



THE FUTURE OF SCHWARTZ IS BRIGHT

A newsletter for the Schwartz School of Business students from the Principles for Responsible Management Education Committee



What's new in this issue:

- BSAD 101: Focusing On Our Future
- PRME Committee SIP Report
- Upcoming Opportunity: PRME Student Working Group
- Freedom Swell: An Inclusion Initiative

What is Principles for Responsible Management Education?



In response to the mounting threats that are undermining peace and prosperity for people and the planet, the United Nations (UN) developed the Sustainable Developmental Goals (SDGs) to promote action for economic, environmental, and social prosperity and sustainability. Leading business schools are responding to this call to action by signing on to the UN's Principles for Responsible Management Education (PRME) initiative. The PRME committee here at the Schwartz School of Business strives to encourage responsible business by sharing stories of sustainability among the Schwartz family. For more information on PRME initiatives, their 6 Principles and the UN's Sustainable Business Goals, please refer to their website <https://www.unprme.org/>.



PRME Principles for Responsible Management Education

an initiative of the United Nations Global Compact

By students, about students, for students.



BSAD 101: Focusing On Our Future



BSAD 101: Introduction to Business at Schwartz provides BBA students with an overview of current issues, trends, and forces affecting businesses in Canada through case studies, teamwork, simulations, and more. This year, BSAD 101 content included an emphasis on sustainability and responsibility, aligning with Schwartz's commitment to the PRME initiative.

Professor Jenny Melong describes how she and Professor Jane Fraser constructed the course around important topics aligning with the six PRME principles, as well as the 17 Sustainable Development Goals (SDGs). The course prioritized class discussions respecting themes such as social inequity and race and gender issues, and included these topics in case studies and projects. Melong noted the willingness of first-year Schwartz students to participate in these discussions, and to further engage in the hands-on activities offered in the BSAD 101 Lab.

A specific objective of BSAD 101 this year was to include more Indigenous content, to expose students to specific topics such as barriers facing Indigenous entrepreneurs and the potential of the Indigenous economy in

Canada. Notably, BSAD 101 students were also invited to deepen their understanding of the history of the Indian Residential School System (IRSS) in Canada, reflect on their personal journey of reconciliation, and were given suggestions on how to further their allyship. In the BSAD 101 Lab, students also engaged in an activity where they researched and addressed actions put forth by the Truth and Reconciliation Commission (TRC) of Canada. To ensure that communications, content, and visuals were correct and respectful, professors Melong and Fraser engaged Terena Francis, the Coordinator for Indigenous Student Affairs at StFX.

Melong noted the importance of the change brought to the BSAD 101 course this term: "As educators, it is our responsibility to bring topics of sustainable development into the classroom. Our goal is to make students more aware of the challenges the future brings, while helping them see the positive impact they can have in their future roles within organizations. Ultimately, we want students to see that their future business identity can be linked to positive social and environmental change."

- Jenny Melong, Professor



Freedom Swell: An Inclusive Initiative

The Schwartz Business Society (SBS) engaged students in several projects this term which align with themes found in the 17 Sustainable Development Goals (SDGs). Most notably, SBS featured “Freedom Swell”, a feature length documentary written by LaMeia Reddick, and directed by StFX alumni Marie and Meaghan Wright of Mirror Image Media.



The film explores North Preston Surf, a surfing program designed to empower African Nova Scotian youth to connect with the ocean. The film highlights the lack of diversity present in the East Coast surfing community, and the complex, historical barriers such as racism, segregated beaches, and generational fear of water. In alignment with SDG 10: Reduce Inequality, the SBS screening of this film sought to educate people on race-based issues and promote the inclusion of all, irrespective of race.

The Schwartz Business Society also noted that many of their other projects this year have centered around community engagement, including their Christmas Joy Program which raised money for Antigonish families in need for the holidays. Vice President of Diversity and Inclusion Lucas Seto spoke about how PRME and the SDGs play into their planning, saying:

“It’s extremely inspiring to see the PRME and SDG framework begin to embed itself in so many ways within the Schwartz community - in and out of the classroom.”



PRME Steering Committee SIP Report

As part of the Gerald Schwartz School of Business' commitment to the PRME Initiative, the PRME Steering Committee is responsible for reporting its progress every two years to the UN PRME Secretariat. In May 2021, the committee released its first Sharing Information on Progress (SIP) Report, which can be viewed here: <https://business.stfx.ca/about-prme>

The report highlighted three key areas: the integration of PRME into curriculum at Schwartz, student events aligning with PRME and/or the Sustainable Development Goals (SDGs), as well as research undertaken by both students and faculty.

The SIP Report was developed by last year's PRME Steering Committee, which included: Professor Louise Brennan, Dr. Mark Fuller, Dr. Brad Long (Chair), Professor Rhonda McIver, Dr. Bobbi Morrison, Dr. Bhavik Parikh, Hannah George (Student at Large) and Cassidy Pettipas (Student at Large). The Committee extends a big thank you to Andrew Conde, the Graphic Designer for StFX for his time and creativity in helping make the 2021 PRME SIP Report.

The report featured events and stories using photos, excerpts from interviews, and more. Overall, the report intended to show how the Schwartz School of Business demonstrated its commitment to the PRME initiative since it signed on in May 2019.

Upcoming Opportunity: PRME Student Working Group

The PRME Steering Committee at Schwartz is looking to initiate a Student Working Group to engage on issues of sustainability and responsibility in business. The group is being hosted by the Schwartz School of Business, but participation is open to all StFX students. The Committee is seeking students who are passionate about social justice and the importance of using business as a force for good.

We envision that this group may evolve into an SDG Youth Hub on campus affiliated with the Sustainable Development Solutions Network (SDSN). Students who are looking to get involved with PRME and the SDGs are encouraged to email prme@stfx.ca to express their interest and receive a zoom link to the launch of the working group happening on a date that is to be determined.

