



PRME

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

→ Estação Business School 2010 - 2011

Os líderes formam-se aqui!

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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 for Responsible Management Education (**PRME**).

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 and has been signatory of PRME since 2010. 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 Mision, Vision and Values

Our **Mision** 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 excelent 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 differents courses of MBAs
- One undergraduate course in Business Administration
- In company courses - consisted 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



3. Major achievements during implementation of PRME

We present in this report the activities undertaken in 2010 and 2011 related to the principles of PRME. These actions are described in three distinct stages, beginning with the first two principles:

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.

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.

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. Besides that, 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**.

The EBS supports initiatives to promote sustainability inserting concepts in the class-room and encouraging teachers and students to participate in academic and practical challenges looking for greater social, environmental and economic sustainability.

The institution 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

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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 of United Nations Global Compact** 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.*

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. Some of these 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.



Team of EBS participant at HULT's challenge of water.

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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.



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.

Principle 3 | Method:



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

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.

To achieve some results in the implementation of PRME and the Principles of the United Nations Global Compact, we incorporated the **Sustainable Economic Development** and **Corporate Responsibility module as a compulsory discipline** in all our Undergraduate and Specialization programs in Management.

Besides that, it's important to say that EBS works with a teaching-learning model of integrated education, in addition to strong technical background (including academic and professional dimensions-communications), which includes the pillars: psychosocial cultural, ethical, spiritual, political and environmental.

Thinking this way, are adopted mainly **andragogical and pedagogical practices** that develop skills in their students, such as:

- critical thinking and systemic vision of socio-professional in a friendly environment for discussion;
- inquiry and intellectual curiosity, guided by high ethical behavior.

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It was a great effort committed during the year 2010, with the beginning of the implementation of a teaching methodology, which uses the Andragogy (which allows adult learners to share knowledge and exchange of experience) and the **Problem Based Learning (PBL)**. There was a positive result at the end of school year and are pleased both the faculty and the student body regarding the adoption of the methodology PBL - Problem Based Learning.



Final presentation of the PBL undergraduate class enters in 2009.

In the post-graduate course, Andragogy is also required as a method of adult education, so that the experiences and exchanged in the classroom complement the content brought by the faculty. Within the emphasis on Andragogy, sought to serve the students within their specific needs considering their personal and professional maturity, a need that is diagnosed within the selection process. To do so, in graduate school, have been and are being offered courses aimed at addressing two different audiences in the student body: the professional and experienced professionals and recent graduates entering the market.

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.

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.

At first, it is necessary to make clear that are three main stakeholders involved at Estação Business School (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 institution 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 of of United Nations Global Compact**, 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.



The EBS believes that its **suppliers** are important for the

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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.

The EBS has more than 150 partner companies. Communication is done through a team that works exclusively to communication and relationship with these companies. These partnerships are important for several factors: communication, dissemination of mission, closer to the business community, employment, technical training within companies.

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

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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.



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4. Key objectives for the next period of implementation and desired support of PRME community

For the next period, EBS will continue to follow its ideal of being a different school, with a team deeply committed to **the goal of developing leaders with social, environmental and economic responsibility.**

The organizational environment of the EBS need to provides all good opportunities for the workers, professors and students; it should be an environment of excellence and mainly of happiness place to stay and share knowledge.

Our main concern this next period is with students who need financial help in such a way EBS allows them to study by paying just a part of the fee. The main reason for this is to support brilliant students, scholars and people who are in need, through a good education, as the best way to enhance leadership around the world.