



**PRME** Principles for Responsible  
Management Education

GLOBAL FORUM  
for Responsible Management Education

**Session 2: Setting the Incentives for Responsible Management Education**  
**9:00-12:10, 15 June 2012**  
**Alhambra 1 and 2**

**Overview**

Following from the previous afternoon's debate, and building on the insights from previous PRME meetings, Session 2 revolves around the external factors that encourage change within the global business/management school system and the challenges of managing those change processes. This session will look at some of the key drivers, including: accreditation and rankings; student demand; political/legislative change affecting curricula and funding at the national level.

**Programme**

**09:05-10:00**

**Panel Discussion**

**Moderator:** Nancy McGaw, Deputy Director of the Business and Society Program; Director of the Center for Business Education, Aspen Institute

- Sharon Bamford, CEO, AMBA
- Della Bradshaw, Business Education Editor, *The Financial Times* (via videolink)
- Sian Coleman, Representative of PRME Leaders+20 winning team, Huia, of the University of Auckland Business School
- Antonio Freitas, National Council for Education, GFV, CLADEA, Brazil
- Dan LeClair, COO, AACSB International
- Julio Urgel, Director of Quality Services, EFMD

**10:00-10:30**

**Coffee Break & Networking**

**10:30-11:30**

**Table Discussion**

Topics to be discussed will revolve around the main question: *What are the external incentives (e.g., accreditation, rankings of business schools), and how can they further support the values of sustainable development and responsible management education?*

Sample discussion questions include:

- What are the possible collective actions to influence and to (further) align this external incentive (see explanation above) to implement responsible management education?
- What assets, leverage points, and capabilities of PRME and other partnerships and actors (e.g. governments, companies, others) can be tapped?
- What specific action steps should be taken to implement these solutions?

**11:30-12:00**

**Presentation of Outcomes of Table Discussion**

**12:00-12:10**

**Video Presentation: 50+20: Management Education for the World**

