

PRiME

*an initiative of the
United Nations Global Compact*

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

Western Michigan 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

Western Michigan University demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



Haworth College of Business
Office of the Dean

May 15, 2024

Western Michigan University's Haworth College of Business is committed to responsible and ethical business leadership. Teaching responsible and ethical business leadership is embedded in everything we do. The Principles for Responsible Management Education (PRME) are evident in the daily learning in our college. The college prepares students for the business world and instills in them the values necessary to lead with integrity and a sense of global responsibility.

Long known as a place where one's opportunity can and should be tied to the betterment of the community, both local and global, WMU's Haworth College of Business has worked strategically to embed our University pillars of being Learner-Focused, Discovery Driven, Community Engaged, Equity-Centered, and Sustainability Guided into all programs. These pillars reflect a commitment to meeting each person as an individual learner who, through discovery, will find a multitude of ways to influence the world and to learn from others; the pillars align very well with PRME. Yet PRME allows us to deepen our capacity for an even greater impact on our students.

This report allows us to chart where we have been concerning these principles and to embrace the future of our programs. We consistently work to enhance our understanding of sustainability and responsible business management. This report also serves as a manifestation of our strategic approach to the integration of the principles into curriculum, research, service, and outreach efforts. As you read, you will see that collaboration—within our college, across campus, with industry, and with our community—is at the center of our curriculum. We hope this report may ignite ideas for others, as we have so often been inspired by the work of other institutions. And, we welcome the opportunity to collaborate with other institutions in research and dialogue.

We are privileged to be a member of PRME.

Sincerely,

A handwritten signature in cursive script that reads 'Satish P. Deshpande'.

Satish P. Deshpande, Dean
Haworth College of Business

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Accredited by AACSB International

Institutional Mission, Vision, and Strategy

The following outlines Western Michigan University's institutional mission, vision, and strategic approach to responsible management education.

Mission, Vision, Strategy or Purpose

Haworth College of Business Strategic Plan

Relevant Stakeholders

WMU Community (all stakeholders)

Purpose

Public business school

[Supporting Links](#)

Haworth College of Business Strategic Plan
2023-2027

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Values

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

RME Leadership Accountability

At Western Michigan 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

Faculty member responsible for PRME

This narrative conveys individuals who are responsible for PRME membership at the Haworth College of Business.

List the names, positions, and email addresses of all people responsible and accountable for RME at the PRME Signatory Member

Timothy B. Palmer, Professor
Director, Center for Sustainable Business Practices
timothy.palmer@wmich.edu

Stephen Newell, Associate Dean
steve.newell@wmich.edu

Organizational Structure for RME

The following organizational entities at Western Michigan University are responsible for RME:

- ❖ Teaching-Focused Entity



Teach

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

RME Elements in Degree Programs

Western Michigan University integrates responsible management education into its degree programs through 3 different approaches:

Guest Speakers and Showcase Events

Entrepreneurship Speaker Series - Bird Buddy

Kyle Buzzard, founder of Bird Buddy presented to 40 faculty, students and community members about his organization. Bird Buddy makes smart bird feeders with recyclable plastic materials. The company also collects data on bird migration and other issues to help biologists.

Date

February, 2023 - February, 2023

Location

Haworth College of Business

Speakers

Kyle Buzzard

Entrepreneurship Speaker Series

Bird Buddy for PRME

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Entrepreneurship Speaker Series - Climb Kalamazoo

Phil has been the owner and general manager at Climb Kalamazoo since 2008. He and his partner, Kristin Grimm, have built a community based on inclusiveness and a love of rock climbing.

Date

March, 2023 - March, 2023

Location

Haworth College of Business

Speakers

Phil Grimm

Entrepreneurship Speaker Series

Climb Kalamazoo for PRME

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Entrepreneurship Speaker Series - Vintage in the Zoo

Vintage in the Zoo is a regional vintage market that brings sellers together at large events several times a year. By selling vintage goods, they are keeping items out of landfills and encouraging reuse.

Date

April, 2023 - April, 2023

Location

Haworth College of Business

Speakers

Pat Turner, Megan Zielke

Entrepreneurship Speaker Series

Vintage in the Zoo for PRME

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Women Entrepreneurship Panel Session

Kalamazoo Fashion House is a vintage market that curates goods and sells them, contributing to a lifestyle of reuse. Bee Joyful Shop is the first Zero Waste Shop in the state of Michigan. Besides selling items to encourage an eco-conscious lifestyle, the shop partners with the city of Kalamazoo to recycle waste and cut down on single use plastics. Aroma Labs does all the bottling, labeling and packaging in thoughtful, minimal packaging.

Date

September, 2023 - September, 2023

Location

Haworth College of Business

Speakers

Anika Johnson, Jessica Thompson, Tanya Thompson

Degrees of Growth Speaker Series

Degrees of Growth - Women Startup - Panel
Session for PRME

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Degrees of Growth Speaker Series - Dr. Isabel Metz

Why and how to build diversity, equity and inclusion allies

Date

October, 2023 - October, 2023

Location

Haworth College of Business

Speakers

Isabel Metz

Dr. Metz is an internationally-recognized diversity, equity and inclusion (DEI) scholar and comes to us from the Melbourne Business School.

Isabel Metz for PRME

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Degrees of Growth Speaker Series - Katherine Kemp

Girls on the Run of Greater Kalamazoo: Belonging by Design

Date

April, 2024 - April, 2024

Location

Haworth College of Business

Speakers

Katherine Kemp

Katherine Kemp is the executive director of Girls on the Run of Greater Kalamazoo. Kemp's initial connection to the organization was volunteering as a Girls on the Run coach. She now combines her extensive business background with her passion for running as she leads the organization to empower girls in Kalamazoo through physical activity and mentoring.

Girls on the Run for PRME

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Course-Level RME Learning Goals**BUS 4500, Business Ethics and Sustainability**

The course is required of all BBA students. Approximately one-third of course content is focused on ethics while two-thirds are focused on business sustainability. The entire course is devoted to RME.

Department

Undergraduate students of all five academic units in the college (marketing, management, CIS, finance, accountancy)

Learning Object Subject

Ethics, Sustainability, RME

Educational Level

Undergraduate BBA

Learning Outcome

The primary objectives of the course are: 1. Develop a firm ethical foundation on which to make business decisions 2. Gain insight into the business rationale for sustainability 3. Explore the consequences of business decisions to all relevant stakeholders

Interactivity Type

Active

Learning Object Description

The course is required of all BBA students. Approximately one-third of course content is focused on ethics while two-thirds are focused on business sustainability. The entire course is devoted to RME.

Fall 2023

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Sustainability India Study Abroad

Business students travelled to Darjeeling and Bangalore India to learn about sustainability in the Global South. Students met with executives and directors at leading corporations (e.g., Bosch, Intel) and NGOs in addition to experiencing the culture of India.

Department

Undergraduate students of all five academic units in the college (marketing, management, CIS, finance, accountancy)

Learning Object Subject

Ethics, Sustainability, RME

Educational Level

Undergraduate BBA

Learning Outcome

The objective of this course is to enable students to approach sustainability opportunities and challenges from multiple perspectives, interpret information, comprehend complex aspects, learn to listen to contrasting viewpoints, synthesize that information, and finally express an opinion in both written and oral/digital forms.

Interactivity Type

Active

Learning Object Description

Study Abroad - December 2023

Syllabus India Study Abroad (Fall 2023)

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Professor-Discretionary Course Topics

Sustainability Practices in Thailand

This course provides an immersive experience for students to engage with local communities and explore the impact of sustainable business practices on Thailand's economy, society, and culture. Over 25 days, students participate in daily preparatory sessions and lectures, followed by visits to various local enterprises. They engage as customers, critically analyze these businesses, and offer constructive feedback aimed at improving sustainability practices.

Department

Food Marketing - Marketing

Learning Object Subject

Sustainability in Global Food Marketing

Educational Level

Undergraduate BBA

Learning Outcome

Students can apply sustainability principles to their academic majors

Interactivity Type

Active

Learning Object Description

Overview of Sustainability in Thailand Course

BUS 3961 Study Abroad - Sustainability
Strategies in Thailand

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Service-Learned Embedded in BBA Courses

Service-Learning is a cornerstone of our BBA program. We are implenting service-learning "at scale" in large section auditorium of Organizational Behavior (MGMT 2500) and Business Ethics and Sustainability (BUS 4500).

Department

Management

Learning Object Subject

Ethics, Sustainability, RME

Educational Level

Undergraduate BBA

Learning Outcome

Students will develop professional skills through the act of service.

Interactivity Type

Active

Learning Object Description

Overview of Service-Learning in the BBA Program

Service-Learning in the BBA Program

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Examples of Sustainability Embedded in HRM Courses

HRM faculty are committed to integrating DEI-related content into their courses.

Department

Management

Learning Object Subject

DEI Content in HRM Courses

Educational Level

Undergraduate BBA

Learning Outcome

Students can apply sustainability principles to their academic majors

Interactivity Type

Expositive

Learning Object Description

Sustainability in HRM Courses

Examples of Sustainability Embedded in
HRM Courses

[View document](#) [Download document](#)

Sustainability in International Marketing

In this class, we spend the entire semester building an international marketing plan for a real company that the students choose at the beginning of the term. After they have built a plan for international expansion and made decisions about product, pricing, distribution and promotion, I have them perform a sustainability assessment using the diagnostic found below. I then have class propose a plan for Corporate Social Responsibility to mitigate any environmental or social harms and amplify the positive value they are creating for society.

Department

Marketing

Learning Object Subject

Ethics, Sustainability, RME

Educational Level

Undergraduate BBA

Learning Outcome

Students can apply sustainability principles to their academic majors

Interactivity Type

Active

Learning Object Description

The inclusion of "purpose" in CSR and international marketing

MKTG 4750 CSR in International Marketing

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Research

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

RME Elements in Research

Western Michigan University incorporates responsible management education into its research endeavors through 1 different method:

Research Conferences

Professional Conference Attendance associated with RME

Faculty will gain a better understanding of RME opportunities through dialogue and learning with international colleagues

As a member of PRME, the college supports sending the Director of our Center for Sustainable Business Practices to PRME North America conferences and workshops. While COVID precluded that opportunity from 2020-2022, we participated in the PRME NA conference at the University of Guelph (Ontario, Canada) in 2017 and at its most recent meeting (June 2024) at the University of Victoria (British Columbia, Canada).

PRME North America Conference Attendance

Attended the PRME North America Regional meeting at the University of Victoria, BC, Canada

Date

May, 2024 - June, 2024

Location

University of Victoria, BC, Canada

Speakers

A wide variety of academics from across North America including Deans and faculty members
PRME regional conference

About the conference

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Partner

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

Partnership Approaches for RME

Western Michigan University partners with external stakeholders to advance responsible management education through 3 different approaches:

Knowledge Translation and Dissemination

Examples of Societal Impact that involve partnering with organizations, NGOs, academics, etc.

Our students will gain a better understanding of RME and its benefits through professional partnerships.

The Haworth College of Business strives to make a positive societal impact through coursework, service-learning activities, social responsibility focused study-abroad trips, and faculty research. Our Center for Sustainable Business Practices follows the six principles outlined in the Principles for Responsible Management Education (PRME) report, helping our students gain the values and skills to lead organizations sustainably.

Collaborative Change Action

Bronco Challenge for Sustainable Impact

Interdisciplinary student teams worked over academic year 2023-24 to identify potential solutions to any of the United Nations SDGs. Teams presented their work to a panel of industry experts. Winning teams were awarded cash prizes (\$10,000 for the winning team) that was donated by corporations like Pfizer, Meijer, Owens-Corning, and Kalsec.

Date

August, 2023 - April, 2024

Location

Haworth College of Business

Speakers

Finalist teams (three teams comprised of four students each)

[Supporting Links](#)

[Supporting Links](#)

Three finalist teams presented their ideas to a panel of industry judges and other interested students. This was followed by a question and answer session. At the completion of all presentations, the judges deliberated and rank ordered the winning teams.

Description of partnering through study abroad

Our students will gain a better understanding of RME globally through study abroad focused on sustainability

Students travelled to Darjeeling and Banaglore India in December 2023 to learn about sustainability. We partnered with the Ashoka Trust for Research in Ecology and the Environment (Darjeeling) to focus on human rights (education, working conditions) in a community known for high quality tea production. We then spent a week in Bangalore learning from executives and non-profits about issues such as poverty, human trafficking, and education in India's "Silicon Valley."

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Interactivity Type

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Learning Object Description

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Haworth College of Business Speaker Series

The college brings local business owners to the College to inspire students about using their academic majors to promote sustainability.

In addition to learning about responsible management education in the classroom, it is important for the College to expose our students to local business owners who are exemplars of sustainable business development. On average, 60 students attend these Friday morning events, in addition to faculty and community members.

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Why and how to build diversity, equity and inclusion allies

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Isabel Metz for PRME

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Girls on the Run for PRME

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Practice

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

RME Policy Implementation

Western Michigan University has implemented 3 policies to support its commitment to responsible management education:

Employee equity, diversity, inclusion

WMU strategic planning initiatives for equity, diversity, inclusion

Strategic plan for enhancing DEI at WMU, including the Haworth College of Business

Scope

WMU strategic plan 2022-2032 for DEI ONLY

Enforcement Date

November, 2022

Number Of Pages

10

Publisher

Strategic Marketing - WMU

Media

Website

WMU Strategic Plan - DEI

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Student equity, diversity, inclusion

Greenhouse gas emissions

Policies on greenhouse gas emissions

WMU's strategic plan (2022-2032) includes a commitment to carbon neutrality in alignment with the state of Michigan. Beyond GHG emissions, the plan addresses factors such as climate change literacy, the appointment of a sustainability leader in university governance, water reductions etc.

Scope

WMU strategic plan 2022-2032 for sustainability ONLY

Enforcement Date

November, 2022

Number Of Pages

9

Publisher

Strategic Marketing - WMU

Media

Website

WMU Strategic Plan - Sustainability

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Institutional Aspiration Targets

Western Michigan University has set aspiration targets in 2 different areas:

- ❖ GHG Emission 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, Western Michigan University operates with the following approach:

Limited Transparency Disclosure

Website of disclosure of performance

Does the College share its successes and failures associated with RME?

The College shares its PRME report on the college website. There are also links to the PRME report on the Center for Sustainable Business Practice's website. However, the report is not shared widely with college stakeholders.

SIGNATORY

Western Michigan University



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Website

<http://www.wmich.edu/business/>