

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

Seneca Faculty of Business

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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

Seneca Faculty of Business demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



A message from the president

I am delighted to introduce the latest edition of Seneca Polytechnic's Sharing Information on Progress report for the Principles for Responsible Management Education (PRME).

While we have been a signatory of PRME only since 2021, we have decades of experience with the principles themselves: purpose, values, teach, research, partner, practice and share. They are at the heart of everything we do at Seneca, and our embrace of them is evident in our most recent Strategic Plan, The Next.

We continue integrating PRME principles into our curriculum and practice as we strive to meet our commitment to achieving the 17 Sustainable Development Goals (SDGs) by 2030.

The successes you will read about in this report would not have been possible without strong leadership at all levels, particularly from our faculty of business. Seneca Business is renowned for its collaborative culture and cross-disciplinary engagement. These traits have been on full display as it leads our work to implement sustainability in all aspects of our responsible management education.

The hard work of our faculty members and staff has resulted in the development of courses with RME learning goals, the creation of events to showcase our students' SDGs work and new partnerships both internally and externally.

The path to sustainability is complex, touching on every facet of our institution. It is also absolutely vital.

The destination is within our reach. We won't stop until we're there.

A handwritten signature in black ink, appearing to read "David Agnew", with a stylized, flowing script.

David Agnew
President

Institutional Mission, Vision, and Strategy

The following outlines Seneca Faculty of Business's institutional mission, vision, and strategic approach to responsible management education.

Mission, Vision, Strategy or Purpose

Seneca Polytechnic Strategic Plan 2023-2026

Relevant Stakeholders

Students; Employees and faculty; Community Partners; Employers

Purpose

Applied Education

[Supporting Links](#)



Values

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

RME Leadership Accountability

At Seneca Faculty of Business, accountability for responsible management education is structured as follows:

Formalized Senior Leadership Role

Seneca Business PRME Lead

Leading PRME within the institution

PRME-related initiatives are a focal point at Seneca Business, with a dedicated team, led by Shahrzad Farzinpak, Chair, School of Human Resources & Global Business.

Organizational Structure for RME

The following organizational entities at Seneca Faculty of Business are responsible for RME:

- ❖ Research-Focused Entity
- ❖ 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

Seneca Faculty of Business integrates responsible management education into its degree programs through 6 different approaches:

Guest Speakers and Showcase Events

Examples of guest speakers and showcase events

Guest Speakers

Date

November, 2023 - November, 2023

Location

Seneca Polytechnic - Toronto

Speakers

Rae Binstock; Mike Flannigan; Nadha Hassen; Scott Kirby; John Lorinc; Craig Sifton; Kernaghan Webb

[Supporting Links](#)

The annual event hosted by Seneca's Green Citizen initiative brings together thought leaders, students and the community to engage in important discussions about sustainability. The initiative is led by Andrew Wickham, a member of the Sustainable Seneca Committee.

Professor-Discretionary Course Topics

Course-Level RME Learning Goals

Examples of course syllabi with course-level RME learning goals- degree

Example of a Bachelors course outline

Department

Seneca Business

Learning Object Subject

Contemporary Issues in Management - Sustainability

Educational Level

Degree

Learning Outcome

Examine sustainability issues to inform the direction of an organization. Apply systems thinking to analyze the inter-dependency of sustainability issues in an organization's environment. Conduct stakeholder analyses to identify and address their needs and interests. Analyze sustainability frameworks to revise organizational strategies.

Interactivity Type

Active

Learning Object Description

Example of a Bachelors course outline

[Supporting Links](#)

Examples of course syllabi with course-level RME learning goals

Examples of course syllabi

Department

Seneca Business

Learning Object Subject

Sustainable Management

Educational Level

Post Graduate Certificate

Learning Outcome

Examine a company's current sustainability position to develop appropriate policy and strategy. Describe the importance of managing sustainable management initiatives to fit the corporate context. Recommend corporate sustainability strategies that incorporate a company's competitive and profit objectives, government regulation and industry standards. Describe the applications of the sustainability measurement tool GRI (Global Reporting Initiative), by management to aid decision making. Identify strategies for implementing and managing sustainability initiatives across an organization's functional areas.

Interactivity Type

Active

Learning Object Description

This course explores corporate sustainability and the policies integral to the development of sustainable strategy and practices. Students will focus on the development and management of corporate sustainable strategies. Students examine the use of the Global Reporting Initiative (GRI) report - a tool used to manage and report on an organization's economic, social and

environmental performance. Students examine the embedding of sustainability practices, such as energy efficiency and environmental impact reduction, into various corporate departments, and how the implementation requires contextual approaches.

[Supporting Links](#)

The signatory's pedagogical approach, which includes RME in all degree program design and pedagogical innovations

Description of the business model with RME in all educational efforts

Enhancing educational framework to embed RME

Seneca Polytechnic has taken significant strides in enhancing its educational framework through a comprehensive curriculum integration project led by the Teaching & Learning Centre and Program Quality. The institution-wide initiative aims to integrate three priority areas into every program. The areas are: sustainability; equity, diversity and inclusion; and truth and reconciliation and missing and murdered Indigenous women, girls and two-spirit people. By embedding these crucial themes, Seneca aims to cultivate a learning atmosphere that is not only reflective and inclusive, but also progressive and forward-looking. This positions students to navigate and contribute positively to an increasingly complex world, ensuring they are well-equipped with the knowledge, skills and ethical grounding necessary for impactful leadership and responsible citizenship.

These themes and approaches are outlined in [the Next](#) plan.

"Beyond career-based education, Seneca also takes to heart our responsibility to help students become engaged citizens, active participants in building strong, vibrant communities that foster tolerance, diversity in all forms, and respect," the plan states. "That is why we aim to instill the principles of reconciliation and inclusion in our graduates. We are also determined to reflect that goal across the organization, building the equitable Seneca, committed to reconciliation and free of systemic racism and bias."

"Experiential learning is a defining characteristic of a Seneca Polytechnic education. It is a critically important partnership of students, employers and Seneca that delivers skilled and career-ready graduates across all sectors - private, public and non-profit."

RME is in the signatory's educational vision, so that it drives the signatory's business model and all educational efforts, courses, programs, degrees, and non-degrees

Description of the business model with RME in all educational efforts

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Program-Level RME Integration

Description of degree programs with RME in the program-level learning goals and assessment rubrics

Seneca Business takes a multi-pronged approach to this principle. We create educational frameworks and opportunities to promote responsible management.

Honours Bachelor of Commerce – International Business Management (BMI)

This four-year program builds a solid foundation covering areas such as finance, ethics and strategy. As students progress, there's an emphasis on business and supply chain processes that cross international boundaries. Technology is integrated throughout the program to

introduce enterprise resource planning concepts and techniques. In addition, there's a unique focus on developing global opportunities and transforming business environments to advance sustainability initiatives.

Honours Bachelor of Commerce – Business Management (BBM)

This four-year program provides a well-rounded education. Students learn strategic management concepts in a variety of business settings that include planning, leading and evaluating. They learn how to apply techniques to areas such as finance, operations and human resources in profit and non-profit businesses and organizations. Ethics, selling and presentation skills are taught. Global supply chain management, taxation and applied research methodology are also covered. There is a focus on considering sustainability within business ventures throughout.

Honours Bachelor of Commerce – Human Resources Management (BHRM)

This four-year program combines theory with practice. The focus is on developing the critical and strategic skills required for human resource management. Mathematical concepts, data mining and legal considerations are all addressed. The goal is to develop trusted advisors and innovators who work collaboratively to advance sustainability initiatives.



Research

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

RME Elements in Research

Seneca Faculty of Business incorporates responsible management education into its research endeavors through 3 different methods:

Research Conferences

Dedicated Research Funding

Seneca - Research awards for responsibility-related research

Encouraging REM Research

Seneca Polytechnic underscores its commitment to RME through a series of strategic actions. By hosting events, seminars and conferences the institution promotes academic exchange on sustainability and ethical business practices.

Prioritizing research funding that advances the understanding of the role and impact companies and organizations have in creating social, environmental and economic value is also key.

Seneca Polytechnic's Applied Research team brings faculty, students and partners together to collaborate on projects. Support is provided by the institution, several organizations and levels of government. A couple of examples include [the Seneca Applied Research Fund for Social Innovation Research](#), which supports emerging social innovation applied research activities, and the Wawanese Climate Champions Youth Innovation grant, a joint initiative with the Canadian Colleges for a Resilient Recovery coalition of post secondaries, which supports young leaders addressing climate change.

Research Awards Program

Summary of faculty-wide responsibility-related research or description of what is requested from faculty members

Faculty incentives for REM research

Faculty are encouraged to work on applied research projects and are given time and released from teaching courses to do the work, when it is aligned with strategic priorities. Faculty also lead numerous capstone projects, which are carried out in collaboration with industry partners in a range of programs.

Some examples include working with a major international bank to address sustainable supply chain management issues and with local small- and medium-sized enterprises to develop sustainable solutions and products.

In addition, faculty participate in the annual Seneca Polytechnic-wide hackathons in multi-disciplinary teams that address challenges industry and community sponsors face around SDG topics, such as health care and housing.



Partner

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

Partnership Approaches for RME

Seneca Faculty of Business partners with external stakeholders to advance responsible management education through 5 different approaches:

Knowledge Translation and Dissemination

External Community Dialogue

Collaborative Problem Solving

Collaborative Change Action

Formalized Partnership Governance



Practice

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

RME Policy Implementation

Seneca Faculty of Business has implemented 5 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Buildings/real estate

Local staff/student/faculty transportation

Employee equity, diversity, inclusion

waste management, sustainable procurement, food services and biodiversity conservation

Institutional Aspiration Targets

Seneca Faculty of Business has set aspiration targets in 5 different areas:

- ❖ GHG Emission Targets
- ❖ Building and Real Estate Targets
- ❖ Internal Transportation Targets
- ❖ Employee EDI Targets
- ❖ waste management, sustainable procurement, food services and biodiversity conservation



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, Seneca Faculty of Business operates with the following approach:

Full Transparency Disclosure

SIGNATORY

Seneca Faculty of Business



Address

1750 Finch Ave East, Toronto, Ontario, M2J 2X5
Canada



Website

<https://www.senecacollege.ca>