

HOW TO FIND, PRODUCE AND INTEGRATE CASE STUDIES THAT PROMOTE PRME VALUES

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UTILISING CASE COLLECTIONS

Introduction

Richard Ivey School of Business
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IVEY

The Richard Ivey School of Business at Western University is Canada's oldest business school. It is a large institution, with degree programmes at the undergraduate, MBA, MSc, EMBA and PhD level. Its main campus is located in London, Ontario, with over 100 full-time faculty with PhD, and 200 staff. It also has campuses in downtown Toronto and in Hong Kong.



Challenges

As an early signatory to the United Nations Global Compact (GC) and the Principles for Responsible Management Education (PRME), a GC-supported initiative, an immediate question we faced was how Ivey might further the [Ten Principles](#) of the GC, internally, and especially externally. The most obvious solu-

tion seemed to be to somehow utilise the Ivey Publishing case collection. By way of background, Ivey Publishing is the world's second largest producer and distributor of comprehensive, decision-oriented business case studies. It markets cases produced by Ivey faculty as well as those from individual professors at other institutions.

My advice to university and college professors who have been contemplating using GC-focused case content in their courses is to simply get on with it. The high-quality material already exists, in large quantity. New, relevant cases are being added to the collection each week. Full teaching notes are available for the cases. There is now even a new case and textbook commercially available.

*Paul Beamish, Professor of International Business,
Richard Ivey School of Business, Western University*

Actions taken

The first action that was taken was to determine how many of the cases in the overall collection could be matched to the GC's **Ten Principles**. In fact, there seemed to be a large and growing number. By mid-December 2011, there were already over 250 relevant cases in the collection. The next action was to make it easy to locate the cases, by category. The Ten Principles are organised under four main categories. The categories can be found on the Ivey Publishing website (www.iveycases.com) by clicking on Browse Catalogue (upper left) and then scrolling down to Cases By Theme to “Global Compact Initiative Themes” (subcategories = Anti-Corruption Practices (47), Environmental Sustainability (105), Human Rights (58), Labour Standards (45)).

A very large number of business professors worldwide prefer or are required by their institutions to use textbooks rather than compilations of cases and readings. Recognising this, as a next action the decision was taken to try and publish a GC-focused case and textbook. To that end, Ivey Professor Paul Beamish and Hult Professor Joanne Lawrence proposed such a book to Sage Publishers. Their proposal was accepted and the co-edited case and textbook was commercially published in March 2012 as part of the Ivey-Sage series.

The 550 page softcover book is entitled *Globally Responsible Leadership: Managing According to the UN Global Compact*. It is made up of 8 chapters and 21 Ivey case studies. The book is organised according to the Ten Principles. It is intended to serve as the basis for a standalone course in business schools.

All of the case studies have full teaching notes available at no cost to qualified faculty via Ivey Publishing. The 21 cases included in the book were

selected after an exhaustive review of the entire case collection. The eight invited chapters were contributed by faculty members from around the world. A foreword to the book was provided by Georg Kell, Executive Director of the UN Global Compact.

Results

There will be a number of benefits from the aforementioned initiatives. First, university professors worldwide now have a very large and pre-sorted set of GC-focused case studies, which they can select from for use in their teaching programmes. Second, there is now a case and textbook available should professors wish to introduce a GC-focused integrated elective course. Third, should faculty members anywhere actually wish to engage in their own GC-focused case writing, they now have a large pool of relevant examples to draw from as potential prototypes.

Why the Global Compact is/was important

- The [Ten Principles](#) of the United Nations Global Compact provide a practical organising framework for a university level course.