



**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for**  
**Responsible Management Education**

## **SHARING INFORMATION ON PROGRESS (SIP)** **September 2017**

### **Statement of Renewed Commitment**

Alberta College is a higher educational institution which implements higher education standards and keeps in line with the latest development trends in the business sector, thus preparing highly qualified experts for business in all 11 study programs offered by Alberta College. Considering Corporate Responsibility and Sustainability as an important trend of a modern business, Alberta College is continuing UN PRME initiative.

We expressed our commitment to PRME on April 23rd, 2013 as one of the first higher education institutions from the Baltic States. This is a progress report of Alberta College describing mainly the concrete developments after our first SIP in 2015. The activities reported in it and our previous report are still valid. Alberta College continues to support the objectives of the UN Principles for Responsible Management Education.

Alberta College still believes that the PRME six principles are essential for the development not only of the students and lecturers, but also for society at large. The significance of these principles is still increasing towards improvement in the field of corporate responsibility and sustainability.



*Vita Stīge-Škuškovnika*  
*Alberta College, Director*

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*Alberta College, Director*

*Skolas str. 22, Rīga, LV 1010, Latvia*

+371 67 288 824  
*info@alberta-koledza.lv*  
*www.alberta-koledza.lv*

*Facebook @AlbertaKoledza*  
*Twitter @AlbertaKoledza*



### **Alberta College – a brief overview**

Alberta College is a higher educational institution which provides the first level of the higher professional educational programs related to different qualifications. (Law On Institutions of Higher Education Chapter 2, Section 10.1)

Higher education can be acquired after secondary education. Internationally recognized diploma can be awarded upon completion of 2 or 2, 5 years of full-time and part-time studies in higher education respectively, as well as distance learning (e-studies).

*The mission* of Alberta College is to foster students' abilities to be socially active, responsible, willing to continue their learning; develop students' understanding about starting their own business, thus creating new jobs; provide talented and creative specialists in business and culture for the labor market.

*Values* of Alberta College are:

- ✓ Opportunity
- ✓ Professionalism
- ✓ Openness
- ✓ Collaboration
- ✓ Support
- ✓ Reliability
- ✓ Unity
- ✓ Creativity
- ✓ Innovation

Alberta College is one of the Top 5 colleges in Latvia. It was founded in 2001, and called after the bishop Albert, who was the founder of the first school in Riga, the capital city of Latvia.

*11 study programs* provided by Alberta College are the following:

- ✓ Entertainment Management and Production
- ✓ Development of the Computer Games
- ✓ Cultural Tourism Management
- ✓ Marketing and Innovations
- ✓ Public Relations
- ✓ Law – Legal Foundation of the Business
- ✓ Human Resources Management
- ✓ Business Accountancy and Taxes
- ✓ Economics and Organization of the Small Business Companies
- ✓ Information Technologies (Network Administration, Programming)

Alberta College welcomes not only school graduates, but also those, who have had intervals in studies for some reasons or wish to change their profile of studies.

## **PURPOSE AND VALUES**

### **Principle 1 | Purpose**

*We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy*

### **Principle 2 | Values**

*We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact*

The current strategy of Alberta College is clearly driven by the college's mission of developing leaders with the focus on responsibility, self-education, innovation and concentration on European values. The current strategy is also based around developing program capabilities to position the college among the very top of colleges in Latvia and continuing to support and improve the college's leading programs.

*Purpose* and *Values* principles are provided within the module for developing professional business competencies, in line with the provisions of the Cabinet of Ministers Regulations No. 481 regarding the State Standard for the Second Level Higher Professional Education (as of 20.11.2001.).

In order to systematically develop the competencies of our students in the area of sustainability Alberta College has integrated these issues in the learning objectives and outcomes of almost all study programs.

Corporate responsibility, sustainable business and business ethics are part of the core curriculum of all study programs. These topics are integrated from the beginning of the studies through the whole study process. For example, the following courses integrate previously mentioned topics:

- ✓ Business communication and ethics
- ✓ Human resources
- ✓ Public relations and its practicum
- ✓ Reputation management
- ✓ Crisis communication
- ✓ Marketing
- ✓ Business law
- ✓ Management of public administration
- ✓ Corporate culture and ethics
- ✓ Social psychology
- ✓ Management
- ✓ Business organization and planning
- ✓ Labor and social law
- ✓ Quality management etc.

The key benefits of these principles at Alberta College are not only to understand the latest research but also to provide key examples of it in cases, thus enabling its transfer into the everyday life of participants. Therefore Alberta College has pooled experts combining academic knowledge with capabilities to teach and consult.

## **METHOD AND RESEARCH**

### **Principle 3 | Method**

*We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership*

### **Principle 4 | Research**

*We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value*

In accordance with the **Method** principle, Alberta College is certain that the work of fostering learning environment begins with the creation of college's community, including recruitment and support of students, lecturers and staff. A big step forward is distance learning (e-studies) development which gives the opportunity to study not only on the one spot in college, but also outside the Riga city or even the borders of Latvia.

Distance learning in all study programs is based on the main principle – study wherever you are! In a special learning environment students can find all necessary study materials, tasks, literature, submit home works and pass exams, communicate with lecturers and other students, also join the online video lectures or watch them recorded. This environment is also highly appreciated and used by full-time and part-time students.

The development of e-learning platforms is appreciated and Alberta College was awarded the Annual Prize 2015 of Latvian Open Technology Association (LATA) in the category “The most Excellent open technology solution in business”.

Alberta College's **Research** area proves that the college meets the growing demand in analyzing and developing corporate ethics, responsibility and sustainability, and leadership. A few lecturers have been active in this area and conducted students' project in creation of corporate ethics standards for enterprises. Some of these standards have been recognized by employers and integrated in the inner life of enterprises.

There are several examples of how Alberta College incorporates the principles of PRME into its educational offering by using different kinds of methods:

- ✓ **Guest lectures** given by employers:
  - Crisis communication trends, Lecturer: I.Svilāns, SIA “MAXIMA Latvia” (2016)
  - New old world: Latvia and international safety, Lecturer: I.Ījabs, University of Latvia (2016)
- ✓ **Guest lectures** given by international partners:
  - The perception of the phenomenon of smart drugs by young Poles living in London, Lecturer: Mirosłax Rewera (Poland)
  - Contemporary family in the face of globalization, Lecturer: Bogdan Wieckiewicz (Poland)
  - Publishing house, literary agency and book fair in Europe, Lecturer: Armando Rotondi (Italy)
- ✓ **Publications** about the topics related to PRME principles
  - Lentjušenkova, O., Lapiņa, I. (2015) Intellectual Capital Investments: Company's Additional Expenditures or Creating shared Value?
  - Stīge-Škuškovika, V., Davidova, J. (2015) Cooperation-oriented leader's competence for development of institution of vocational music education
  - Milēviča, I. (2017) A flying miracle. Constructing Intercultural Dialogue
- ✓ **Researches** about the topics related to PRME principles

- *Mutual attitude and cooperation between PR specialists and journalists in Latvia* (2015)  
The research was carried out by Alberta College lecturers and students of the study program “Public Relations”. Results were presented at Alberta College’s International Student Scientific Practical Conference “Student Research Activities: Theory and Practice 2016” by students L.Veisberga, M.Tjarve, S.Meija
- *Improvement of employee evaluation system: the employees’ perspective* (2016)  
The research was carried out by Alberta College lecturers and students of the study program “Human Resources Management”. Results were presented at Alberta College’s International Student Scientific Practical Conference “Student Research Activities: Theory and Practice 2016” by student I.Gičuka
- ✓ Professional guidance **workshops** and **special tasks**
  - Christmas charity project for children from disadvantaged background (every December)
  - Special task “Educational charity event”, in the frame of the study course “Strategies and tactics of public relation campaigns” (2016)  
Public relation students organized charity events in a tourism information centre, an orphanage and an animal shelter.

## **PARTNERSHIP AND DIALOGUE**

### **Principle 5 | Partnership**

*We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges*

### **Principle 6 | Dialogue**

*We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability*

According to its values, Alberta College is paying a deep attention to **Partnership** and **Dialogue** with all stakeholders and participants of the corporate network for the development of learning environment, student knowledge, skills and opportunities. These links have been strengthened with engaging activities and actions.

Stakeholders have taken part in conferences and workshops, given guest lectures at the college and invited for the excursions to their enterprises. Students have a chance to choose the organization or enterprise at their own choice for the internship, also qualification works are strictly interacting with enterprise or organizations research.

In April 2016 Alberta College participated in the First Inaugural Meeting and the Official Opening of PRME Chapter Central and East Europe and has presented the main activities and examples concerning PRME initiative. The opening event was held at RISEBA University, Riga (Latvia) in conjunction with the Conference titled “Become Engaged and Make an Impact: Ethics, Responsibility and Sustainability Across Disciplines”.

Overall, the good progress has been made in creating more opportunities for business to engage with the college’s research, teaching and program development.

## ***FUTURE PERSPECTIVE***

Sustainability and social responsibility will always be a fundamental part of Alberta College. Primary strategic objectives are to:

- ✓ continue to embed teaching and learning on responsibility and sustainability into all study programs
- ✓ extend multi-disciplinary work through collaboration with other higher education institutions and enterprises
- ✓ extend teaching and learning activities that develop staff and students' sustainability literacy and capabilities
- ✓ further integrate the colleges' research expertise
- ✓ identify new opportunities for improving the environmental performance

The mission of Alberta College is entirely in line with the PRME principles and the college strongly supports the aims of the PRME. The college continues the commitment to long-term affiliation to and support for the Principles.

Alberta College  
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Riga, LV 1010  
Latvia

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