business programmes to postgraduate level.

Build our **Research** capacity and engagement in PRME topics by developing a responsible business research group that engages both staff members and students.

Continue to build our **Partnerships** to support our regional businesses in the area of sustainability and responsible business practice.

Host events and provide opportunities to promote internal and external **Dialogue** on issues relates to global social responsibility and sustainability.

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