



KNOWLEDGE INTO ACTION FORUM

ENGAGEMENT WORKSHOP FORM

TITLE: **INCORPORATING SUSTAINABILITY IN MANAGEMENT EDUCATION: AN INTERDISCIPLINARY APPROACH**

1. Central Theme

Please provide a short summary of the new idea / theme that you are interested to develop through the ABIS network, involving both corporate and academic members. Max 1000 character – space not included.

As a higher education institution, we are now challenged to equip our graduates with the ability to integrate global sustainability issues into the skill sets, competences, decision-making processes, mindsets and values that will support them in their future careers – in management and business administration, the sciences and technology, entrepreneurship, humanities, or others. The nature of sustainability issues, however, will increasingly require graduates to have a cross-over understanding of how multiple disciplines can inspire and contribute to new solutions.

In collaboration with other ABIS members, both corporate and academic, we would like to explore new approaches to ensure that all graduates are prepared to consider sustainability – and the role of business in providing solutions – in their workplace, and ways in which sustainability teaching can become truly interdisciplinary across different faculties and areas of knowledge. Industry can guide and provide insights into what makes graduates employable in this sense. We hope that this will then inform how best it can be incorporated into teaching at a University and specifically Business School level.

2. Going Beyond the State of the Art

Please outline the fundamental challenges / issues that you are seeking to address, and explain how your idea / theme may inspire new thinking and approaches inside companies and business schools. Max 1000 character - space not included.

Education on sustainability topics has progressed substantially over the past decade. The number of degrees on social / environmental sustainability has dramatically grown and this has ensured that the next generation enters the workplace with some of the relevant skills needed to tackle current global challenges. However, many students are only exposed to a single field of teaching –



e.g. management, engineering, design – despite global challenges requiring a more contextual, lateral, interdisciplinary knowledge base.

Business school graduates are not the only ones who will go on to be business leaders in the future. We want all students to be empowered with valuable knowledge and insights into sustainability so they can incorporate these at a strategic level in whatever organization they work for, even if companies are our main area of interest.

As such, the challenge we wish to address has two distinct parts:

1. At a Business School level, we would like to explore how best to embed sustainability into all disciplines covered at a management level.
2. At a University level, we would like to explore how Business Schools can lead in establishing new partnerships with other Schools & Faculties, especially in teaching, so that all graduates are better informed about the role of business in achieving sustainable futures.

If strong models are developed, these can eventually be used as best practice examples to inspire new approaches in higher education institutions – both in Europe and beyond.

3. Objectives

Please describe the major goals to be pursued, with a view to influencing current models of management practice, education & development, and / or mainstream research. (These should ideally be clear, measurable, and realistic!) Max 1000 character - space not included

The aim is twofold: (1) to increase our understanding of how global challenges and sustainability can become part of the DNA of higher education, especially in business but preferably across all relevant programmes and their core teaching; and (2) to identify new approaches to developing the essential teaching skills and competences, across disciplines, that will enhance the learning experience and personal development of all students, across Business Schools and wider University contexts.

The contribution of industry is vital in this process, so that our innovations in teaching are properly aligned with wider questions of graduate employability and talent needs for business. Graduates will thus become familiar and aware of some of the challenges and opportunities that they will encounter in the workplace. It is envisioned that our collaborative work will inspire universities and business to co-create new models of embedding sustainability in teaching and learning. A collation of papers highlighting best practices will also feature in an edited book that will be published by Palgrave Macmillan in 2017.



4. *Anticipated value and impact*

Please outline the main expected benefits to corporate members and academic partners in this initiative, and - where possible- some key indicators which would allow value and impact to be measured over time.

Overall, in the long term, business and other key actors – e.g. public and civil sector organisations, scientific and research institutes – will benefit from an increased number of graduates who are prepared for and adaptable to the changing business context and global challenges that frame it. Business will also benefit from being engaged in the process from the start which will ensure that academia is responding to business needs.

Quantitatively we would measure impact by how many more programmes within Business Schools begin to incorporate sustainability across multiple disciplines, and by the number of new (sustainability-oriented) joint programmes and courses involving Business Schools and other Faculties are established.

Qualitatively, we would choose a segment of students and recent alumni to survey and interview, to gain perspectives and opinions on the impact that increased sustainability teaching has had on them in the workplace.

5. *Funding Scheme*

Please indicate your preferred Source of Funding (where relevant): EU, Corporate, Foundations (max 1000 words)

And what you are looking for at the Forum : Partners, Information, support in Proposal writing

Our initial focus is on one, potentially two EU funding streams:

1. Erasmus+ Knowledge Alliance – which may focus on business-academic collaboration to re-design current teaching and learning models, teacher skill sets, and more around global sustainability issues;
2. Marie Curie Young Researcher Development – which may focus on the interdisciplinary overlaps and shared training between e.g. business schools, engineering and technology, natural and climate sciences, law, health, or others.

Either proposal would clearly require, and benefit from, an international partnership approach. At the KIAF, we are looking to discuss this initiative with other ABIS members, both corporate and academic, and to identify partners willing to engage in proposal development through to Q1 2017.



6. General Theme (Choose at least one)

Education

Research

Training

KEYWORDS

<input type="checkbox"/> Social entrepreneurship <input type="checkbox"/> Human Right <input type="checkbox"/> Health <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Innovation <input type="checkbox"/> Technology <input type="checkbox"/> Life Style, Sociology <input checked="" type="checkbox"/> Management <input type="checkbox"/> Entrepreneurship <input type="checkbox"/> Leadership <input checked="" type="checkbox"/> Cross-sector and Society Collaboration <input checked="" type="checkbox"/> Corporate Social Responsibility <input type="checkbox"/> Ethics, Human Resources <input type="checkbox"/> Business Model <input checked="" type="checkbox"/> Social Responsibility	<input checked="" type="checkbox"/> Sustainable Development <input checked="" type="checkbox"/> Training, Research <input checked="" type="checkbox"/> Corporate Strategy <input type="checkbox"/> Development <input checked="" type="checkbox"/> Environmental Sustainability <input type="checkbox"/> SMEs <input checked="" type="checkbox"/> Strategy <input type="checkbox"/> Competitiveness <input type="checkbox"/> Consumer Behavior <input checked="" type="checkbox"/> Corporate Responsibility <input type="checkbox"/> Developing Countries <input type="checkbox"/> Finance <input type="checkbox"/> Circular Economy, <input type="checkbox"/> Smart Cities, <input type="checkbox"/> Water, <input type="checkbox"/> Big Data
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7. Administrative information:

Information of Person Submitting the Project idea

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