



**SHARING INFORMATION ON PROGRESS (SIP)**  
**September 2022**

**RIGA, LATVIA**



**PRME**

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

### ***Statement of Renewed Commitment***

Alberta College (hereinafter – Alberta College or the College) is a state accredited higher education institution (hereinafter – HEI) which in its everyday work with students implements the highest standards for education and keeps in line with the latest development trends in the business sector, thus preparing qualified experts for business and entrepreneurship.

As the College considers Corporate Responsibility and Sustainability as an important trend of a modern management education, it implements UN Principles for Responsible Management Education (hereinafter – UN PRME) initiative in its work with great care. We expressed our commitment to PRME on April 23rd, 2013 and shared information on progress in 2015, 2017 and 2020. This is the fourth progress report of Alberta College as we continue to support the objectives of the UN PRME.

The report shows that the activities carried out by the College ensure not only the implementation of PRME standards in the education provided by the College, but also promote these principles in the wider society of Latvia in order to ensure their rooting in public consciousness in the long term, to ensure global improvement in the field of corporate responsibility and sustainability.

*22 Skolas street, Riga*

*LV-1010, Latvia*

*+371 20175667*

*[info@alberta-koledza.lv](mailto:info@alberta-koledza.lv)*

*[www.alberta-koledza.lv](http://www.alberta-koledza.lv)*

*Facebook @AlbertaKoledza*

*Twitter @AlbertaKoledza*

## *A brief overview on Alberta College*

Alberta College is a state-accredited institution of higher education, founded in 2001, executing short-cycle professional higher education programs in various study fields in accordance with the Law on Higher Education Institutions of Republic of Latvia, Chapter 2, Article 10.<sup>1</sup>, Paragraph 2.

At the moment Alberta College has four accredited study fields which include seven study programs:

1) The study field “**Management, Administration and Management of Real Property**” (accredited for six years until 26/08/2027) includes four short-cycle professional higher education study programs:

- “Entrepreneurship” with two specializations: “Business Management” and “Accounting”
- “Human Resource Management”
- “Event Production” and
- “Digital Marketing”

2) The study field “**Information and Communication Sciences**” (accredited for six years until 20/05/2027) includes the short-cycle professional higher education study program “Public relations”.

3) The study field “**Law**” (accredited for six years until 22/04/2027) includes the short-cycle professional higher education study program “Legal Regulation of Business”.

4) The study field “**Information Technology, Computer Hardware, Electronics, Telecommunications, Computer Management, and Computer Science**” (accredited until 31/12/2023) includes the short-cycle professional higher education study program “Information Technologies” with two specializations, “Programmer” and “Computer Network Administrator”.

Alberta College has its Vision, Mission and Motto defined in Alberta College Development Strategy 2019–2023 (ACDS 2023).

**Vision** is that in 2023, we will be the most recommended college in Latvia in view of employers. We have more than 150 graduates per year who find well-paid jobs in chosen industries, as well as dare to found their own companies and strive for continuous development.

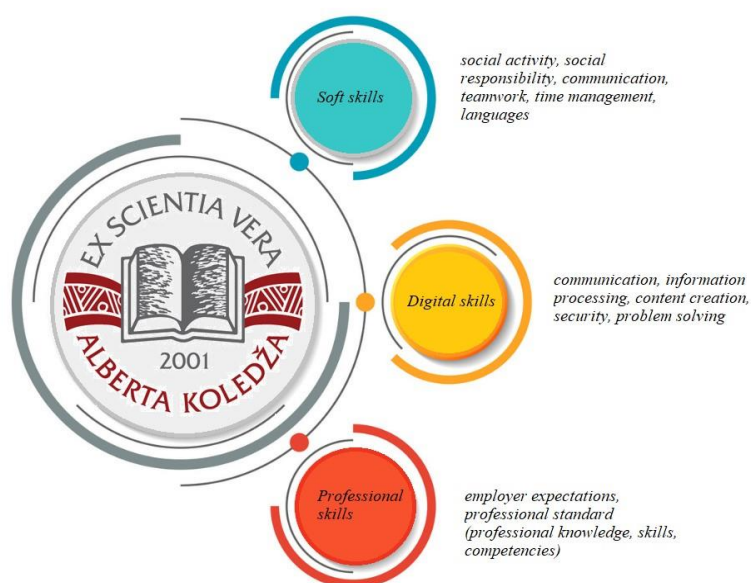
**Mission:** Alberta College prepares socially active and responsible professionals by involving professionals from the industry, and using modern teaching methods and digital solutions.

**Motto:** We do everything we do in such a way and because we care about what Alberta College graduates can accomplish.

Alberta College **Values** correspond to PRME philosophy:

- Honesty and Responsibility;
- Openness and Reliability;
- Collaboration and Support;
- Professionalism and Opportunity;
- Creativity and Innovation;
- Attractiveness and Joy of life.

**ACDS 2023 defines the image of the graduate of Alberta College:**



### ***PRME principles in the context of Alberta College Quality Assurance Policy***

**Alberta College Quality Assurance Policy** is implemented starting from 1<sup>st</sup> September, 2020. The development of this document and the implementation of a unified quality system is based on Latvian and international standards and guidelines, laws and regulations and quality management models, including **UN Principles of Responsible Management Education**.

**The Alberta College Quality Assurance Policy includes the following core principles:**

- **Social and legal responsibility.** The College ensures socially responsible activity with consideration of laws and regulations, national and international standards and ethics.
- **Leadership and involvement.** The College management provides a united view on the activity and development of the College, forming an organizational culture that includes active involvement of staff, students and partners in decision-making, task fulfillment, and showing initiative based on mutual respect and loyalty.

- **Efficiency and goal orientation.** Focusing on achieving set results and efficient use of available resources, the College management provides a systemic approach to the management of all processes.
- **Regular internal and periodic external assessment.** The College conducts regular internal assessment, analyzing the accumulated data and result trends, and using the obtained conclusions for the improvement of further activity. The College also conducts periodical external assessment pursuant to national and international standards.
- **Continuous improvement towards excellence.** The College continuously improves all functional processes and assesses them in a united system, striving for excellence in action and quality.
- **Communication and informing.** The College is accessible and open to communication, providing students, graduates, staff, partners and the general public with information on the activity and procedures of the College, study opportunities and results, as well as College news.

#### **Employers, industry associations, graduates, and partners:**

- **Get involved** in the development and improvement of the quality policy.
- **Participate** in the development, assessment, updating and improvement of College strategic documents.
- **Provide support** in determining research directions, participate in research.
- **Assess** study program and study course content, share their opinions in surveys, participate in focus groups, give individual suggestions, provide expert opinions.
- **Provide social support** by ensuring guest lectures, hosting students at their organizations within learning trips and internships, get involved in the work of defense commissions of qualification works, participate as mentors in the Business Incubator, participate in the Business Forum of the College, co-fund the purchase of necessary hardware, software, etc., also offer study stipends and grants.

#### ***Why and how do we motivate prospective students to enroll?***

It is important for Alberta College that prospective students make **informed, substantiated decisions** when choosing their HEI and their future occupation, or assessing opportunities for raising their qualification or re-qualification, as it is an important step that influences each person's life and future.

In order to help prospective students to choose their profession and HEI as well as encourage them to start, resume or continue their studies, Alberta College carries out several support projects and activities, such as:

**Organizing informative events and training** for the management of secondary schools, teachers, students and their parents on subjects like the Latvian education system, external assessment of HEIs and study programs in accordance with The Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) and objective and subjective criteria for a successful choice of a higher education institution.

**Organizing seminars and training** for planning their lives and career, offering creative workshops, introductory lectures, various tests for a more successful choice of profession, publishing informative pamphlets, a magazine or publications on social media on the essence,

advantages and disadvantages of various professions with involvement of popular personalities representing those professions.

**Getting actively involved** in organizing a *Shadow Day* at the College, participating in career days and education expos in various regions of Latvia and schools, organizing individual consultations with study program directors.

**Consulting**, incl. answering questions via email, in the e-environment, online video conferences, etc.

**Conducting research** on the demand of specific specialists, necessary competences according to employers, etc., informing the public about the results.

**Acknowledging and considering previous education and experience** for resuming studies, for re-qualification or raising qualification, creating individual study plans and payment schedules for those students.

**Providing financial support**, e.g., by applying study fee discounts to those who attended *Shadow Day*, for employees of cooperation partners, for persons who already obtained higher education, for students exmatriculated from Alberta College without a diploma and resuming their studies within a year etc.

**Implementing a social support program** in which three free positions are granted to newly enrolled students.

**Organizing days of “following a student”**, information days on site and in the e-environment, organizing free preparatory courses for applicants who have decided to begin their studies after a long break.

### ***Implementation of PRME principles***

The PRME principles are followed in the management of the college, in the implementation of the study programs, in the study process and are expressed in the following ways:

1) **The purpose** is to 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. To comply with this principle, students are involved in various activities that develop their independent and critical thinking, decision-making, and participation in public and community life. For example, the students take part in business games, during which they need to establish a state or a company, adopt laws and regulations, organize and develop entrepreneurship etc. In order to ensure the competitiveness of the study programs, the mapping of study program goals is carried out in accordance with the defined image of the Alberta College graduate (see above). In order to ensure that all study programs are up to date and relevant to the industry, representatives of industries participate not only in self-evaluation of the programs, but also in the defense commissions for students' qualification works. Alberta College also participates in the work of the Association of Colleges of Latvia.

2) **The values** are incorporated into the study programs and academic activities. The values of Alberta College are in line with international initiatives such as the United Nations Global Compact. To familiarize the students with its terms, the content of the study programs includes topics such as corporate social responsibility and initiatives thereof, prevention of discrimination in work relations etc. In their study process students acquire quality management aspects in the context of PRME principles. Certain activities are focused on

promoting awareness of social responsibility and citizenship. To promote social responsibility of the students, each year they take part in various charity events, and even by yearly organizing a charity Christmas concert for children in social care center “Baldone”. In order to promote equal opportunities in the labor market, the College is implementing a European Social Fund (ESF) project, to provide the unemployed persons or underqualified persons the possibility to find the job, to find a better job or to enhance career development.

3) **Educational processes** are selected to enable effective learning experiences for responsible leadership. In order for College graduates to successfully integrate into the work environment, the educational process of the study programs curriculum is organized using state-of-the-art resources, the latest technologies, and training methods. The learning process takes place partially in the e-environment, promoting a more rational use of resources (incl. information, time, and money). The College management and the teaching staff regularly inform students about latest developments in education, various sectors of economy as well as relevant industries, by publications in media and professional journals. In the process of obtaining the professional qualification students have the possibility to participate in various creative work competitions to develop not only their professional skills, intelligence and critical thinking, but also their creativity. The College also organizes educational seminars for school principals and lecturers of other HEIs, to share its experience in providing efficient and meaningful learning in an e-environment, that was of a big importance in Covid-19 pandemic, when all the education went online. The experience of Alberta College shared with colleagues was of a great importance, to make the sudden, for some unpleasant and unfamiliar, changes as smooth as possible.

4) **The research** advances understanding of the students about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value. From the first year on, the students are involved in various research and public opinion polls. Alberta College has concluded cooperation agreements with companies of relevant industries in which students carry out practical assignments and applied research for solving real problems. In their qualification papers, students offer solutions based on facts obtained as a result of an applied research. At student conferences, students have the opportunity to present results of their research in fields related to their chosen qualification, contributing to the development of open science.

5) **Partnering** with business managers to extend students’ and business managers’ knowledge of the challenges in meeting social and environmental responsibilities and to explore jointly efficient approaches to meeting these challenges. In implementing the study programs College actively cooperates with entrepreneurs, conducts surveys, analyses, and considers their views on the knowledge and skills that are important for the students for obtaining relevant qualification, and involves the entrepreneurs in various activities. Two internship placements implemented during the studies are aiming at familiarizing the students with the business environment and its challenges. Cooperation agreements have been concluded with several institutions of secondary education, and joint events are organized within the scope of these agreements e.g. guest lectures by public servants and entrepreneurs, charity campaigns are organized, to enhance the interest of the youth in PRME principles. Students and lecturers are involved in the activities of the EKA University of applied sciences (hereinafter – EKA), a strategic partner of Alberta College, and have a possibility to use its library’s resources.

Students and lecturers also take advantage of opportunities provided by ERASMUS+ program to gain the experience of intercultural cooperation and professional development. One of the aims of the College is to strengthen student self-government of the College, and to encourage its cooperation with the student's self-government of the strategic partner EKA. To straighten students' abilities of entrepreneurship and leadership, College is involved in the project MakeIT, implemented in partnership with a number of Latvian leading HEIs and several companies of various industries, and in the near future College will make every possible action to more actively involve students in the implementation of this project.

6) **The dialogue** facilitates the exchange of views between educators, lawyers, business and the media, consumers, non-governmental organizations (hereinafter – NGO), and other stakeholders, on critical issues related to global social responsibility and sustainability. The students and lecturers are actively engaged in dialogue with employers, NGOs, state and municipal institution representatives. College regularly organizes guest lectures given by professionals and opinion leaders from various industries with the aim of expanding the study experience of students, promoting their interest in current events in society in Latvia and worldwide.

The aims and everyday actions of the College are entirely in line with the PRME principles and it supports the aims of the PRME. The College continues the commitment to long-term affiliation to and support for the Principles.