

Sheffield Hallam University Learning and Skills

A Sustainable Education for Future Business Leaders



About the project

Summary

Sheffield Business School (SBS) has succeeded in embedding sustainability into every postgraduate and undergraduate course to meet the faculty's strategic aim of incorporating corporate social responsibility (CSR) and ethics into teaching.

Profile

- Higher Education
- 33,000 students
- 4,500 staff
- Urban and green campuses

Project partners

The project is based on the UN Directive for Principles for Responsible Management Education (PRME) and is delivered internally to the Business School by a steering group of 5 core academic and research staff members, and 4 visiting members including the Executive Sponsor (Dean and Pro Vice-Chancellor for Enterprise).

The results

The problem

Prior to adopting the PRME programme, corporate social responsibility and ethics were inconsistently addressed in the courses provided by SBS.

The approach

With support from the Faculty Executive, the principles for responsible management education have been embedded in the mission, vision and strategic aims of SBS. A 'whole school approach' has been adopted, and funding allocated for programme delivery (0.5 FTE for 3 years, split between 5 core staff members). Every course now has a learning outcome to increase students' understanding of CSR and ethical business.

Our goals

The SBS mission is to 'deliver a broad range of education and research that is informed, influenced and enriched by our relationships with industry, business and the wider stakeholder community. *We pride ourselves on the relevance of our work and we place employability and social responsibility at the core of all that we do.*' The development of graduates who are socially responsible global citizens is central to everything we do at SBS.

Finalist's case study

Obstacles and solutions

Obstacles	Solutions
Whole school buy-in	The success of the programme has been predicated on buy-in from Faculty Executive. Through a number of engagement exercises, awareness of PRME was raised and benefits understood so leading to the principles being embedded in the mission, vision and strategic aims of SBS. These affect all staff in the faculty.
Resources to set up and deliver the programme	A core number of academic staff were at the forefront of delivering the programme however this required additional time to implement on top of teaching and research commitments. Through an understanding at Faculty Executive level, funding was identified to support 0.5 FTE for 3 years to embed the principles across the Faculty.

Performance and results

2015/16 saw the introduction of a new Level 5 core module in the Department of Management on our BA Business Studies course called *Responsible and Ethical Business Practice*. The key learning outcome is to enable students to 'assess the need for responsible business and develop knowledge of the principles of responsible business practice, including triple bottom line reporting, sustainable development, corporate social responsibility and ethics.' **119 students took the module in 2015/16 with a 92% pass rate.**

Following this success, 4 additional modules have been developed to cater to the range of courses delivered throughout the faculty. These new modules, both core and elective are now accessible to all SBS students, with delivery starting September 2016.

The future

Lessons learned

Work is ongoing to roll out the PRME programme across the Faculty. Courses will be developed in line with the UN principles and student feedback will be critical in ensuring they are designed to have maximum effect.

Sharing your project

In 2015, SBS produced their first Sharing Information on Progress (SIP) report on PRME, which was written and submitted to the UN, and further endorsed by them. The report is publicly available on the [PRME website](#), and has also been communicated to Faculty staff and is available on the Faculty intranet pages.

What has it meant to your institution to be a Green Gown Award finalist?

Being a Green Gown Award finalist provides further external recognition of the work we are doing to equip future business leaders with a sustainable education. We feel strongly that it is up to us as a Business School to tackle current sustainability issues in teaching and research, and develop students so they have the appropriate skills to manage businesses in these challenging times.

Further information

[Sheffield Business School](#)

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