**Student Focus Groups**

**Interviewer Guide**

**To bring at the interview:**

* **Recorder (check if there is still space for at least 1 hour of recording)**
* **Extra batteries**
* **Post it**
* **Pens**
* **Programme Overview (one copy for each student)**
* **Book vouchers**
* **Coffee/tea**
* **Notepad or iPad (now that we have one)**
* **Name tags for interviewers**
* **Name cards for students**

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| **Thank you and introduction** | Thank you for being part of the focus group today. Just to give you a bit of information on who we are and what we are doing:  In 2008, the SBS’ Dean launched a curriculum development project to strengthen the responsibility dimension in the SBS’ MBA.  In 2011, the PRME-MBA curriculum development project was extended to all 19 bachelor programmes. The aim is to finish gathering data on all programmes by June 2016.   1. **Purpose:**  * To look at if/how responsible management is manifested in the teachings and/or curriculum, and how students perceive this * To understand if responsible management is addressed, how it is addressed and to what extent * To make responsible management more visible in curricula across programmes  1. **Why?**  * The UN PRME initiative came about because business schools were being blamed by some parties for recent business scandals and crises, due to not emphasising responsibility enough in what and how they teach. * We believe that teachers have an impact on the students, not just on what students explicitly learn but also on what they implicitly learn * We want to help you improve your programmes, create more logic and coherence between courses within a given programme as well as across the board of all the study programmes in regard to responsibility issues * We will take your suggestions to the Study Board and if/when reforms are being considered of the teaching content and/or way of teaching, this will be taken in to consideration. |
| **Content** | **Q1. *Definition:* (Students write down) What does responsible Management Education mean to you? How do you define it?**  What does it bring to mind? What are your first thoughts? What are the words that spring to mind? (2-3 single words)  **Q2.** **What does RM mean in terms of your study programme?**  **Q.3 Words: Can you jot down a few words that YOU think capture the essence of your programme and responsible education?**  **Q.4 Think through the classes – how RME is touched upon in your courses, by your teachers as we have now defined it,** either ***explicitly*** through the ***curriculum?*** (through a particular case, paper, article,)  **Q.5 And *implicitly?***  **Q.6.: How would you market yourself to someone who wants to employ a responsible manager? (e.g. Bill Gates, Richard Benson).**  **Q.5 Social norms of peers: Social norms of your peer group. What do you think your peers (friends, family, colleagues, and work colleagues) feel about RM?** Who do you consider to be your peers?Do the various peer groups have differing attitudes towards it?  **Q.6 *Likelihood of acting:* 5-6 years down the line in your given career you are faced with an ethical/legal dilemma such as** **(Think of an example related to the specific programme if necessary) – what do you think you would do?** Do you think you would act ethically? How would you try to do something?  **Q.7 *Likelihood of effecting change:* How likely is it, do you think, that you can change/stop anything?** This could be in the organization you work in but it can also be outside of the org e.g. helping to bring about societal change, lobbying a political person/party.  **Q.8 *Support:*** Would your environment help or hinder you? Would the people in your organization support you? What about your friends? Family? Would the organizational/national culture support you? (e.g. In some countries bribing is rife, so perhaps no support? In this country, “black work” especially for smaller jobs, is considered acceptable by some) |
| **Wrap up** | **Q.9 What, if anything, would you like to see changed on your study programme?**  Would you like something added? Taken out?  **Thank you again for participating!** |