This edition brought to you by the United Nations' PRME Principle #3: Method

Our learning experiences create responsible leaders

One of the original mandates of CSSi is to provide resources that help students learn more about sustainability and social responsibility.

Those resources, we envisioned, would include links to articles or videos that professors might find useful as-is in the classroom, or as stimulating starting points for their own explorations. We also thought we'd support student learning experiences like travelling to GLOBE business and sustainability conferences, and case competitions.

CSSi does all that and more.

With this edition of the Communiqué, we add selected case studies to the mix to illustrate business principles and theory with real-life examples that optimize learning.

This week our featured case is from Copenhagen Business School, which is both a fellow signatory to the UN Global Compact Principles for Responsible Management Education (PRME) and one of Gustavson’s international partner universities.

The case deals with tumultuous executive leadership changes of British Petroleum (BP) over the decade from 2005 to 2014 in the wake of two dramatic incidents: the Texas City refinery explosion in 2005 and the explosion of the oil rig Deepwater Horizon in the Mexican Gulf in 2010.

The learning outcomes include: How strategic direction and intended actions are developed in large organisations and then executed throughout divisions, entities and departments; how value-based management may influence strategy making and to what extent this can be supported by formal ethical guidelines and codes of conduct; how responsible behaviours can be developed through executive conduct, cultural traits, corporate values, mission statement, ethical guidelines, official policies, incentive structures, etc.

And much much more!

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