

AVT bakker som første, og eneste, danske business skole op om FN's initiativ til at sikre bæredygtig ledelse

København, 21. april 2008.

I juli 2007 opfordrede FN's generalsekretær, Ban Ki-moon, alle verdens business skoler om frivilligt at påtage sig seks principper for uddannelse af globalt ansvarlige ledere - de såkaldte PRME principper (The Principles for Responsible Management Education).

AVT Institute of Executive Education blev den første danske business skole til at følge opfordringen. Og foreløbig også den eneste. AVT håber dog, at alle de andre business skoler i Danmark også vil tilslutte sig.

“Vi var ikke et øjeblik i tvivl og besluttede os straks for, at AVT måtte være en aktiv deltager i FN's PRME. Det er oplagt at Danmark her skal spille en central rolle. Danske virksomheder er meget aktive i social ansvarlighed og selvfølgelig skal det være et tema i uddannelsen af fremtidige ledere på vores CBA og MBA programmer.

Ansvarlighed og bæredygtighed er især væsentligt, når lederne skal tage stilling i globale sammenhæng, hvor lokal lov og ret ikke altid stemmer overens med, hvad vi herhjemme finder ansvarligt. Der er mange dilemmaer at tage stilling til i dagens globaliserede verden.” siger Per Junker Thiesgaard, administrerende direktør i AVT.

AVT har besluttet at tematisere AVT's Executive MBA så et gennemgående tema er “Ansvarligt lederskab i en globaliserende verden” og der er allerede introduceret nye fag i forretningsetik, social ansvarlighed på AVT's Executive MBA, ligesom en studierejse til Shanghai skal give de studerende et førstehånds indblik i kinesisk virksomhedsledelse.

“Vi er lidt overraskede over, at vi hidtil er den eneste danske business skole, der har valgt at påtage sig opgaven. Da FN den 7. april i år offentliggjorde listen over de første 100 business skoler, der har valgt at tilslutte sig PRME, stod det klart, at vi var den eneste danske repræsentant. Det håber vi ændrer sig, da det må være en opgave for alle business skoler i Danmark.” siger Per Junker Thiesgaard, administrerende direktør i AVT.

Om AVT

AVT Institute of Executive Education blev etableret i 2002 og har siden haft et tæt samarbejde med den amerikanske business school Berkeley og med Harvard Business School Publishing.

AVT udbyder den 6-måneders CBA uddannelse - også kaldet mini-MBA'en - der kan overbygges med yderligere 12-måneders MBA undervisning så man erhverver AVT's MBA titel.

Over 500 danske erhvervsledere har taget CBA uddannelsen hos AVT.

Uddannelserne er tilrettelagt sådan, at de sikrer, at læringen forankres i praksis i de studerendes virksomheder, og undervisningen foregår intensivt én gang om måneden på Copenhagen Marriott. Underviserne er primært amerikanske professorer.

Derudover besøger de CBA og MBA studerende Berkeley og Harvard på studieture til USA samt kinesiske virksomheder nær Shanghai på en MBA studietur til Kina.

Seneste skud på stammen er et e-learning program i Leadership, som AVT har designet og udbyder med indhold fra Harvard Business School Publishing.

www.avt-people.com

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Principles for Responsible Management Education Now Endorsed by Over 100 Business Schools

- As numbers grow, UN-backed initiative moves into operational stage to promote responsibility in business education -

(New York, 7 April 2007) – The Principles for Responsible Management Education (PRME), a UN-backed global initiative developed to promote corporate responsibility and sustainability in business education, has now been endorsed by more than 100 business schools and universities from around the world.

Institutions participating in the initiative, which was launched under the patronage of UN Secretary-General Ban Ki-moon in July 2007, make a commitment to align their mission and strategy, as well as their core competencies – education, research and thought leadership –, with UN values embodied by the six PRME principles. Actions encouraged under the initiative’s framework include curriculum development around the corporate responsibility agenda and research in support of sustainable management systems, as well as public advocacy and opinion leadership to advance responsible business practices.

“Thanks to the joint outreach by all partners, the PRME initiative has reached this critical milestone of 100 signatories,” said Dr. Manuel Escudero, Head of Academic Initiatives at the UN Global Compact, which is one of the initiative’s co-conveners. Speaking on behalf of the PRME steering committee, Dr. Escudero stressed that “this will enable the initiative to bring good efforts to scale and truly embed the sustainability agenda in the training of future business leaders.”

The PRME Steering Committee includes the UN Global Compact, the Association to Advance Collegiate Schools of Business (AACSB International), the European Foundation for Management Development (EFMD), the Aspen Institute's Business and Society Program, the European Academy for Business in Society (EABIS), the Globally Responsible Leadership Initiative (GRLI), the Graduate Management Admission Council (GMAC), and Net Impact.

Following its early outreach and awareness-raising efforts, the initiative is currently establishing several participant working groups to facilitate implementation of the principles and identify best practices. In addition, a Global Forum for Responsible Management Education will be convened on 1-2 December 2008 at UN Headquarters in New York. The event will present a first opportunity to take stock of the PRME initiative so far, to exchange experiences and forge a closer link between the United Nations' mission and the work of business schools.

For more information about the PRME, please visit www.unprme.org.

Appendix 1: PRME Signatories (in alphabetical order)

A.J. Palumbo School of Business and John F. Donahue Graduate School of Business, Duquesne University, USA
ALTIS Postgraduate School Business & Society at the Catholic University of Milan, Italy
Arthur Lok Jack Graduate School of Business, Trinidad and Tobago
Ashridge Business School, United Kingdom
Association of Certified Commercial Diplomats, United Kingdom
Audencia Nantes School of Management, France
AVT Institute of Executive Education, Denmark
BA Business and Finance School, Latvia
BEM – Bordeaux Management School, France
Bentley College, USA
BI Norwegian School of Management, Norway
CAG University, Turkey
Cameron School of Business, University of St. Thomas, USA
Carey Business School, Johns Hopkins University, USA
Carroll School of Management, Boston College, USA
CENTRUM - Centro de Negocios de la Pontificia Universidad Católica del Perú, Pontificia Universidad Católica del Perú, Peru
CERAM Business School, France
China Europe International Business School (CEIBS), China
Coles College of Business, Kennesaw State University, USA
College of Business, Illinois State University, USA
Cranfield School of Management, United Kingdom
Deggendorf University of Applied Sciences, Germany
Educatis University, Switzerland
EGADE - Graduate School of Business Administration and Leadership, Tecnológico de Monterrey University System, Mexico
ESADE, Spain
ESC Bretagne Brest, France
ESCP-EAP European School of Management, France
ESG UQAM, Canada
ESPAE-ESPOL, Ecuador
ESSEC Business School, France
Euromed Marseille Ecole de Management, France

European Business School EBS, Germany
European University of Lefke, Turkey
Facultad de Administracion, Universidad de los Andes, Colombia
Facultad de Ciencias Empresariales, Universidad de San Buenaventura, Colombia
Faculty of Management and Law, University of Surrey, United Kingdom
Fondazione ISTUD, Italy
French-Vietnamese Center for Management Education (CFVG), Viet Nam
Fundacao Dom Cabral (FDC), Brazil
Gdansk Foundation for Management Development, Poland
Graduate Management School, State University - Higher School of Economics, Russia
Graduate School for Environmental Management, Hosei University, Japan
Graduate School of Management, University of California, Davis, USA
Grenoble Ecole de Management, France
Griffith Business School, Griffith University, Australia
Hanken - Swedish School of Economics and Business Administration, Finland
Helena Kaushik Women's P.G. College, India
Higher Institute for Management Sciences, Egypt
IEDC-Bled School of Management, Slovenia
IESE Business School, Spain
IESEG School of Management, France
IMISP - International Management Institute of St. Petersburg, Russia
INCAE Business School, Costa Rica
Ingolstadt School of Management at Catholic University Eichstaett-Ingolstadt, Catholic University Eichstaett-Ingolstadt, Germany
INSEAD, France
Institute of Business Studies (IBS-Moscow), Russia
Instituto de Empresa, Spain
INT Management, France
International Graduate School Zittau, Germany
International University College, Bulgaria
ISAE/FGV, Fundacao Getulio Vargas, Brazil
ISM University of Management and Economics, Lithuania
J. Mack Robinson College of Business, Georgia State University, USA
John Cook School of Business, St. Louis University, USA
John Molson School of Business, Canada
Johnson School of Business, Cornell University, USA
Jones International University, USA
KAIST Business School, South Korea
Kogod School of Business, American University, USA
Kyiv Mohyla Business School, National University of Kyiv Mohyla Academy, Ukraine
La Trobe University Graduate School of Management, La Trobe University, Australia
Leon Kozminski Academy of Entrepreneurship and Management, Poland
London Business School, United Kingdom
McCoy College of Business Administration, Texas State University, USA
Mendoza College of Business, University of Notre Dame, USA
Nottingham University Business School, Nottingham University, United Kingdom
Odette School of Business, University of Windsor, Canada
Peter F. Drucker and Masatoshi Ito Graduate School of Management, USA
Pforzheim University Business School, Germany
Postgraduate Institute of Management, University of Sri Jayewardenepura, Sri Lanka
Queen Mary School of Business and Management, United Kingdom
Queen's School of Business, Queen's University, Canada

Richard Ivey School of Business, The University of Western Ontario, Canada
Rohrer College of Business, Rowan University, USA
Rotterdam School of Management, Erasmus University, Netherlands
School of Business Administration, University of San Diego, USA
School of Business, Baptist University Hong Kong, South Korea
School of Economics and Business, Martin-Luther University Halle-Wittenberg, Germany
SDA Bocconi School of Management, Italy
Swiss Management Center, Switzerland
Talal Abu-Ghazaleh College of Business, German-Jordanian University, Jordan
Ted Rogers School of Management, Ryerson University, Canada
Thunderbird, The Garvin School of Global Management, USA
Tsinghua SEM, China
University of Dubai, United Arab Emirates
University of Mannheim, Germany
University of St. Andrews School of Management, University of St. Andrews, Scotland,
United Kingdom
University of Stellenbosch Business School, University of Stellenbosch, South Africa
University of Waikato Management School, New Zealand
Weatherhead School of Management, Case Western Reserve University, USA
XLRI Jamshedpur School of Business & Human Resources, India