

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

UDEM Business School

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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

UDEM Business School demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



UDEM

22 de agosto, 2024

PRME

To whom it may concern:

As a humanistic institution, and aware of society's needs in terms of better management practices, we are committed to the Principles for Responsible Management Education (PRME). Therefore, we submit the following "Sharing Information on Progress" on behalf of Universidad de Monterrey (UDM)

The Business School at Universidad de Monterrey enhances the implementation of these principles and encourages our faculty to pursue its application in the entire curriculum. According to the Principles for Responsible Management Education, we will continue looking for new opportunities to keep improving our participation

I am thankful to all of our community who are committed to PRME principles and reflect this commitment in our everyday tasks and community involvement.

Emma Catalina Garza

MBA. Emma Catalina Garza Alanis
Management Department Chair
UDEM Business School

Institutional Mission, Vision, and Strategy

The following outlines UDEM Business School's institutional mission, vision, and strategic approach to responsible management education.

Vision

We are in times of change in several areas of our society, education being one of them. The situation is challenging and it moves us to give the best of ourselves. It invites us to transform ourselves and to become better at who we are and what we do, to be more flexible in our practices, innovative in our projects, and adaptable in a changing environment. Today, our principles are stronger and more valid than ever. These are: Humanism, Openness and Service. More than 50 years of tradition support our essence, and in this new stage of our University we dare to say that UDEM is at its best moment. Today is when the future inspires our best version.

Relevant Stakeholders

Students, Community

Purpose

Inspire the best version of our communities.

[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 UDEM Business School, 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

Principle Values Narrative

To list the different groups and key offices that contribute to the implementation of strategy and PRME-related activities in the Business Division

For the division, and the university as a whole, integral formation is a common thread to all the university's activities; strengthening all the dimensions of personal growth, urging the development of life skills, and promoting engaged citizen participation. This formation will allow the members of our community to be socially responsible and active.

Chapters

Implementation of PRME in the Business Division

Sustainability Center (Centro de Sostenibilidad): Created in 2011, this centre works to make UDEM a leader in sustainable development by generating knowledge and implementing strategies to connect, involve, and get the community to join to minimize the environmental impacts of everyday activities.

Center for Solidarity and Philanthropy (Centro para la Solidaridad y la Filantropía): Its mission is to provide the UDEM community with the opportunity to develop a conscience and social responsibility by participating in community action programs oriented to conferring dignity to people and their social mobility, thus finding a sense of transcendence in the service of others.

Social Transformation Lab: A space of co-creation of initiatives of social innovation that contributes to the strengthening of agents of change, through the application and further deepening of knowledge that are oriented to positioning social businesses to generate a positive impact in society and the service of others.

Centre for Integrity and Ethics: UDEM spreads a culture of integrity in the university community through an intentional, holistic, and sustained strategy. It also collaborates with other educational institutions and civil society organizations to promote personal and professional ethical behaviour.

UDEM allocates funds to support the following PMRE-related activities:

- The nomination and recertification of UDEM as a Changemaker Campus
- The presence of UDEM at the ASHOKA exchange every spring and at the Changemaker Campus' summer retreat.
- The operation of numerous events that enhance the community's knowledge and skills in social innovation and entrepreneurship.
- Faculty participation in conferences, congresses and other academic PRME-related events.

Vision

We are in times of change in several areas of our society, education being one of them. The situation is challenging and it moves us to give the best of ourselves. It invites us to transform ourselves and to become better at who we are and what we do, to be more flexible in our practices, innovative in our projects, and adaptable in a changing environment. Today, our principles are stronger and more valid than ever. These are: Humanism, Openness and Service. More than 50 years of tradition support our essence, and in this new stage of our University we dare to say that UDEM is at its best moment. Today is when the future inspires our best version.

Relevant Stakeholders

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Purpose

Inspire the best version of our communities.

[Supporting Links](#)

Organizational Structure for RME

The following organizational entities at UDEM Business School are responsible for RME:

- ❖ Research-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

UDEM Business School integrates responsible management education into its degree programs through 2 different approaches:

Guest Speakers and Showcase Events

Examples of guest speakers and showcase events

Date

October, 2023 - October, 2023

Location

Universidad de Monterrey

Speakers

Erik Brynjolfsson / Anthony Klotz

XI Encuentro de Liderazgo Empresarial

IMG_7896

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

Professor-Discretionary Course Topics

Examples of topics in courses

Department

Administration

Learning Object Subject

Sostenibilidad y responsabilidad social

Educational Level

Licenciatura

Learning Outcome

Desarrollar un pensamiento holístico, crítico y socialmente responsable de los negocios al identificar y evaluar situaciones de decisión en las que existan dilemas de sostenibilidad. Reconocer y adaptar las decisiones empresariales a los requerimientos y expectativas de sus grupos de interés para poder ejecutar las estrategias y acciones más apropiadas a cada problemática específica

Interactivity Type

Activo

Learning Object Description

Curso tronco para todas las especialidades

AD1201

View document  Download document 



Research

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

RME Elements in Research

UDEM Business School incorporates responsible management education into its research endeavors through 2 different methods:

Research Awards Program

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

Contribution to sustainable and innovative solutions to current national and global issues.

UDEM Business School is committed to strengthening the development of intellectual contributions. We have made big steps in increasing our research output, in particular, research that advances the understanding of the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value

Chapters

Investigación

Los investigadores de la UDEM se enfocaron en estos temas en 2023:

- Reducción de las desigualdades
- Educación de calidad
- Construcción de sociedades sostenibles
- Industria, innovación e infraestructura

Estas fueron algunas de las investigaciones en 2023:

- “How can Tourism Maximize the Positive Impact and Dignity for Indigenous People? A Capabilities Approach”. Desarrollado por la Dra. Blanca Alejandra Camargo Ortega de la Escuela de Enfermería de la UDEM.
- “Dynamics of Inclusion/Exclusion in Urban Contexts”. Desarrollado por el Dr. Philippe Stoesslé de la Facultad de Derecho y Ciencias Sociales de la UDEM.
- “Desarrollo de algoritmos, orientados al uso de realidad aumentada-holográfica e híbrida, basados en lenguajes de programación visual; para la enseñanza de contenidos y exploración de proyectos en el campo del diseño”. Desarrollado por el Dr. Elí Josué Tello Bragado de la Escuela de Arquitectura y Ciencias del Hábitat de la UDEM.
- “Potencial de la Inteligencia Artificial Generativa para crear rúbricas de evaluación del desempeño estudiantil”. Desarrollado por el Dr. Josemaría Elizondo García de la Facultad de Educación y Humanidades de la UDEM.
- “Redesign of Learning Spaces for Adaptation of the Educational Ecosystem to the Uncertain Postpandemic Future”. Desarrollado por la Dra. Miroslava Nadkova Petrova de la Escuela de Arquitectura y Ciencias del Hábitat de la UDEM.

Dedicated Research Funding

Description of research awards for responsibility-related research

To incentivize faculty members to engage in responsibility-related research at a local and international level

The faculty of the Business School has attracted important funds to conduct PRME-related research and outreach activities.

Chapters

Recursos para la investigación

La UDEM destinó más de \$16 millones de pesos para el desarrollo de investigaciones por parte de sus académicos. Asimismo, instituciones gubernamentales, asociaciones y otras universidades también concedieron apoyos a investigadores.

Estos son algunos de los proyectos a los que se destinaron apoyos:

How can tourism maximize the positive impact and dignity for Indigenous people? A capabilities approach. Institución: Universidad de Surrey. Líder del proyecto: Blanca Alejandra Camargo Ortega. Monto: \$104,352.00 pesos

Dynamics of inclusion/exclusion in urban contexts. Institución: Consorcio Puentes. Líder del proyecto: Philippe Stoesslé. Monto: \$300,000.00 pesos



Partner

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

Partnership Approaches for RME

UDEM Business School partners with external stakeholders to advance responsible management education through 1 different approach:

Collaborative Change Action

Description of partnering activities that involve acting

To foster innovation and entrepreneurship in our community

We have been recognised as Changemaker Campus in entrepreneurship and social innovation by the Ashoka-U organization. It is worth mentioning that only four universities in Latin America have this recognition.

Chapters

Changemaker Campus

UDEM is the first higher-education institution in Northern Mexico that has received this designation.

Due to its unwavering commitment to innovating social initiatives, the Universidad de Monterrey was designated as a Changemaker Campus by Ashoka U, the program focused on higher education of international organization Ashoka.

This distinction means that UDEM is a university that makes a difference through its actions and that it knows how to work as a team, since all areas were committed to the search for and carrying out of social innovation projects.

Designation as a Changemaker Campus was granted after a rigorous selection process in which “unique contribution to the field of socially enterprising education” was identified.

In 2013, UDEM was designated a Changemaker Campus.

In 2018, the reassignment took place.



Practice

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

RME Policy Implementation

UDEM Business School has implemented 1 policy to support its commitment to responsible management education:

No, but RME is stimulated organically rather than through policies (a narrative explaining why will be prompted with this option)

Description of the practices that are intended to influence how faculty, staff and students support the school's commitment to RME.

Las habilidades diferenciadoras de la UDEM

La Universidad de Monterrey busca promover el bienestar y armonía de sus estudiantes a través de diferentes áreas que los provean de una transversalidad y, sobre todo, un factor único. El progreso educativo que se vive en la institución, se logra gracias a actividades de internacionalización, acción social, espirituales, arte y cultura y deporte e integridad.

Chapters

CENTRO DE EQUITAD DE GÉNERO E INCLUSIÓN (CEGI)

Se destacan las siguientes acciones del 3.º año del CEGI en aras de lograr el principal objetivo de la UDEM, que es la construcción de espacios seguros.

Formación

- 16 capacitaciones en el Protocolo para la prevención y atención de casos de violencia de género, sumando un total de 300 asistentes.
- 15 capacitaciones focalizadas en temas de prevención y erradicación de violencia de género, con un impacto en 686 personas.
- UDEM x Todas, con un contenido de 41 espacios académicos a través de conferencias, paneles, talleres y conversatorios, logró una participación acumulada de más de 4,177 personas superando en un 74% la asistencia del año pasado.
- SEMANA MORADA, con un contenido de 36 espacios académicos a través de conferencias, paneles, talleres y conversatorios, alcanzó una participación acumulada de más de 1,900 asistentes.
- "Trazando caminos de inclusión: un mundo sin barreras" tuvo el objetivo de dar a conocer el Mapa de Accesibilidad del Campus para personas con discapacidad física y sumó una asistencia de 100 personas.
- Se impartió capacitación a las maestras y maestros titulares: Introducción a la perspectiva de género y nuestra labor como personas formadoras. Logrando un impacto en el estudiantado de las 6 Preparatorias UDEM, con un total de 4,400 estudiantes.

- Se llevó a cabo por primera vez la Campaña “Violencia Cero”, dirigida a las 6 unidades de Preparatorias con impacto de 4,400 personas.

Institutional Aspiration Targets

UDEM Business School has set aspiration targets in 2 different areas:

- ❖ Internal Transportation Targets
- ❖ Water Conservation 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, UDEM Business School operates with the following approach:

Full Transparency Disclosure

Website of disclosure of performance

Author

UDEM

Published Date

January, 2024

Degree Of Recognition

International

Media Name

UDEM website

Media Type

Report

Duration

126 pages

[Supporting Links](#)

SIGNATORY

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