

**(London, 6 July 2005):** London Business School has been selected by the European Academy of Business In Society (EABIS) to lead a three-year project on curriculum development in corporate responsibility (CR) as part of a broad ranging programme of research, education and training activities sponsored by founding partners IBM, Microsoft, Johnson and Johnson, Shell and Unilever. On **Thursday 7 July**, around 50 institutional representatives of EABIS member companies and business schools along with other invited guests will attend the inaugural meeting for this pioneering initiative at London Business School.

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Corporate responsibility is rapidly moving up the management education agenda in business schools and companies are increasingly stressing the need for education to develop new knowledge and skills for current and future leaders on this topic. This project, 'Curriculum Development for Mainstreaming Corporate Responsibility', will see the start of a drive to bring corporate responsibility to the forefront of the management education agenda in business schools.

The project aims to develop degree and executive learning programme designs and teaching materials that will assist the process of bringing corporate responsibility into the mainstream – promoting it not just as a subject in its own right, but crucially, as a subject within the traditional core areas of business education such as finance, strategy, marketing and entrepreneurship. The first year will focus on the development of relevant case material and the first event will be titled 'Crafting the three year agenda and Developing Mainstream Corporate Responsibility Cases'.

Craig Smith and Mark Wade will chair the meeting. Craig Smith is Associate Dean of London Business School's MBA programme and Senior Fellow in Marketing and Ethics. He has delivered the School's first core MBA courses in Business Ethics and Corporate Social Responsibility and is a leading researcher in the field as well as having developed a number of CR cases. Mark Wade is Head of Shell Learning and Leadership Development Group and Chair of the Business Network of EABIS.

Other key speakers include Chris Voss, Professor of Operations and Technology Management, London Business School, Mette Morsing, Associate Professor of Intercultural Communication and Management, Copenhagen Business School, Dennis Oswald, Assistant Professor of Accounting, London Business School, Anupama Mohan, CR consultant, and Amy Lefkowitz, Director of CasePlace.org at The Aspen Institute's Business and Society Programme in New York. Gay Haskins, Director of External Relations/Special Projects at London Business School is the Project Director.

Speaking about London Business School's leadership of the flagship MBA curriculum development project, Prof. Laura Tyson, Dean, London Business School said, "This launch represents a unique

opportunity for business schools and companies to collaboratively integrate corporate responsibility into business theory and practice. The leadership role of London Business School in the EABIS curriculum development project confirms our belief in the need to embed corporate responsibility issues into the core of management education. The project will play a crucial role in equipping tomorrow's leaders to respond to the needs of a complex global market place."

Craig Smith, Senior Fellow, Marketing and Ethics and Associate Dean, MBA Programme, London Business School said, "The challenge of mainstreaming CR requires effective business leadership and often a culture change, with the adoption of a mindset where social responsibility issues specific to that organisation and industry are identified and addressed in a substantive manner. Business schools can, and must, play a vital part in promoting the importance of CR principles. By putting CR at the heart of their curriculum, business schools can play their part in ensuring that tomorrow's leaders and companies think and act responsibly, creating value for both the shareholders and society at large."

Gilbert Lenssen, President of EABIS said, "This initiative comes at a crucial time when the debate on embedding corporate responsibility and sustainability in business education and management development is getting real. Over the last few years, academic research and practitioner knowledge on these topics have increased substantially both in quantity and quality, thereby providing solid foundations for the development of sophisticated learning materials. We are very pleased that London Business School will be leading this programme on behalf of EABIS, which is at the heart of the Academy's mission to integrate corporate responsibility into the heart of business theory and practice."

Initial outputs from the 3-year project are expected spring 2006 and we welcome requests for further information.

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## Notes for Editors

**London Business School's** Vision is to be the pre-eminent global business school, nurturing talent and advancing knowledge in a multi-national, multicultural environment. Founded in 1965, the School graduated over 800 MBAs, Executive MBAs, Masters in Finance, Sloan Fellows and PhDs from over 70 countries last year. The School's executive education department serves 6,000 executives and 60 corporate clients on its programmes every year. London Business School is based in the most accessible and international city in the world and is one of only two business schools in the UK to be awarded a six-star (6\*) rating by the Higher Education Funding Council for England (HEFCE), confirming the School as a centre of world-class research in business and management. [www.london.edu](http://www.london.edu)

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## The European Academy of Business in Society

EABIS is a unique alliance of more than 55 companies, business schools, business networks and other stakeholders, with the support of the European Commission, committed to integrating corporate responsibility into the mainstream of business theory and practice in Europe. For more information on members and activities visit: [www.eabis.org](http://www.eabis.org)