

**Call for Attendance – Academy of Management Meeting in Montreal  
Professional Development Workshop (PDW)**

**Sponsors: Social Issues in Management (SIM), Organizations and the Natural Environment (ONE), Teaching Theme Committee (TTC)**

## **Energizing the Teaching of Corporate Responsibility – The Role of the *Principles for Responsible Management Education (PRME)***

This PDW helps participants to explore how passion and compassion for and by students can energize responsible management education. The workshop uses the recently launched *Principles for Responsible Management Education (PRME)* as a “yardstick” to structure the discussion. The PDW starts with three short presentations about passion/compassion in the classroom by two representatives from schools which have signed up to PRME (Bentley University and Copenhagen Business School) as well as Robert Owen (Director, Accreditation and Business School Services, AMBA). Next, workshop participants will address several focal questions on passion/compassion in the context of corporate responsibility teaching during moderated roundtable discussions.

The addressed questions include: What new curriculum structures and integrative educational approaches will energize and inspire students while teaching corporate responsibility? What new materials, types of assignments, and pedagogical approaches can be used to bring passion into the classroom when teaching corporate responsibility? How can we develop and extend passion and compassion for and by students’ learning activities jointly with practitioners and other stakeholders? The workshop ends with a feedback session in which the roundtables communicate their key results to the broader audience. The PDW relates to the overall AOM theme, but also leaves sufficient space to discuss issues reaching beyond passion/compassion in the context of responsible management education.

The aim of the PDW is to use the existing widely disseminated PRME framework to foster discussion around the AOM 2010 conference theme in the context of responsible management education. Given that business schools on all five continents have adopted PRME and that there is a massive interest in the initiative, this PDW aims at reflecting on what business schools can do to further energize the teaching of corporate responsibility in a post-crisis environment.

**Format:** The PDW consists of brief opening presentations by three panelists and moderated roundtable discussions. A moderated feedback session will wrap up the results. The outcomes of this PDW are communicated to the PRME Secretariat for further consideration and discussion.

**Organizers & Presenters:** Anthony Buono (Bentley University), Jonas Eder-Hansen (Copenhagen Business School), Robert Owen (Director, Accreditation and Business School Services, AMBA), Andreas Rasche (Warwick Business School), Patricia H. Werhane (DePaul University Chicago, University of Virginia)

**Details:** Friday, August 6, 2010 2:45PM - 4:45 PM, Hotel: The Queen Elizabeth, Room: Hochelaga 4

**Prior registration is not required! This PDW is open to everyone!**