2024 Sharing Information on Progress **(SIP) Report**

Freeman College of Management
- Bucknell University

August 2024

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

"
The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).
"

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

Principles of PRME

Purpose
We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Values
We place organizational responsibility and accountability to society and the planet at the core of what we do.

Teach
We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

Research
We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Partner
We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Practice
We adopt responsible and accountable management principles in our own governance and operations.

Share
We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.

Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

Freeman College of Management - Bucknell University demonstrates its commitment to PRME's Principles through the following letter from senior leadership.

Bucknell
U N I V E R S I T Y

FREEMAN COLLEGE OF MANAGEMENT
One Dent Drive | Lewisburg, PA 17837
570-577-1337 | Fax: 570-577-1338
bucknell.edu

Message from the Dean:

At the Freeman College of Management at Bucknell University, we are dedicated to shaping the leaders of today and tomorrow. As such, we remain steadfast in our commitment to the Principles for Responsible Management Education.

Since our inception in 2017, we have embraced these principles wholeheartedly. Our current strategic plan reflects our dedication to responsible management and aligns with the United Nations Sustainable Development Goals (SDGs). The accompanying report details the collaborative efforts of our faculty and staff to integrate sustainability and SDGs throughout the college, through our curriculum, co-curricular activities, and operational practices. In these endeavors, we are supported by the generous financial contributions of our donors.

I am eager to continue working with our faculty, staff, students, alumni, and the broader community to achieve the goals outlined in this report. The Principles of Responsible Management Education are central to our mission of leading in undergraduate management education.

Michelle Roehm, Ph.D.
Kenneth W. Freeman Professor and Dean Freeman College of Management

✏️ Institutional Mission, Vision, and Strategy

The following outlines Freeman College of Management - Bucknell University's institutional mission, vision, and strategic approach to responsible management education.

Mission, Vision, Strategy or Purpose

Relevant Stakeholders

the community, our students, faculty, and staff, the broader PRME community

Purpose

We work collaboratively, as a learning community, to understand organizations, analyze them rigorously, and devise creative and morally responsible solutions to the challenges they face.

[Supporting Links](#)

[Supporting Links](#)

✏️ Institutional Mission, Vision, and Strategy

Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

✎ RME Leadership Accountability

At Freeman College of Management - Bucknell University, accountability for responsible management education is structured as follows:

Yes, but the role is formalized elsewhere within the PRME signatory's organization (e.g., center/institute leader, faculty/staff member), but not in senior leadership team

Responsibility for PRME

To explain how PRME is organized in Freeman.

Currently, PRME is the responsibility of one faculty coordinator who employs one student intern.

✎ Organizational Structure for RME

The following organizational entities at Freeman College of Management - Bucknell University are responsible for RME:

- ❖ No Entity Yet

Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

✏️ RME Elements in Degree Programs

Freeman College of Management - Bucknell University integrates responsible management education into its degree programs through 3 different approaches:

Guest Speakers and Showcase Events

Examples of guest speakers and showcase events

Date

February, 2023 - February, 2023

Location

Hislop Auditorm

Speakers

Annie Jean-Baptiste

Fireside virtual chat with Annie

Annie Jean_Baptiste_Promo	View document ↗ Download document ⬇

Professor-Discretionary Course Topics

Courses with RME

List of courses with RME topics

In the core curriculum:

MIDE 201: Marketing touches upon sustainable/green marketing, socially responsible marketing, triple bottom line management, shared value creation by adopting a societal marketing philosophy, corporate social responsibility, corporate ethics, consumer privacy issues and take a critical perspective on value co-creation. These topics are sprinkled throughout the textbook, in-class discussions, mini cases and exam questions all semester long. She also talks about gender inclusivity (rather than masculinity) and pink tax under pricing.

MGMT 302: Responsible Management Problem solving and social innovation assignments to address problematic concepts with ethics. Papers: Matching problems like exclusion and resource hoarding, fragmented norms, and oppression with solutions using normative approaches and thick moral concepts and ethical, social, political, and economic strategies

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MGMT 100: Exploring Management Every assignment in the course requires students to refer to "shared-value," and therefore students are constantly connecting to responsible management ideation.

MGMT 101: Introduction to Organization and Management Students create Social Impact Companies Each company has a "cause mission," and a business enterprise that supports the cause mission. Each company integrates sustainability into their value-chains Each company considers how to develop triple-bottom-line Key Performance Indicators (KPIs) Every homework assignment aligns with responsible management content.

In individual majors:

Examples of topics in courses

Department

Management and Organizations, Markets, Innovation, and Design

Learning Object Subject

Management, Marketing

Educational Level

Undergraduate

Learning Outcome

Critical thinking

Interactivity Type

Active

Learning Object Description

Impact Purpose List of courses with RME topics Impact Statement In the core curriculum: MIDE 201: Marketing touches upon sustainable/green marketing, socially responsible marketing, triple bottom line management, shared value creation by adopting a societal marketing philosophy, corporate social responsibility, corporate ethics, consumer privacy issues and take a critical perspective on value co-creation. These topics are sprinkled throughout the textbook, in-class discussions, mini cases and exam questions all semester long. She also talks about gender inclusivity (rather than masculinity) and pink tax under pricing. MGMT 302: Responsible Management Problem solving and social innovation assignments to address problematic

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Course-Level RME Learning Goals

Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

✏️ RME Elements in Research

Freeman College of Management - Bucknell University incorporates responsible management education into its research endeavors through 1 different method:

Dedicated Research Funding

Description of research awards for responsibility-related research

Statement regarding SDG Mini-Grants

SDG Mini-Grants. As a follow-up to our baseline review, the administration in the Freeman College created a Mini-Grants program to stimulate further enhancement of PRME-related content in our curriculum, particularly activities that tie to the SDGs. The SDG Mini-Grants support pedagogical and professional development of faculty to update existing courses to embed coverage of one or more of the UN's Sustainable Development Goals.

✏️ **RME Elements in Research**

Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

✏️ Partnership Approaches for RME

Freeman College of Management - Bucknell University partners with external stakeholders to advance responsible management education through 4 different approaches:

Knowledge Translation and Dissemination

Description of partnering activities that involve informing

Examples of partnering to disseminate knowledge

workshops in the community on social entrepreneurship in rural settings; worshops on toxic masculinity in the workplace

External Community Dialogue

Description of partnering activities that involve dialoguing

Management 101 Description

Management 101 empowers students to create and manage their own companies, with all profits invested in an accompanying service project. This popular, innovative course has been replicated by more than 20 colleges and universities around the world.

Collaborative Problem Solving

Description of partnering activities that involve dialoguing

Management 101 Description

Management 101 empowers students to create and manage their own companies, with all profits invested in an accompanying service project. This popular, innovative course has been replicated by more than 20 colleges and universities around the world.

Collaborative Change Action

Description of partnering activities that involve dialoguing

Management 101 Description

Management 101 empowers students to create and manage their own companies, with all profits invested in an accompanying service project. This popular, innovative course has been replicated by more than 20 colleges and universities around the world.

Practice

We adopt responsible and accountable management principles in our own governance and operations.

✎ RME Policy Implementation

Freeman College of Management - Bucknell University has implemented 5 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Bucknell Sustainability Plan

Scope

Bucknell University

Enforcement Date

August, 2020

Number Of Pages

26

Publisher

Bucknell University

Media

Website

[Supporting Links](#)

Buildings/real estate

Bucknell Sustainability Plan

Scope

Bucknell University

Enforcement Date

August, 2020

Number Of Pages

26

Publisher

Bucknell University

Media

Website

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Local staff/student/faculty transportation

Bucknell Sustainability Plan

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Employee equity, diversity, inclusion

Freeman Commitment

Scope

Freeman College of Management

Enforcement Date

August, 2021

Revision Date

August, 2024

Number Of Pages

1

Publisher

Freeman College of Management

Media

Internal document

Freeman commitment	View document ⎘ Download document ⬇

Student equity, diversity, inclusion

Freeman Commitment

Scope

Freeman College of Management

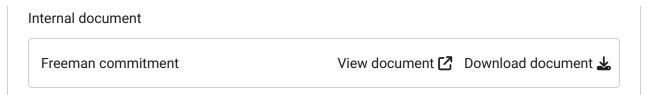**Enforcement Date**

August, 2021
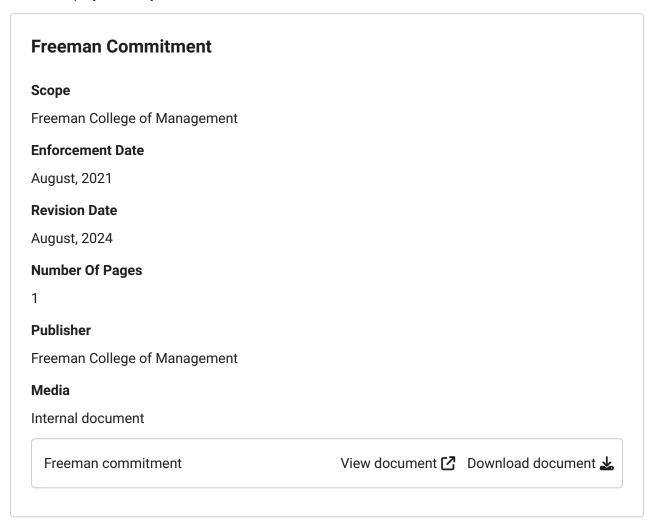
Revision Date

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✎ Institutional Aspiration Targets

Freeman College of Management - Bucknell University has set aspiration targets in 5 different areas:

- ❖ GHG Emission Targets
- ❖ Building and Real Estate Targets
- ❖ Internal Transportation Targets
- ❖ Employee EDI Targets
- ❖ Student EDI Targets

Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

🖊 Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Freeman College of Management - Bucknell University operates with the following approach:

Full Transparency Disclosure

Website of disclosure of performance

Author

Bucknell Digital Communications

Published Date

August, 2023

Degree Of Recognition

International

Media Name

Bucknell website

Media Type

Website

Duration

n/a

Supporting Links

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1 Dent Drive, Lewisburg, PA, 17837

United States of America

Website

https://www.bucknell.edu/academics/freeman-college-management