

Sharing Information on Progress (SIP) Report 2010 – 2012



FACULTY OF ECONOMICS, UNIVERSITY OF LJUBLJANA

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PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

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Renewal of the commitment to PRME



The Faculty of Economics, University of Ljubljana (FELU) remains deeply committed to the United Nations Principles for Responsible Management Education (PRME). Since signing the initiative in 2009, the school has clearly orientated itself toward social responsibility through its new mission, values, programme contents, and various projects. Ethics, social and environmental responsibility, and sustainable development have become a constituent part of the education at the FELU.

To be candid, the period from 2010 – 2012 was busy and productive for the FELU, and also a period of preparing for future development. The world is changing and we are changing with it. I am sure that over the next years businesses will be exposed to hundreds of environmental and social changes that will bring both risks and opportunities in the search for sustainable growth. Therefore, the FELU aspires to develop ethically responsible students that are respectful of their social and natural environments.

At this point I would also like to stress how important we find each student. And as the dean of business school with a clear vision of getting among leading business and economics schools in the world by 2020, I am aware of the responsibility imposed on us by the environment, and I think that the responsibility of an educational institution should not be merely the accumulation of knowledge, but educating students for life and building their character. This includes teaching our students about their responsibilities as managers, leaders, etc., and generating knowledge of social, environmental and economic value.

As you can see in the following document, for us being socially responsible does not only mean the goodwill of the school but true responsibility among our students. Therefore, we understand the PRME Principles as very valuable school assets and try to nurture socially responsible content in all areas of education.

I hope you will enjoy your copy of Sharing Information on Progress (SIP) Report, and we look forward to welcoming you at the Faculty of Economics, University of Ljubljana.

Yours sincerely,

Professor Dušan Mramor

Dean

Faculty of Economics, University of Ljubljana

University background

The Faculty of Economics at the University of Ljubljana (FELU) was **established in 1946** and forms an **integral part of the University of Ljubljana**. The FELU is one of 23 faculties within the University of Ljubljana, the largest public university in Slovenia with a total student population exceeding 50,000. The Faculty offers a comprehensive range of programmes at the Bachelor, Master and Doctoral levels as well as executive education.

The highest standards of quality are paramount to the FELU, thus the FELU is engaged in international accreditation processes. In 2006, the FELU became the first business school in SE Europe to obtain EQUIS accreditation. Since 2010, the FELU has been both **EQUIS and AACSB accredited**, becoming the first such business school in Central and Eastern Europe.

The **FELU's graduates** can be found in the **highest positions in Slovenian and international companies**. The **FELU's professors have been on the supervisory boards of key Slovenian companies**, served as board members of the Bank of Slovenia, government administration, as rectors of the University of Ljubljana, members of the Presidency of the Republic of Slovenia, and ministers in its governments.

At present and in the future, the FELU is committed to becoming **even better known internationally for its quality and achievements in education and research**.

Key facts about the FELU:

- The leading business school in Slovenia;
- A competitive school in the international environment;
- An AACSB, EQUIS and TEDQUAL accredited school;
- A signatory to the UN Principles for Responsible Management Education as well as the Principles of the Global Code of Ethics for Tourism;
- Affiliate member of UNWTO;
- Over 200 international agreements with partners from more than 40 countries;
- Approximately 300 outgoing and 500 incoming students annually;
- More than 50 percent of the degree-granting programmes are delivered in English, including the Tourism programme on the Master's level;
- Well-established business-oriented Confucius Institute (CI Ljubljana);
- Strong links with the business community, which also sponsors the annual International Student Business Conference;
- Many networking possibilities for the FELU graduates – also through the Alumni Club;
- Home to the Ljubljana Chapter of Beta Gamma Sigma for top students.

Overview of major achievements in relation to implementation of the six principles

The Faculty of Economics, University of Ljubljana (FELU) became a signatory to PRME in 2009. While this report reflects on the achievements over this period, it mostly focuses on the achievements in relation to the implementation of the Principles in the last 2 years (2010 – 2012). The FELU's community recognizes the importance and value of its educational process, which has a great impact on the sustainability of society.



Principle 1: PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

STRATEGY

The FELU's objective and national responsibility is to educate future researchers and decision-makers in the fields of business and economics. Moreover, the FELU aspires to develop ethically responsible students that are respectful of their social and natural environments. The principle of purpose is best reflected in our mission, vision and values, which articulate what the FELU is about and what we believe in.

MAJOR ACHIEVEMENT

- **The importance of serving to the community in a responsible way** is clearly expressed in the **FELU's mission**: *"To develop principled leaders for work in a globally competitive business environment by combining economics and business education with innovative research while creating and disseminating knowledge in a global society"*. To this day the FELU has not only been creating the history of business and economics education in Slovenia and abroad, but it has also impacted the region's political, economic, and institutional settings.
- **The FELU's vision**: *'To rank among the top business and economics schools in the world by 2020.'* To translate this short statement into a destination statement with a tangible description, the FELU's vision 2020 is internally communicated as 'To be positioned on the Academic Ranking of World Universities in Economics and Business by 2020'. The FELU's vision is consistent with the parent's policy as the University of Ljubljana is already ranked on the ARWU.
- **In 2012, new core values have been institutionalized to comply with the FELU's mission and the University's Code of Ethics.** The FELU's core values: *Integrity, Responsibility, Knowledge, Academic freedom, and Co-operation*, support the School's clear orientation toward ensuring socially responsible and principled decision-making. This dimension has been integrated into all degree programmes with specific courses focusing on ethics, social and environmental responsibility, and sustainability. At the Executive level, sustainability is the core topic in several business academies. The mission and vision statement and core values are publicly displayed in the FELU's entrance hall and on its web page.
- **The FELU Integrity Plan**, adopted in 2011, with the aim of **applying the principles of ethically and socially responsible governance and management**. The Integrity Plan has been developed based on an assessment of corruption exposure of the institution with regard to its typical work processes and decision-making methods. The FELU has made a plan for improvements regarding integrity, and measures for timely detection, prevention, and elimination of corruption risks. The core FELU's integrity instruments are the Code of Ethics, conflict-of-interest policy, policy on the prohibition and restriction on receipt of gifts, list of gifts, and "whistle-blowing" arrangements. Integrity instruments are brought to live and kept healthy through processes and structures.

- **The FELU's Ethics Committee** was set up in 2011 as a core part of the FELU integrity structure. It is responsible for integrity management and co-ordination of initiatives of those actors whose activities have an impact upon the organisational members' integrity. The main tasks of the Ethics Committee are: (1) to discuss proposals for amendments of the Code of Ethics and revise it, (2) to review alleged violations of ethical standards, (3) to issue opinions and recommendations for the School's management in case of ethical violations and (4) to prepare annual report for the Senate.
- **The FELU's Code of Ethics** promotes ethical behaviour among students, faculty, and staff and serves as a guide to their everyday professional conduct. The document was revised and adopted by the Senate in 2012. The main Section of the document is built around five core values: integrity, responsibility, knowledge, academic freedom, and co-operation. In each of these subsections, a definition or explanation of the core value is provided along with examples of ethical behaviour and a brief guide for dealing with ethical issues or dilemmas in practice. The Code of Ethics is publicly displayed on the FELU webpage, and students are informed about the ethical standards during Orientation Day. In fall 2012, a summary of the Code of Ethics (one-page document) was publicly displayed in all classrooms and offices to spur ethical behaviour of the FELU community. This document provides examples of aspiring ethical behaviour of the FELU community and ensures a clear understanding of core values.
- The projects and website **"Our values"** has been established. The FELU academic community (which includes professors, staff and students), manages to create an environment where knowledge, collaboration, accountability, integrity and academic freedom are upheld.
- **The FELU Foundation** contributes to financial and other resources, as well as to improving the quality of the pedagogical, scientific, and advisory work of the FELU, and to providing scholarships to talented students.
- To fully realise its social responsibility, the school tries to enhance and disseminate the visibility of the FELU's good practices in the social and environmental areas. For this purpose **"The FELU's social and environmental responsibility" website** has been set up.

FUTURE PERSPECTIVES

In the period **2013 – 2015**, the FELU will focus on the following sustainability drivers: knowledge, integrity, and innovation.

- **Knowledge:** Focus on knowledge co-creation of sustainability and corporate social responsibility in the curricula, programmes, and subjects, new product development of knowledge for commercial and non-commercial purposes.
 - Taking stock of the value and contents of sustainability and corporate social responsibility in the FELU's curricula, with a special focus on identifying the fields that offer room for improvement in the curricula, particularly the selected FELU core courses;
 - Continuing the sustainability-related business academy for executives (Sustainability Leadership and Inspiration Academy);
 - Signing the cooperation agreement (Atlantis) that, will lead to the development of the "Global Business Sustainability Programme" by 2013, with six partners worldwide.
- **Innovation:** The creativity of our key stakeholders (students, employees, and partners) is a FELU's advantage.
 - The FELU draws inspiration for original ideas from its wide base of knowledge (the transfer of ideas and solutions) and integrity (working responsibly and ethically, and contributing to sustainable development).
 - The FELU looks for innovative solutions in areas offering possibilities to improve the use of various natural or other resources (consumption of electricity, water, heating, waste, etc.).
 - The FELU strives to increase awareness of social and environmental responsibility, as well as to contribute to sustainable development.
- **Integrity:** In their public service role, the employees of the FELU do not only have legal but also a moral duty to respect and protect the fundamental values of the people and communities in which it operates.

Principle 2: VALUES

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact

STRATEGY

Corporate Responsibility within Education Programmes at the FELU is one of the FELU's major goals. The FELU wants its students to develop academically as well as personally, and it is important that students, regardless of their major, are educated and involved in the social responsibility and sustainability frameworks. The FELU's strategic goal in the field of teaching is to increase the quality of its teaching by 2015. This means raising the quality of knowledge of enrolled students, improving the progression rate, and shortening the average length of study. Therefore, FELU has designed programmes to prepare students to take on the most responsible assignments in the business world, initially as analysts and later as leaders. The students are, in the framework of the study programme, developing their competencies to quickly adapt to social and environmental changes and to comply with the sustainability concept and corporate social responsibility.

MAJOR ACHIEVEMENT

- **Integrating the values of Global Social responsibility in overall curricula:** In fall 2012, the FELU conducted an examination of the syllabi at all degree levels to investigate the extent of incorporated values of global social responsibility in the curricula. Results show that ethics, social and environmental responsibility, or sustainability are taken into consideration in programme design and delivery on all levels. More than 75 percent of courses deal with these issues to at least some extent, and, on average, 10.69 percent of the topics discussed within these courses relate to ethics, social and environmental responsibility, or sustainability.
- **All business-related tracks at the undergraduate and graduate levels have a specific social responsibility-related learning goal and supportive learning objectives.** At the Undergraduate University Degree level, for example, this learning goal is: "The graduate develops the ability of critical analysis and application of corporate social responsibility and corporate sustainability concepts." In order to achieve (and evaluate) this, the following learning objectives have been developed for the Business Environment course, which addresses ethical issues and dilemmas in business decision-making: "The graduate develops the ability to distinguish between ethical and unethical behaviour of an individual or an organization"; "The graduate demonstrates the ability to identify the impact and consequences of unethical and socially irresponsible behaviour"; and "The graduate develops the ability to identify and provide critical analysis of contemporary business issues in the global context." In a similar way, learning goals and objectives have been developed for the Undergraduate Professional Degree and the generalist Master's programmes.
- **Social responsibility is integrated in the majority of courses:** There are also specific courses, such as Business Environment and Sustainable Tourism on the 1st level of study (3+), and Corporate Social Responsibility,

Business Ethics, International Business Environment, Environment Management, and Ethics in Health Care on the 2nd level of study (+2).

- **The European Master's in Tourism Management programme (EMTM) strongly focuses on sustainability.** A two-year, full-time integrated European Master's programme aims at qualifying graduates to deal with huge challenges in contemporary tourism. Students study in diverse educational, cultural, and social environments in three different European countries: Denmark (Esbjerg), Slovenia (Ljubljana), and Spain (Girona). Through top-level, research-based education, graduates gain the required competences for managing tourism in a sustainable manner. Courses include, for example, Sustainable Tourism Development, Environmental Economics in Tourism, and Environmental Management in Tourism.
- **The International Full-Time Master's Programme in Business Administration incorporates sustainability in most courses** (in fields, such as Marketing, Accounting, Strategic management). It includes a course on Environment Management co-lectured by Lučka Kajfež Bogataj, PhD, a member of the Intergovernmental Panel on Climate Change (IPCC) and one of the Nobel Peace Prize Laureates in 2007.
- **The International Business Programme** provides students with knowledge and skills to understand and critique existing international business practices, and to develop options for the future of international business with a focus on social, economic and ecological sustainability. It gives insights into global business trends and the internationalisation of firms.
- **Sustainability Leadership and Inspiration Academy:** An executive education programme, conducted in partnership with BMW (sponsor) and with guest lecturers, provides its participants with knowledge and tools to successfully apply sustainability principles to their businesses in a way that is beneficial to people, planet, and profit. This executive level academy trains participants to understand the drivers of creating competitive advantage through corporate sustainability, to assess risks and opportunities before making capital investments or other business decisions, to implement sustainability at all levels of the company, and to foster successful interaction with key internal and external stakeholders.
- **The Green Leaf Consortium (GLC)** is a co-operation between four universities (Cleveland State University, USA; Cologne Business School, Germany; Groupe ESC Clermont, France; University of Ljubljana, Faculty of Economics, Slovenia). Its purpose is to advance transatlantic sustainable business education under the auspices of the EU-U.S. Atlantis Programme. Consortium goals include promoting transatlantic mobility of students, exchanging students for study, research, and participation in educational programmes.
- Lecturers encourage students **to incorporate ethics, social and environmental responsibility, or sustainability in their undergraduate and graduate theses as well as doctoral dissertations.** At the undergraduate level alone, 41 students addressed ethics or sustainability in their theses in the past three academic years.
- **Student Business Conference with a special section on sustainable development:** In 2011 and 2012, 24 contributions were submitted to this section, including for example, "The relationship between corporate output and corporate GHG emissions: empirical evidence", "Feasibility study for a solar power station", "A renewable energy market in Slovenia with the emphasis on solar energy: an opportunity for small companies", "Reform of the electricity distribution system in Slovenia", "Social responsibility of multinational corporations: the case of Henkel", etc. An example of a winning thesis is "Flexibility of the Slovenian labour market and demand for labour in Slovenian firms".

FUTURE PERSPECTIVES

Priorities for the coming years:

- **To further incorporate sustainability in programmes**, this could be achieved only with an increased awareness of all faculty members.
- **To develop and introduce new programmes with an additional focus on social responsibility and sustainability**: new products will be developed as well as new study programmes for managers (Executive MBA, business academies, and training and seminars for closed groups). The further development of sustainability will also be incorporated within **The Ljubljana Executive Summer School “The Persuasive Change Leader”** 2013. More about the Executive Summer School can be found in the next chapter – Principle 3: Method.
- **The Global Leadership Academy**, which is planned in 2013, will bring together business executives and leaders from other fields to examine the role that leadership, complex business constituencies, and innovation play in the wider context of society to contribute to a better world.
- **To further improve sustainability in the academic processes with various activities**:
 - Collecting used materials (paper, used mobile phones and batteries for the purpose of recycling; the latter is conducted in partnership with our corporate partner Si.mobil);
 - Analysing water usage, electricity, waste and other items, calculations of our carbon footprint with a commitment to reduce our carbon footprint in the future.



Principle 3: METHOD

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

STRATEGY

As a leading business school, the FELU continues to create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership. All of the school's educational activities, including social responsibility and sustainability, are aligned with the accreditations' standards and are carefully considered and implemented. The FELU, which holds EQUIS, AACSB and TEDQUAL accreditations, constantly strengthens its role as a high quality provider in the field of tertiary education. In addition to the educational frameworks, materials, and processes that the FELU provides to educate future managers, the school engages in various activities that encourage the students towards more responsible behaviour.

MAJOR ACHIEVEMENT

- **Educational frameworks for responsible leadership:** The school has started creating educational frameworks, materials, processes, and environments that enable effective learning experiences for overall responsible leadership. Students are, in the framework of the study programme, developing their competencies to adapt relatively quickly to social and environmental changes, and to act in accordance with the sustainability concept. Some of the recently developed leadership programmes include:
 - The **FELU MBA Programme** (2012) comprises courses such as Building Leadership Capacity and Strategic Leadership and Accountability.
 - The **Ljubljana Executive Summer School "The Persuasive Change Leader"** (July 9–12, 2012) whose main goal is to develop the leadership skills of managers to help enhance innovation and competitiveness in companies. Led by Ireland's recognized experts in the field of executive education from Dublin City University, Professors Patrick Flood and John Mc Mackin, the programme enables managers to develop their own leadership style.
- **EQUIS re-accredited in 2012 and AACSB accredited in 2010:** The business excellence of the school has been proven by numerous international accreditations and membership in organizations in fields of economics, research, sustainability, etc. The FELU is delighted to be awarded with the **EQUIS** accreditation for its quality improvement system in 2012 and the **AACSB** accreditation for excellence in the field of business education in 2010.
- **TEDQUAL re-accredited in 2012:** The school was awarded with a **tedQual certificate** for its excellence in tourism education in 2012. We became tedQual certified in 2002, followed by re-certification in 2006. TedQual is the accreditation of the World Tourism Organization (UNWTO – United Nations World Tourism Organization) and is given by the UNWTO.TedQual Themis Foundation. Institutions within UNWTO.TedQual

Certified programmes are proof of its quality and efficiency in tourism education training and research.

- **“Smart city challenge project with Adriatic region in focus”:** The aim of the project is to evaluate the goals and the problems in specific cities in the region, and propose sustainable solutions for the future. The specific focus is on transportation and safety issues, which were identified as the most problematic in the region. The recommendations and solutions in line with IBM products and services are particularly concentrated on ecology and sustainability issues, answering the question how to improve lives of city inhabitants and its visitors.
- **Challenge: future competition:** The FELU’s students are encouraged to participate in the Challenge – the future competition to address the global sustainability challenges through open collaborative innovation, in which students can show and apply their knowledge, ideas, and creativity.
- **Orientation day:** The FELU starts to communicate the importance of social responsibility to incoming students on its orientation day. The aim of the project, which was established in 2010, is to expand the awareness of the relevance of social responsibility and sustainability principles within the FELU community.
- **Raising environmental awareness through innovation,** the FELU’s **Eco Team** (Ekotim) is an important driver of community relations management. The team is led by a faculty member and is administered by a specialist from the Corporate and Institutional Connections Office. The Eco Team was formed in 2009 and it encourages employees and students to organize and implement various “green” activities, such as:
 - regular measurements of waste and natural resource consumption on the FELU premises (water, electricity, energy for heating, etc.);
 - waste separation and disposal;
 - calculation of the FELU’s Carbon Footprint, refuse collections for recycling purposes (paper, used mobile phones, and batteries; the latter two in partnership with Si.mobil);
 - newsletters for students and FELU employees with a section on sustainability;
 - establishment of a webpage “Corporate Social Responsibility”, a green round-table “Eco-entrepreneurship” (November 2011);
 - Enhancing awareness and educating.

Furthermore, as part of the “Clean Up the World 2010” and “World Cleanup 2012”, the Eco-team engaged the FELU community to participate in the campaigns “Let’s Clean Slovenia 2010” and “Let’s Clean Slovenia 2012”.

- **Decreasing the carbon footprint:** The results of the Eco Team’s activities and green investments at the FELU have led to the decreasing of its carbon footprint. The FELU’s efforts to track its carbon footprint started in 2009 as part of the School’s strengthened orientation toward social and environmental responsibility.
- **Investments in infrastructure to further facilitate academic activities:** The FELU was the first higher education institution in Slovenia with an energy efficiency expertise for systems’ improvements and optimizations. In 2011, a team of energy experts from Siemens re-evaluated the FELU’s infrastructure to propose further energy efficiency solutions based on the buildings’ specific needs. Experts agreed with the School’s green investments plan on how to achieve environmental targets. These investments included automatic gliding doors at all FELU entrances (finalized in 2011), solar panels on the FELU premises (installed in late 2011), energy saving bulbs, energy efficient computer hardware, installation of collective printing and copying equipment in major hallways, etc.

FUTURE PERSPECTIVES

- As a leading business school, **FELU will continue to create educational frameworks, materials, processes and environments that will develop the responsible leaders we need;**
- **To further embrace TEFI values in the EMTM programme;**
- **To further enhance the quality of academic activities and processes as well as to receive EQUIS, AACSB and TEDQUAL re-accreditation;**
- **The raise environmental awareness through different innovation projects** (Eco team, Re.misli, Collecting materials for recycling, etc);
- **To continue the renewable energy and solar-power electricity plant project;**

Principle 4: RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

STRATEGY

In the field of research, the FELU is expected to develop relevant, advanced, and original knowledge and expertise. It encompasses the development of research in business and economics with a special focus on sustainability, as well as applied research (knowledge transfer to companies, the public sector, and other institutions). Research excellence is defined in measurable terms and is considered the key driver to achieve the FELU's vision by 2020.

MAJOR ACHIEVEMENT

- **The creation of the FELU's social responsibility; its environmental and economic values have been presented in globally recognized science journals.** Published research:
 - FT top 45 journals (Academy of Management Review, Organisation Science, Accounting, Organisations & Society, Journal of International Business Studies, etc.);
 - Top interdisciplinary journals (PNAS, etc.);
 - Leading journals in specific fields (International Journal of Hospitality Management).
- **A Research Programme conducted within the National Research Programme:** Environmental issues in relation to the global economy and business are also the topic of the National Research Programme. Twenty FELU researchers are involved in the project **"Climate Change and Its Influence on the Predominant Paradigm in Economic and Business Sciences in Slovenia."** The programme generates academic articles targeting the world's top research journals. The members of the research team direct their knowledge to the groups of stakeholders (education of students and business professionals) that can make a crucial step in the direction of improvements of the observed results. In the context of this research programme, five articles on the following topics have been written:
 - Kyoto protocol in a global perspective;
 - Environmental strategies and their motives and results in Slovenian business practice;
 - Attitudes of Slovenian industrial enterprises to environmental issues;
 - The energy efficiency of firms in the electronics industry in Slovenia: do they perform better than average manufacturing firms?
 - Can Slovenian firms exploit the potential of lead markets and eco-technologies? A preliminary empirical investigation

- **Research Projects conducted within the Target Research Programme:** In the field of sustainability and corporate social responsibility the FELU has also engaged in the following research projects within the Target Research Programme:
 - The introduction of green tax reform in Slovenia and an assessment of its macroeconomic effects (2010 – 2012).
- **Applied research and consulting projects responding to unique business needs:** The transfer of knowledge to the FELU's corporate partners is strengthened through applied research institutes operating within the academic units. The main purpose of applied research institutes is to carry out applied research and consulting projects that meet business needs. The share of business-related research projects has increased sharply over the last few years. The best example of such integration is the Portorož Business Conference, at which a research project is prepared by the FELU IMB students (International Full-time Master's Programme in Business Administration). The students integrate their knowledge from different business disciplines and place an emphasis on responsible management.
- **Corporate social responsibility as part of a research agenda:** Interest in this area is supported by the rising number of published articles related to this topic in international journals and in published monographs. It is further supported by the interest of doctoral students in the field of environmental management and economics.

FUTURE PERSPECTIVES

- **Continuation of business-related research projects:**
 - Research Program "Climate Change and Its Influence on the Predominant Paradigm in Economic and Business Sciences in Slovenia" (until 2013);
 - Portorož Business Conference.
- **Continuation of project "Climate Change and Its Influence on the Predominant Paradigm in Economic and Business Sciences in Slovenia";**
- **An increase in the involvement of the FELU's faculty in applied business research;**
- **Further encouragement of students to get involved in research connected to sustainability.**



Principle 5: PARTNERSHIP

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

STRATEGY

The FELU is in partnerships with companies and organizations that promote corporate responsibility. By continuously interacting with business corporations and their managers, learning about their current and possible future challenges, hosting a number of important international conferences and organised many public events to disseminate knowledge and share ideas with the wider community, the school creates an excellent opportunity to incorporate social responsibility and sustainability principles into business practice. Furthermore, the school is a member of several international organizations, such as EFMD (European Foundation for Management Development), EIASM (European Institute for Advanced Studies in Management), NIBES (Network of International Business and Economic Schools), CEEMAN (International Management Development Association), NAFSA (Association of International Educator), etc.

MAJOR ACHIEVEMENT

- **Interaction with the external community – guest lecturers and practitioners** from business and professional communities increased significantly.
- **The FELU Advisory Board** is the advisory body of the FELU, and its members (27) are CEOs of most important companies in Slovenia and SE Europe. The Business Advisory Board typically meets twice a year and provides guidelines regarding the satisfaction and needs of the business community in terms of the FELU's activities. These guidelines are then taken into account in the discussion on strategic issues at the regular management meetings and at the annual strategic development conference.
- **The FELU's Travel Plan in partnership with the Urban Planning Institute of the Republic of Slovenia** was developed and confirmed in 2012. A travel plan is a package of measures that are tailored to the transport needs of an individual site, in our case the FELU. The overall aim of the FELU's Travel Plan is to promote more sustainable travel choices and reduce reliance on car travel. The Travel Plan helps reduce costs, increases productivity, and improves the well-being of employees and students. It also shows commitment to social and environmental responsibility. To ensure the effectiveness measures included in the plan, the project team made site assessments, carried out a questionnaire based survey (with over 1,000 students and 100 employees participating), and conducted 15 semi-structured interviews with students and employees (with particular focus on the needs of the disabled). The survey revealed a major interest in the increased use of public transport and other environmentally preferred commuting choices. More precisely, 38.5 percent of students and 47.9 percent of employees stated that they were already thinking about decreasing car use for their daily trips.

- **Re.think project**, initiated in 2009 by the School's corporate partner Si.mobil (a branch of Austrian Mobilkom), continues to increase the environmental awareness of the FELU's students. It involves stickers with the slogan Re.think to all natural and energy resources and promotes recycling. By living the values of integrity and responsibility, the School aspires to make ethics, social responsibility, and respect for the natural environment part of students' personal development.
- **Centre of Excellence for Biosensors, Instrumentation, and Process Control (COBIK)** in partnership with four high-tech SMEs and three other R&D institutions was established in early 2010 and currently employs 87 researchers from highly prospective science fields, including biochemistry, biology, microbiology, bioinstrumentation, optics, electrical engineering, physics, waste treatment processes in biochemistry, and pharmacy. The centre is coordinated by the FELU, and it was designed as one of the best four-year hi-tech project proposals for improving European innovation competitiveness from Slovenia. It is supported by EUR 10 million EU grant. The COBIK developed a pilot program for a Science MBA degree. The COBIK was established at the end of 2009.
- **FELU's Alumni Club** takes important role in facilitating links among the FELU's graduates and to foster co-operation between the FELU, its graduates and the business community. The FELU's alumni contributed significantly to the Republic of Slovenia in attaining its economic and political independence. Sharing knowledge among the FELU's former students creates an opportunity to expand the use and co-creation of knowledge and to promote the FELU's values of global social responsibility. Furthermore, the FELU is strengthening communication with the Beta Gamma Sigma international honour society, which serves business programmes accredited by AACSB International. Membership in Beta Gamma Sigma is the highest recognition a business student can receive in a business programme accredited by AACSB International and should play an important role in giving the values of social responsibility to FELU students.
- **The Centre of Business Excellence (CBE)**, which was established in 2011 as part of the FELU's new strategic orientation, undertakes a more active role in executive and professional business education as well as through consulting to the benefit of global companies, the public sector, and society in general. The CBE developed a number of non-degree programmes, including open business academies (Sustainability Leadership and Inspiration Academy, Tourism and Hospitality Academy, Sales Academy) as well as tailor-made in-company programmes. Social responsibility has been put into practice through other FELU activities, such as assisting to develop management in the public sector, offering opportunities for education to disadvantaged groups, and opening forums for public debates related to environmental and ethical issues. Moreover, the FELU with its Centre for Management Development and Training (CISEF) offers lifelong learning activities (open-seminars and customized in-company programmes). In 2011, the activities of the CISEF and its know-how were transferred to the CBE.

FUTURE PERSPECTIVES

- **Continuing our engagement with guest lecturers and practitioners** from business and professional communities showing the best examples of our fruitful partnership between education and business.
- **Continuing an excellent co-operation with members of the FELU's Advisory Board;**
- **Participating** in the **Corporate Recruiters Survey** (we have accomplished that for 2013), and **Global Management Education Graduate Survey (2014)** conducted by EFMD and GMAC;
- **Further strengthening communication with the FELU's Alumni and Beta Gamma Sigma Chapter;**
- **Continuing cooperation with Studio Moderna to offer bicycle rental to FELU employees;**
- **Sustainability Leadership and Inspiration Academy in partnership with BMW in educating top management;**
- **Continuing to develop environmental awareness among the FELU's students through the Re.think project conducted in conjunction with Si.mobil.**

Principle 6: DIALOGUE

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations, and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

STRATEGY

The FELU embraces the concept of sustainability as its identity in its interaction with all stakeholders (students, employees, business partners, society). This is shown by efficient and creative use all possible resources. The FELU promotes debates, international meetings, conferences, lectures, and forums in order to build greater awareness of social responsibility.

MAJOR ACHIEVEMENT

- In all mentioned projects the **school communicates with a variety of audiences** because we are aware of the fact that proper communication leads to a better understanding of responsible management.
- The school has established **a very fruitful socially responsible dialogue with the Association of Friends of Youth Participation (Zveza prijateljev mladine - ZPM) on the project "Botrstvo"**. The dialogue was established in 2012 and it involved all FELU's students, staff and teachers. The aim of the project was to improve the quality of life of Slovenian children and adolescents. The School helped collect food and clothing and voluntary cash contributions. The extent of engendering a sense to help our fellow men was remarkable.
- With the aim of consolidating this important area, this year **FELU,s graduates joined the international research project on responsible management - PRME MBA Student Survey**.
- The school strongly **encourages and supports students in engaging in dialogue with business leaders** to enable the transfer of knowledge on critical issues related to global social responsibility and sustainability.
- The School organizes faculty-wide events such as **public discussions and debates**. The topics have included various institutional and economic reforms and their implications, environmental issues, the financial crisis, and several public policy measures (introduced in Slovenia, the EU, and international organisations). In July 2012, the FELU took part in an important international event by hosting a panel entitled 'Slovenia – Russia: Economic Reforms 20 Years Later'. The event was part of the visit of successful Russian economists and businessmen, representatives of the Jegora Gajdara Fund to Slovenia within the project 'Support for Freedom of Thought in Economics, History and Other Social Sciences and Humanities'. Participants discussed results of transition in both countries.

- The FELU's faculty are important **opinion-makers** and their professional relevance is reflected in the **positive publicity** they generate. Professors regularly publish articles or present their professional positions, commentaries, and opinions in the media (newspaper articles, blogs, radio and TV commentaries and panels). The influence of the FELU's faculty extends well beyond the national borders as over 20 of the faculty members have acted as advisors to international organisations (World Bank, IMF, ILO, WHO) and governments in other countries. Members of the FELU's faculty are also very active in both domestic and international professional organisations and hold important positions in their governing bodies. The well-established dialogue of the school can also be determined by the continuous positive feedback from the employers who rank the FELU's graduates on top of their recruitment lists.
- Dialogue with students also takes place through the **monthly newsletter** featuring a section on sustainability, and through the FELU's **webpage "Corporate Social Responsibility"**, as well as partnering with companies that promote corporate responsibility.

FUTURE PERSPECTIVES

Social Responsibility and proper dialogue are embedded in all FELU educational projects and school's further development. Therefore, this area is one of the most important strategic goals of the faculty.

With the aim to educate a responsible future society and promote ethics, social and environmental responsibility, sustainable development has become a constituent part of the education at the FELU. The School will continue to develop the website "Our values" as a dialogue with members of FELU's academic community, and dedicate future efforts to increasing social awareness, education, and ethics training among its students, professors and staff.



For enquiries regarding 2013 Sharing Information on Progress Report or questions about the Faculty of Economics University of Ljubljana's involvement in PRME generally, please contact:

Mrs. Irena Kržan, Msc
Project Manager
International Accreditations and Organizations

Faculty of Economics University of Ljubljana
Kardeljeva ploščad 17
1000 Ljubljana
Slovenia, Europe

Phone: +386 1 5892 745
Fax: +386 1 5892 698
E-mail: irena.krzan@ef.uni-lj.si

www.ef.uni-lj.si

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