



POZNAŃ UNIVERSITY
OF ECONOMICS

Sharing Information on Progress

Poznań University of Economics (PUE)

2012–2014

PRME

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



POZNAŃ UNIVERSITY
OF ECONOMICS



RENEWAL OF COMMITMENT TO THE PRME

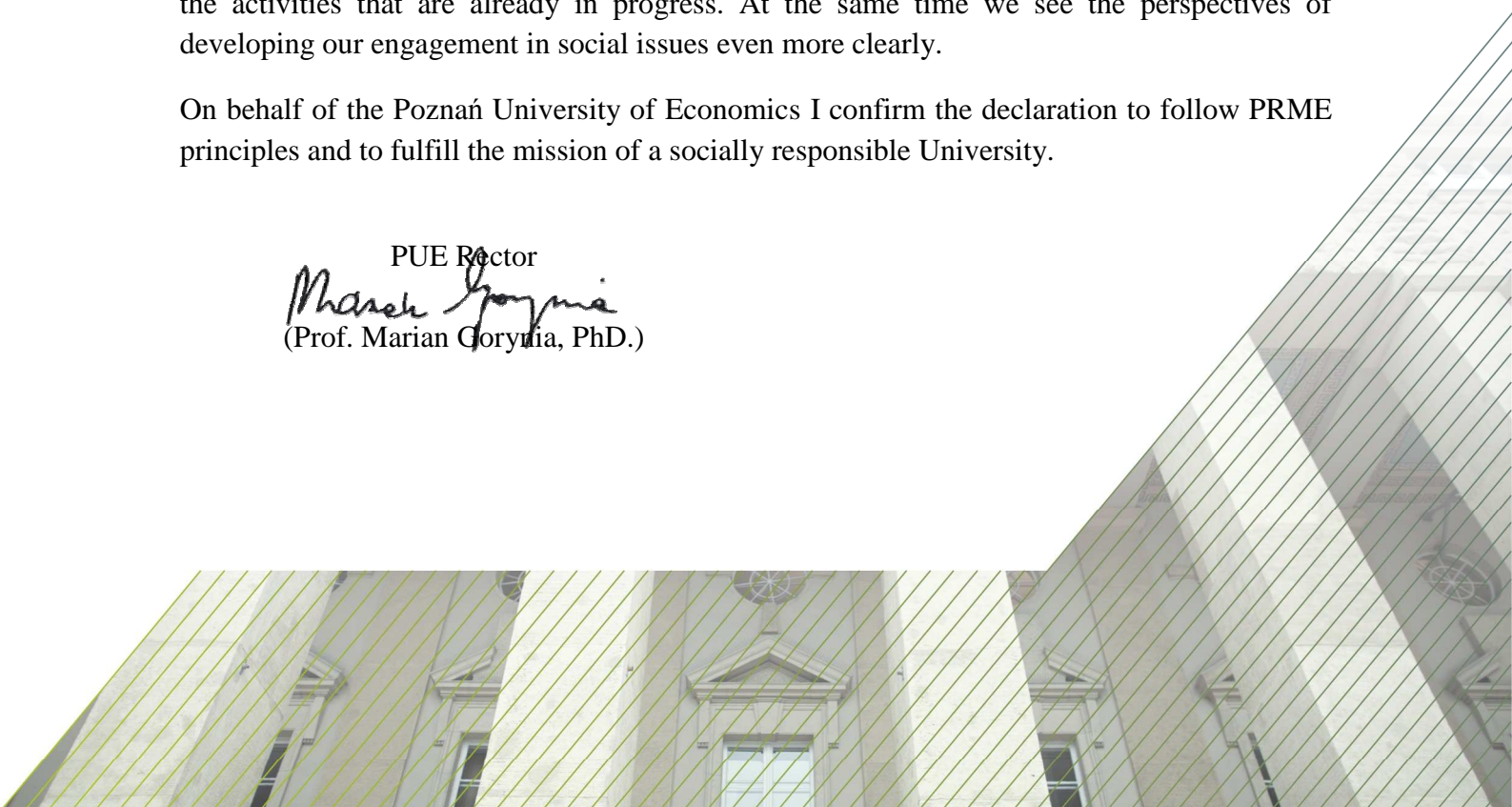
Poznań University of Economics signed the declaration to join PRME in July 2012. Even before joining the programme our University was engaged in the systematic process of improving the quality of teaching and promoting the attitudes of social responsibility among students and staff. Due to PRME membership we can strengthen these activities achieving even better results. PRME principles are reflected in the PUE development strategy and the social responsibility of universities' programme. Together all three programmes complement and support each other. The highest ethical rules we adopted and which we implement form the basis of our teaching, research and social activities.

The following report is the first which we prepared. Therefore, we are happy to point out to the activities that are already in progress. At the same time we see the perspectives of developing our engagement in social issues even more clearly.

On behalf of the Poznań University of Economics I confirm the declaration to follow PRME principles and to fulfill the mission of a socially responsible University.

PUE Rector


(Prof. Marian Gorynia, PhD.)



PRIME PROGRAMME IMPLEMENTATION REPORT

GENERAL OVERVIEW

Poznań University of Economics established in 1926 has been an important academic centre in Poland for over 80 years. Wielkopolska (Greater Poland) where the University is located is a specific region of Poland – it enjoys the traditions of honest and responsible work, active entrepreneurship and economic resourcefulness of its inhabitants, people who are able to organize their work well and engage in social activities. Poznań University of Economics as a well-organized and well-managed University which takes its educational mission seriously responds favourably to these traditions and develops them further.

PUE is an academic community which strives to accomplish the following goals: truth, reliability, effectiveness, respect, transparency, innovativeness and friendliness. In accordance with our mission we conduct research which greatly impacts economic knowledge, and through educating students and PhD students we prepare future employees who will be able to face the requirements of the labour market and take up academic research. Academic centres since time immemorial have played an important cultural role – they have been the centres of independent and autonomous thinking and cultivating the highest values, simultaneously involved in social responsibility issues. PUE following these traditions has accepted its commitment to this mission – in 2013 PUE social responsibility programme was created. PRME principles were included in the programme and concrete tasks were established which are going to be fulfilled between 2014 and 2016. PUE staff and students also committed to respect the following codes: *Research worker code (Kodeks etyki pracownika naukowego)*, *Code of good practice in higher education institutions (Dobre praktyki w szkołach wyższych)*. PhD students are expected to follow the *PUE Doctoral student ethics code (Kodeks etyki doktoranta UEP)*.






PRINCIPLE 1 – PURPOSE

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.

Responsible education, as we understand it, focuses mostly on preparing our students to face challenges of the labour market requirements and taking socially responsible decisions not only in the national but also international, global context. Therefore, the study programmes are constructed in such a way as to give the students the fundamental economic knowledge but also involve them in philosophical (including ethical), social, cultural, ecological and political issues of the contemporary world. We pay special attention to developing social competences, interpersonal abilities, cooperation and teamwork and seeking a common good in pursuing individual goals. Due to “Open lectures” (each year over 100 Open lectures are organised) which are led by business people our students have a chance to learn for themselves the best practices of socially responsible business. Our students are engaged in the work of students’ organisations (over 17 registered) and student scholarly associations (51 of such associations at PUE). Our students also initiate and organise charity work (e.g. “Szlachetna paczka” – “The Noble Box Project” or “Fura szczęścia” – “A full load of happiness”) and annual blood donation.



PRINCIPLE 2 – VALUES

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.



Our fundamental elements of education are study programmes for each field of study and each specialisation. They include both compulsory and elective courses whose topics are connected to global social responsibility and business ethics. These subjects are elements of study at each of the three study levels (first-, second- and third-cycle).

FIRST- AND SECOND-CYCLE STUDIES

Subjects which include PRME regulations

Faculty of Economics

Field of study: economics: Economic ethics

Field of study: social policy: Economic ethics, Activation of the disabled, Social economics, Social capital, Employment and therapy for the disabled, Promotion of employment, Labour market institutions and social employment, Public affairs, Economics of development, Work ethics

Field of study: finance and accounting: Economic ethics, Human and social capital

Diploma seminars covering the topics of economic ethics, social responsibility of business, sustainable development, social capital:

Dr Baha Kalinowska-Sufinowicz, *The functioning of contemporary market economy and the role of the state in economic transformation, Discrimination of women at work and the situation of graduates and young people on the Polish and European labour market.*

Dr hab. Halina Zboroń, prof. nadzw. UEP, *Ethical aspects of micro- and macroeconomic phenomena.*

Dr Hanna Pondel, *Sustainable development on local and regional scale.*

Dr hab. Barbara Pogonowska, prof. UEP, *Ethical dilemmas of economic practice.*

Dr Magdalena Andrałojć, *A human being in an organisation and on the labour market.*

Dr Katarzyna Lis, *HR management – safety at work. The disabled people at work.*

Dr Maciej Ławrynowicz, *Values, attitudes and decisions in the management of an organisation.*



Dr Piotr Michoń, *Social Policy, Economics of happiness, People's behaviour in an organisation.*

Dr Joanna Ratajczak-Tuchołka, *Social security, Social policy and women.*

Dr hab. Waldemar Rydzak, *The ways of a company's communication with the environment in the face of a crisis, Lobbying of companies and NGOs in Poland, Social responsibility of business and sustainable development.*

Faculty of Informatics and Electronic Economy

Field of study: informatics and econometrics: Economic ethics

Field of study: technical applications of the Internet: Copyright and patent law

Faculty of International Business and Economics

Fields of study: international economic relations, tourism economics: Eco-logistics, Customer relationship management in international business, Business ethics, Business environment

Faculty of Commodity Science

Field of study: commodity science, management and production engineering: Ecological assessment of products, Water supply protection, Environmental management system, Industry ecology, Ecological production – economic aspects.

Faculty of Management

Field of study: management: Non profit organisation management, Social responsibility of companies, Business ethics, Social responsibility of organisations, Ecological aspects in company management, Corporate governance, Sustainable development in an organisation, Ethics in management, Social responsibility of business, Ethics of business activity, Eco-logistics, Social responsibility of corporations

Field of study: finance and accounting: Market analyst's ethics, Ethics and corporate governance

Field of study: spatial economy: Sustainable Baltic Region, Sustainable urban development, Ethics in public administration, Sustainable development

Third-cycle studies

Subjects which include PRME regulations



Faculty of Economics: Economic life ethics, Ethics in research

Faculty of International Business and Economics: Workshop on good practices in research

Faculty of Commodity Science: Ethics in research, Ethics in production and sale of food products

Faculty of Management: Ethics in research

Intellectual property rights

The protection of intellectual property is an important element of PUE's social responsibility policy. The University has been awarded a certificate "Uberrima Fide" for its achievement in the implementation of anti-plagiarism measures.

On 24th May 2013 a seminar for PUE employees and students titled: „Academic inaccuracy in Poland” was organized.



PRINCIPLE 3 – METHOD

Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

To fully implement the principles of socially responsible education of managers it is important to also implement a well-thought, coherent and consistently put in practice education structure which comprises of study programmes, diploma seminars, open lectures, work in student scholarly associations, e-learning courses, workshops, trainings and internships. Each of the above mentioned elements is a crucial part of our education system which is based on professional knowledge, practical abilities and social competence.

Student involvement in scholarly associations is an important element of responsible education. Thanks to this involvement the students conduct their own research, broaden their knowledge, and learn teamwork in cooperating with other students on common projects. There are fifty one student scholarly associations (SSA) covering various subjects, out of which six are directly connected with global social responsibility and business ethics issues. These are:



SSA HaER (HR), Faculty of Economics, Department of Labour and Social Policy, coordinator mgr K. Piasecki

SSA Socjologiczno-filozoficzne Intersophia Gender Research Group (Socio-philosophical association Intersophia Gender Research group), Faculty of Economics, Department of Sociology and Philosophy, coordinator dr Natalia Krzyżanowska

SSA Ekobiznes (Ecobusiness), Faculty of Commodity Science, Department of Commodity Science and Ecology of Industrial Products, coordinators dr hab. inż. Anna Lewandowska, dr inż. Joanna Witczak

SSA Ekologiczne Koło Naukowe AEko (AEko Ecological Association), Faculty of Commodity Science, Department of Technology and Instrumental Analysis, coordinator dr hab. inż. Katarzyna Wybieralska

SSA Społeczna Odpowiedzialność Biznesu (CSR), Faculty of Management, Department of Marketing Strategies, coordinator dr Maciej Koczerga

SSA Polityka Społeczna (Social Policy), Faculty of Economics, Department of Labour and Social Policy, coordinator, dr Piotr Michoń

Actions undertaken by the Department of Labour and Social Policy

The academic team of the Department of Labour and Social Policy has greatly influenced the creation of social responsibility awareness and pro-social activities. Thanks to them the issues of sustainable development, responsible business and social involvement are constantly present in the life of PUE. Numerous events were organized, in which students took active part gaining knowledge and experience outside the classroom:

- 22nd March 2013 „NGOs day” – organized by SSA HaER at the Department of Labour and Social Policy
- 26th August 2013 "Good practices in work-life balance" conference
- 5th September 2013 „Social Policy and Economic Development”, ESPAnet conference at PUE



- 2nd February – 25th February 2014 student study visit to India, students of the Social Policy field of study went to India to learn the particulars of NGO work and the social policy programmes in this region of the world
- 26th – 28th May 2014 „Social Policy Days”, organized by SSA Social Policy and the Department of Labour and Social Policy

PUE students' social involvement – pro-social activities

10th April 2013 Open lecture entitled „Fair Trade in an organisation on the example of Starbucks”, organized by: Enactus, aim: the promotion of fair trade principles among the citizens of Poznań.

6th December 2013 The Noble Box charity, organized by: Niezależne Zrzeszenie Studentów (Independent Students' Union)

15th-16th March 2014 Workshop on responsible consumption and professional culinary workshop, organized by SSA Społeczna Odpowiedzialność Biznesu (CSR)

24th April 2014 Charity event for Aleksandra Piotr, who has been in a coma after an accident, organized by: SSA Manager

8th April 2014 Lecture entitled „Polish women value systems from the social research perspective”, organized by: SSA Gender Research Group Intersophia

8th April 2014 third edition of „A full load of happiness” charity event. „A full load of happiness” charity is an annual charity project organized by students of Communication in business specialisation at PUE. Its main aim is to help financially the institutions from Poznań and its neighbourhood.

12th-14th May 2014 honorary blood donation, 15th edition of “Wampiriada”. This is an annual project organized by Niezależne Zrzeszenie Studentów (Independent Students' Union) in cooperation with Regionalne Centrum Krwiodawstwa (Regional Blood Donation Centre).



PRINCIPLE 4 – RESEARCH

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.

PUE is engaged in conducting scientific research linked to the problems of CSR and sustainability. The research topics include: Corporate social responsibility and business ethics, social economics, especially at the Department of Sociology and Philosophy; Sustainable development at several Departments at the Faculty of Management; Social policy, especially at the Department of Labour and Social Policy; Environmental protection, especially at the Faculty of Commodity Science.

Research interests in social economics of the Department of Sociology and Philosophy and the Department of Labour and Social Policy have contributed to the establishment of postgraduate studies “The organisation and management of social policy entities” in which 200 NGO workers, social workers and administration workers have participated.

The issues of sustainable development, responsible business and University’s responsibilities were discussed during various University conferences:

11th February 2014 “The disabled people in higher education” conference

7th April 2014 „Values in business” conference

5th June 2014 „Research at the Poznań University of Economics” conference

26th June 2014 „Social policy and its influence on the economic development of Wielkopolskie voivodship” conference

2nd July 2014 Didactic conference on the quality of teaching at PUE



List of research topics on social responsibility conducted at PUE from 2012 to 2014:

Prof. dr hab. Aldona Andrzejczak, prof. zw. UEP, Economic education in Poland,

Dr hab. Piotr Bartkowiak, prof. nadzw. UEP, Sustainable development and municipal company influence on the surrounding environment

Dr hab. Marek Cieślak, prof. nadzw. UEP, Educational and didactic activities of the University

Prof. dr hab. Henryk Januszek, prof. zw. UEP, Socio-economic aspect of market economy

Dr hab. Agnieszka Niezgoda, prof. nadzw. UEP, Sustainable development in tourism (local perspective)

Dr hab. Barbara Pogonowska, prof. nadzw. UEP, Ethical aspects of market economy

Dr hab. Andrzej Przyemeński, prof., nadzw. UEP, Social Policy in contemporary Poland – the most crucial issues and aims

Dr Magdalena Stefańska, The influence of CSR on the building of competitive advantage of trading companies in view of the stakeholder theory

Dr hab. Halina Zboroń, prof. nadzw. UEP, Theoretical and ethical issues of market economy in the context of cultural conditions

The issues of social responsibility and women equality were the topics of a PhD dissertation of:

Marzena Książkiewicz, Cohort study of men and women on the labour market, supervisor: dr hab. Elżbieta Gołata, prof. UEP, Department of Statistics, Faculty of Informatics and Electronic Economy, the defence of the thesis was conducted at the Faculty of Economics;

and of a post-doctoral dissertation (habilitation work) of:

Baha Kalinowska-Sufinowicz, The state's socio-economic policy and the work of women, Department of Macroeconomics and National Economy Research, Faculty of Economics



PRINCIPLES 5&6 – PARTNERSHIP AND DIALOGUE

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 dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Cooperation with business is a two-way process and is based on the one hand on offering business practitioners professional knowledge based on PUE research and on the other hand, on the business people, public administration workers, NGO representatives sharing their knowledge of practical solutions to problems with our researchers and students.

The results of this cooperation are post-graduate studies addressed to business people and public administration employees (fire-fighters, police officers, social workers). We cooperate with specific groups of customers, e.g. post graduate studies “Insurance and debt collection” for KRUK S.A. employees and “Managing homeland security” for uniformed services.

Some topics of these studies are directly connected with the issues of sustainable development and social responsibility:

„The organisation of social services”

„Management of social services institutions”

„Administration and management for directors of public administration”

„Management of social economy entities” (5 editions organized within the project entitled “The integrated system of support of social economy” conducted by Human Resources Development Center in Warsaw within Operational Programme Human Capital co-financed by European Social Fund).



The transfer of knowledge to business practice is done not only through systematic post graduate studies, which give the opportunity to broaden the knowledge and to gain new competences, but also through expertise and consulting services of PUE's researchers. Numerous PUE's researchers cooperate with public and international administration entities. In 2012 PUE was accepted as a member of Technical Committee of Polish Committee for Standardization (Management Systems for Food Safety) and of ICV (Internationaler Controller Verein).

Two projects are the effect of PUE's cooperation with business: „Foresight – a tool to help transfer knowledge to business” and „R&D for Wielkopolska”. The beneficiaries of these projects were PUE employees who had an opportunity to find internships in chosen companies.

An important link between PUE and business is our Partners' Club which now consists of 53 members. It is a prestigious group of leading companies and institutions in Wielkopolska and in Poland. It is a platform of cooperation which helps to introduce and implement various initiatives aiming at mutual benefits for all the partners.

The Club was established in 2003 and its main mission is to strengthen the links between science and the economy. This is accomplished by:

- organisation of Open lectures which develop our educational offer,
- organisation of internships and trainings for students,
- research and consulting services to our partners,
- organisation of post graduate studies suited to the needs of our partners,
- participation of our partners in the creation and review of PUE's developments,
- pointing out to new developments in programmes and the education of employees which appear on the market due to economic changes,
- support (also financial) for the directions of PUE development agreed upon within the members of the Club.



Cooperating with business for students – „Human Resources for the Economy” project

Because of our cooperation with business our students have the opportunity to acquire practical knowledge directly by participating in workshops, trainings and internships in leading companies. Since 2010 a project “Human Resources for the Economy” has been implemented¹, whose aim is to suit the PUE’s education offer to the requirements of the labour market and the beneficiaries of the project are full-time students. Within this initiative the students can take part in Open lectures (over 100 a year) given by outstanding business personalities, in specialist workshops (100 a year), e-learning courses, social competence workshops (30 a year), internships (120 a year) in various companies. Moreover, they can prepare their final dissertations based on the activities of a chosen company while being supervised by PUE teachers and simultaneously by a representative of a company who helps with practical questions. Contact between a student and a company is provided by an internet portal called Final Dissertation Topics’ Exchange. Within the project research is conducted on how to prepare the programmes of study to the requirements of the labour market and on the graduate follow-up survey. The results of the above research help modify programmes of study and by doing that helping our students in achieving an advantage on the labour market. We treat these issues as a basis for responsible education.

PUE’s employees’ membership in social organisations

Our employees are actively involved in the work of various social organisations whose aims follow Global Compact rules: these are institutions which develop the ideas of sustainable development, environmental protection, equality of rights, responsible business. The list below shows these engagements:

Katarzyna Appelt Society for the Fight against Noise and Kierskie Lake Protection Society

¹ The Project is carried out in cooperation with Statistical Office in Poznań, within the framework of Operational Programme Human Capital (Priority IV – Tertiary Education and Science, Measure 4.1 – “Strengthening and development of didactic potential of universities and increasing the number of graduates from faculties of key importance for knowledge-based economy”, sub-measure 4.1.1 – “Strengthening and development of didactic potential of universities”), implemented from 1st September 2010 to 30th September 2015.



Adam Baszyński Global Development Research Group

Arnold Bernaciak European Association of Environmental and Resource Economists

Krzysztof Celka Civic Educational Association

Wojciech Cellary Global Libraries Program in Poland – Melinda and Bill Gates Foundation

Wanda Maria Gaczek The Development Strategy for the City of Poznań

Henryk Januszek Member of Marta Sic Polish-Dutch Social Project

Magdalena Kaźmierczak Polish Standardization Committee (Social Responsibility Committee no. 305)

Alina Matuszak-Flejszman Polish Standardization Committee (PKN) – environmental management, member of the international standardization committee ISO/ TC 207 Environmental management, S.C.1,

Piotr Michoń International Society for Quality of Life Studies (ISQOLS),

Barbara Pogonowska European Business Ethics Network (EBEN Poland), Amnesty International

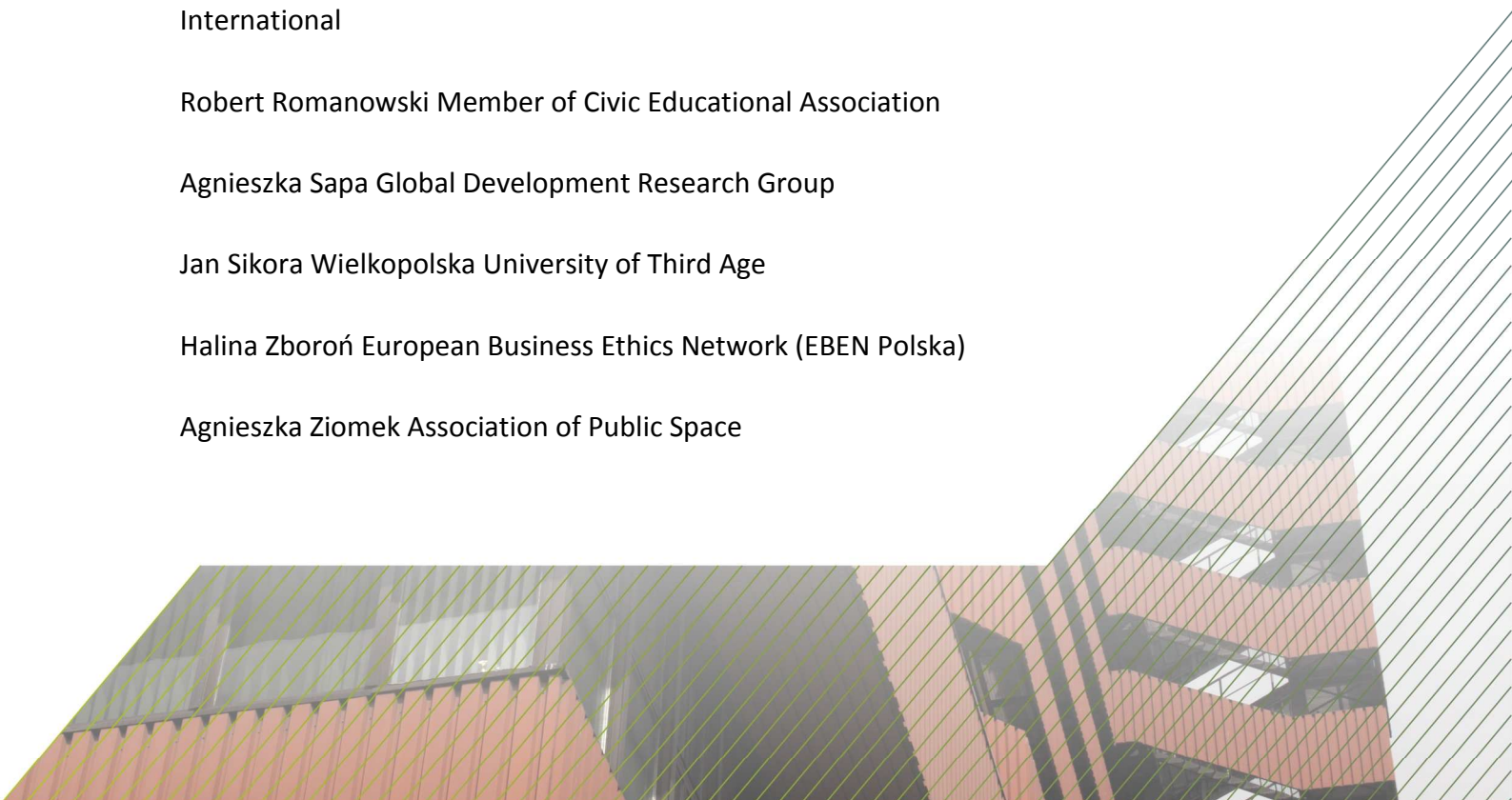
Robert Romanowski Member of Civic Educational Association

Agnieszka Sapa Global Development Research Group

Jan Sikora Wielkopolska University of Third Age

Halina Zboroń European Business Ethics Network (EBEN Polska)

Agnieszka Ziomek Association of Public Space



FUTURE PERSPECTIVES/KEY OBJECTIVES

Proposal for activities for the years 2014 - 2016

Education: aim – broadening the knowledge of social responsibility in the economy

1. the introduction to all programmes of study at all levels of study (similarly to Open lectures, with ECTS points) an e-learning course in business ethics/corporate social responsibility.
2. the promotion of the corporate social responsibility idea by the work of Student Scholarly Associations (seminars, workshops, meetings with practitioners responsible for the introduction of these ideas in companies).
3. the introduction of a set of questions on business ethics to the lists of final examination (diploma) questions at all levels of study.

Education: aim – the shaping of responsible attitudes

4. to initiate and support volunteer work of our students, to initiate cooperation between all internal stakeholders.
5. „Fair Play” initiative – the promotion of academic honesty among students (passing exams, writing diploma dissertations), the promotion and support for the observance of academic honesty by teachers.

Research and education of staff:

1. E-seminar on the Researcher's Platform.
2. Classes/workshops on good practices in research for young researchers conducted during their pedagogical course.

Building of responsible attitudes among students and teachers:

1. Discussion/Formulation and dissemination of the rules for positive relations in communication between teachers and students on setting the terms and dates for examinations, consultations (including the discussions of students' work), giving feedback etc (on the basis of: Study Rules and Regulations, *Code of good practice in higher education institutions*, *Code of good practice in science*).



PUE activities:

1. Cooperation with Partner's Club – workshops, open lectures on corporate social responsibility in the practice of companies cooperating with PUE.
2. The introduction of social responsibility issues to University's discussions (didactic and scientific conferences).

What we expect from PRIME

- Information on important events and initiatives undertaken by PRME members,
- The possibilities of student cooperation (conferences, sharing experiences, common projects),
- The possibility of research cooperation – building international research teams initiating research projects.

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