



# → Report of Progress

→ Estação Business School 2010 - 2011

*Os líderes formam-se aqui!*

*Leadership starts here!*



## **1. Declaration of President - Prof. Judas Tadeu Grassi Mendes, Ph.D.**

As an institution of higher education involved in the development of current and future managers, the Estação Business School (**EBS**) is committed to progress in the implementation of the Principles of the United Nations Global Compact.

The EBS recognizes the importance of excellence in quality of education and believes in it for the development of Brazil. In addition to prepare professionals to meet successfully the challenges of the market, the EBS prides itself of the responsibility of transmitting content related with social, environmental and economic subjects.

The EBS started to participate at the United Nations Global Compact in 2010 with those principles that are more relevant to our mission and capacity: Work and Environment. This report on progress is to share with our stakeholders our actions and to exchange effective practices related to these principles with other academic institutions.

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



Prof. **Judas Tadeu Grassi Mendes**, Ph.D.  
President

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## 2. About Estação Business School

The **Estação Business School (EBS)** is an educational institution **focused on business and leadership**, located in **Curitiba**, capital of the state of **Paraná**, in the South region of **Brazil**.

Founded in 2006, the **EBS** has become a reference in business school for MBA courses in the South of Brazil. Its location, the infrastructure that provides for all students and the quality of the teachers are some of the benefits that make the difference for a good training of managers and future leaders in the world of business.

In 2008, the **EBS** received the Award of Excellence in Brazil by the Total Quality Control Service (**TQCS**) of the International Quality Award for presenting high level of satisfaction in all items required.

In the past three years (2008-2010), according to the ranking of the Brazilian business magazine *Você S/A*, the **EBS** stood out among all Graduate courses that was evaluated. Also in 2010, it was considered the best business school in the South of the country.



In 2011, the EBS is also the only school in Paraná and in the South Brazil who is a member of **AACSB** - Association to Advance Collegiate Schools of Business.

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## 2.1. Our Mission, Vision and Values

Our **Mission** is *to be an education centre of excellence in training leaders with a deep social vision, combining academic rules with a pragmatic relationship with the market.*

Our **Vision** is *to be recognized as an excellent and unique business school.*

Our **Values** are: Ethics; Professional Excellence and Leadership with Humanity.

## 2.2. Our courses

The Estação Business School offers the following courses:

- 15 different courses of MBAs
- One undergraduate course em Business Administration
- In company courses - consist in customized programs which meet the special needs of each business/company and enable managers in different areas.

## 2.3. Our differentials

- National Recognition and Employability
- Personal treatment for every student
- Educational and Executive Consultancy
- Teachers with 3 profiles:  
academic, professional and communication skills
- Partnerships with International Schools
- Good location at Estação shopping mall and excellent infrastructure



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## **2.4. Our policies and goals for Labour and Environment Principles**

The **Estação Business School (EBS)** is focused on leadership. This is the reason for investing in human relationships in its community of employees, teachers, partners and students.

About **Labour Principles**, the **EBS has a Code of Ethics and Conduct** with a description of its policies, public commitments and goals of the institution on labor rights. Besides that, EBS recognized as very important the respect and fair relationship with its stakeholders: employees, teachers, students, suppliers, partners, competitors and others educational institutions.

About **Environmental Principles**, the **EBS supports initiatives to promote greater environmental responsibility**, inserting sustainability concepts in the class-room and encouraging teachers and students to participate in academic and practical challenges about environmental sustainability.

The institution pursues the ideal of being a different school, for it has a team deeply committed to **the goal of developing leaders with social, environmental and economic responsibility.**



### 3. Principles of Labour

**Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

**Principle 4:** The elimination of all forms of forced and compulsory labour;

**Principle 5:** The effective abolition of child labour;

**Principle 6:** The elimination of discrimination in respect of employment and occupation.

#### 3.1. Policy and Goals

At first, it is necessary to make clear that are three main stakeholders involved at EBS: **Estação's Team**, **Estação's Public** and **Estação's Community**. Estação's Team means all the teachers, employees and trainees, regardless of hierarchical level and time of labour. Estação's Public means all Students, Partners, Suppliers and Customers. The Community shall include the Estação's Team and Estação's Public.

The **Estação Business School (EBS)** has a **Code of Ethics and Conduct** with a description of its policies, public commitments and goals of the institution on labor rights. It provides the main guidelines of conduct that will guide all relationships and its objectives are:

- Give the rights and duties of all;
- Emphasizing the responsibilities of each member of the Estação's team;
- Strengthen the Mission, Vision and Values of the EBS;
- Promote improvements in processes and contribute to the continued growth of the EBS;

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- Improve communication of the school, implementing a common language for all;
- Enhance the overall results of the institution, based on ethics, safety, effective and excellence.

Associated with Labour Principles, the **EBS recognized as very important the respect and fair relationship with its stakeholders:** employees, teachers, students, suppliers, partners, competitors and others educational institutions and entities.

The **employees** of Estação Business School are very important for growth, consolidation and success of the institution. Honesty and transparency in the relationship are considered an indispensable basis for building an ethical working environment, with safety and quality.

The **teachers** of the EBS have as its main purpose to share knowledge and contribute to the training of executives with technical excellence and human, in order to promote socioeconomic development, cultural and environmental situation in which we live.

The **students** and its diversity (gender, race and social class) are the main asset of the EBS. This is the reason for the constant effort to meet students' needs through a academic way that brings together the theoretical knowledge with the practices of the market.



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The EBS believes that its **suppliers** are important for the institution to achieve its ideal of competitiveness and efficiency. Thinking about it, the relationship with suppliers must be guided always by ethical and respect.



In order to expand its institutional business, the EBS' priority is to have ethical and safe **partners**. This is important because EBS' aspiration is to win greater market share and achieve strong leadership in the business education area.

The EBS spreads the principles of free competition and entrepreneurship and expects reciprocity by the **competitors** entities with which it divides the education market in order to maintain a high level of academic environment.

Throughout its institutional life and in the fulfillment of its duties, the EBS will follow the premise of establish and maintain cordial relations with **others institutions of education and entities** (governmental or not) with which it normally interacts, in order to value the concept of education and knowledge.

## **3.2. Implementation**

The Estação Business School (**EBS**) has some labour polices, process and practices **to guide its Human Resources at work and to develop the Estação's Team**. Besides that, there are some tools, like suggestion box and "Coffee meeting with the Director" to support the principles of Labor at EBS.

The EBS has a **Human Resources Policy** with process for **Recruitment and Selection, Integration, Training and Evaluation**.

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Moreover there is a **Position and Salary Plan and Benefits for Health, Food and Transportation.**

**The Recruitment and Selection** is a process with three main steps. The first is an analysis of the candidate's resume, being checked the profile and experience of each and if it matches with the job description required. After this step is scheduled an interview with his/her coordinator followed by an interview with the others members of the sector Then, the candidate who is approved in this selection stage must do a medical examination for admission and deliver the requested documents to the HR department, which will take the steps necessary to hire them.

The **integration process** of the new employee begins with a presentation of policies and process of EBS. After that, there is a presentation to others members of EBS' Team. At this time, the new employee learns what each one does and is responsible for. On the issue of **training** , EBS offers to its workers the opportunity to study for free an undergraduate (Bachelor in Business Administration) or graduate course (Master in Business Administration).

There is a **Salary Plan** with a remuneration policy that allows the progression and the rise in functions. The EBS offers to its Human Resources some **benefits related to Health, Food and Transportation.** For Health, EBS pays dental plan and 50% of health plan for its collaborators. For Food, EBS gives ticket for lunch and supermarket. For transportation, EBS gives tickets for bus or pays parking for its workers.

In addition, the EBS has some activities and partnerships with others Institutions to promote the Labour principles of Global Compact and to help the development of society preparing people to volunteer jobs and to enter at the labour market. We are talking about the:

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- **Center for employability** – In partnership with companies, it is the dissemination of job vacancies for students and alumni of EBS;
- Care of children from social entities with donations in festival dates, like Easter and Christmas;
- Partnership with **IOS (Institute of Social Opportunity)** to offer for poor young people professional training for entering the labor market and tuition in Portuguese, Mathematics and issues related to citizenship and health;
- Partnership with **CAV (Centre for Voluntary Action)** to make at EBS the training "Volunteer Development Cycle Transformer";
- Partnership with non nongovernmental and nonprofit organizations running by young people, like the **HUB**, the **OPEN LAB**, the **Junior Achievement**, and the **AIESEC**, encouraging young entrepreneurship and sustainable development of society.



### **3.3. Evaluation**

The Estação Business School evaluates its performance about Labour Principles based in periodic review of results by President-Director and team meetings for feedback with coordinators, managers and President.

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## 4. Principles of Environment

**Principle 7:** Businesses should support a precautionary approach to environmental challenges;

**Principle 8:** Undertake initiatives to promote greater environmental responsibility;

**Principle 9:** Encourage the development and diffusion of environmentally friendly technologies.

### 4.1. Policy and Goals

The Estação Business School (**EBS**) recognizes the importance of environmental protection and sustainability of its activities as a school worried about the future. Then, the school has some policies on environmental issues, including prevention and management of environmental challenges, that are implemented by courses and extra-curricular activities.

The main goal of the **EBS** related to the Principle of Environment is: to provide students with a comprehensive knowledge of the concepts and fundamentals of environmental theory, encompassing the social and economic aspects necessary for its interpretation and practical application.

## 4.2. Implementation

The Estação Business School (**EBS**) has been doing some actions and activities to support a precautionary approach to environmental challenges and to promote greater environmental responsibility.

The actions developed at EBS are:

- Awareness and training employees on environmental protection;
- Initiatives and programs to reduce the cost of materials (**recycling paper**) and resource consumption (water, electricity, paper, packaging, etc.);
- Support to the magazine “**Geração Sustentável**” (Sustainable Generation)
- Participation of an **academic challenge** about water problem at HULT Business School.



The most important of the activities developed at EBS related to the Principle of Environment are the **courses to undergraduate and MBA students**. The objective of these courses is to provide to students ideas and application possibilities of a modern management model, both by identifying the basic concepts of sustainability in the business as to its correlation with energy efficiency and minimizing environmental impact in production processes.



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In order to encourage the development and diffusion of environmentally friendly technologies, the EBS organized the **I Technological Innovation Fair of Curitiba** in partnership with Federation of Industries of Paraná (FIEP-PR) and Ministry of Science and Technology (MCT).

The main objective of this event was to underscore the importance of science and technology in solving environmental problems, management, as well as the discovery of alternative and renewable energies.

Besides that, it was created the **1st Prize University of Technological Innovation** to encourage the university community to seek innovative, creative and feasible based on science and technology.

For last, in 2010, during the **Leadership Global Forum** held every year at Estação Business School, Mr. Hitendra Patel talked about the need for constant innovation of nowadays companies for a sustainable world. Mr. Patel is the Managing Director of the IXL Center & Chair of the Innovation and Growth Program at the Hult International Business School.

## **4.3. Evaluation**

The Estação Business School evaluates its performance about Environmental Principles based in periodic review of results by President-Director and it is analyzed the students' feedback about the classes of Sustainability.



## **5. Future proposals**

For the next year and the five years ahead, EBS will follow its ideal of being a different school, for it has a team deeply committed to **the goal of developing leaders with social, environmental and economic responsibility**. The organizational environment of the EBS is to have an institution that provides all good opportunities for the workers, professors and

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students an environment of excellence and mainly of happiness place to stay and share knowledge.

Our main concern is with students who need financial help in such a way EBS allows them to study by paying just a part of the fee.