



MARKETING
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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE TRAINING CENTRE SIGNS UN-BACKED
PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)
Pledging responsible management education, research and thought leadership**

Singapore, 29 June 2011 –The Marketing Institute of Singapore Training Centre (MISTC) has adopted the Principles for Responsible Management Education (PRME), making it the first participating education institution in Singapore in the UN-backed global initiative developed to promote corporate responsibility and sustainability in business education.

Launched under the patronage of UN Secretary-General Ban Ki-moon in July 2007 and developed in 2007 by an international task force of sixty deans, university presidents and official representatives of leading business schools and academic institutions, the PRME initiative encourages participating institutions to make a commitment to align their mission and strategy, as well as their core competencies – education, research and thought leadership – with UN values embodied by the six PRME principles:

- **Purpose:** 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.
- **Values:** To incorporate into its academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
- **Method:** To create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
- **Research:** To engage in conceptual and empirical research that advances its understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

- **Partnership:** To interact with managers of business corporations to extend its knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
- **Dialogue:** To facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

The MISTC is also committed to report on its progress to all its stakeholders and exchange effective practices related to these principles with other academic institutions.

“The MISTC launched our own ‘MIS Cares’ initiative in 2010 to instil in our students and staff a strong sense of responsibility towards people, the society and our environment. By endorsing the PRME initiative, the MISTC declares its willingness to progress in the implementation, within its institution, of the six Principles and to advance corporate social responsibility to all areas within its reach,” said Mr Jeffrey Gomez, Executive Director of the Marketing Institute of Singapore Training Centre.

MISTC’s entry to the PRME can be accessed at this link:

www.unprme.org/participants/view-participants.php?partid=2703

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About the Marketing Institute of Singapore Training Centre

The Marketing Institute of Singapore Training Centre is the training arm of the Marketing Institute of Singapore (MIS), the National Body for Sales and Marketing. Since 1973, the Institute has nurtured more than 40,000 students, sales and marketing practitioners and provided networking opportunities for thousands of its members. For more information of the Institute please visit www.mis.edu.sg.

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