

PRME AWARENESS AND SUBJECTS INTEGRATION DRIVEN BY INNOVATIVE MULTIMEDIA TEACHING CASES AND OMNI-CHANNEL

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ABSTRACT

Faculty of Business (FB) has recently become a signatory in an initiative formed under the United Nations Global Compact known as Principles of Responsible Management Education (PRME). PRME focuses the role of management education in addressing sustainable development challenges including climate change, poverty, and gender inequality among others. PRME also encourages business schools to gradually integrate corporate social responsibility and sustainability into their programs, subjects, teachings, researches, services and internal operations. In line with the integrations of the six principles of PRME to MM/FB, more student and staff's awareness and involvement in this program in the beginning stage is important for this integration exercise. The case method is a powerful approach in teaching and learning business programs. Its main advantage is that it is a "question-oriented", as opposed to solution-based, approach to teaching and learning. It allows students to participate in "real-life" decision making processes by first identifying the major question in the case before formulating appropriate solutions. We believe that using more teaching cases the topics related to the responsible management will be useful to integrate the six principles from PRME in Department of Management and Marketing (MM) in FB teaching, research and service activities. If a picture is worth a thousand words, then having the right visual multimedia is critical in telling any story to its maximum effect. Will it be possible to simplify the complex and boring long text in traditional teaching cases and enhance content? Visual multimedia disseminates our everyday lives, visual technologies are increasingly accessible and affordable, and multimedia methods are at the forefront of methodological innovation. If students are to capitalize on these exciting developments, visual multimedia teaching methods need to be integrated into "mainstream" of training and education.