

2025 Sharing Information on Progress **(SIP) Report**

CESA - Colegio de Estudios
Superiores de Administración

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“ The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about your organization, including key details and basic institutional data. These elements serve as a starting point for your SIP report, can be copied annually, and typically require minimal updates from year to year.

1. Mission

1.1 CESA Mission

Provide supporting context

To train, throughout their lives, leaders of integrity who are capable of understanding local and global needs and trends; who generate value in public or private organizations based on an entrepreneurial spirit, with a transformative and innovative attitude, to promote development and well-being in the present and into the future.

2. Vision

2.1 CESA Vision

Provide supporting context

By 2050, to be the best business school in Colombia and Latin America; inclusive, diverse, and integrated into the socioeconomic and environmental context, whose graduates generate transformative, sustainable, and socially responsible solutions. To learn more, visit our website: <https://www.cesa.edu.co/sobre-el-cesa/informacion-institucional/>

3. Strategy

3.1 CESA Institutional Strategy

Provide supporting context

ESA Institutional Strategy: Shaping Leaders for Sustainable Transformation

For 50 years, CESA has been a pillar of higher education, forging the leaders who transform Colombia with vision, integrity, and an unwavering commitment. Our raison d'être is to contribute to a more prosperous and sustainable society through a dynamic educational model that evolves with global demands and accompanies each individual throughout their life, fostering their growth to lead with awareness, responsibility, and purpose.

The Heart of Our Strategy: The Institutional Educational Project (PEI)

Our strategic compass is the **Institutional Educational Project (PEI)**, which consolidates our mission, vision, values, and the educational model that defines the CESA hallmark. This document is our charter and underpins our reflection on the purpose of education and its connection to the business reality. As a socially responsible institution in the field of business administration and related disciplines, we address the demands of Colombian society by:

- **The comprehensive education of students**, perpetually enhancing the pedagogical process in line with advancements in science and technology.
- **A holistic vision of the human being**, prioritizing the economic, social, political, educational, and cultural development of society.

Our Core Commitment: Quality, Sustainability, and Integral Management

The PEI is realized through a comprehensive strategic framework that articulates our educational mission with the highest standards of responsible management. This commitment is structured around the following pillars:

1. Developing Leaders with Purpose and Real Impact

Our institutional core focuses on shaping "**the best business leaders and entrepreneurs.**" Beyond competencies in administrative sciences, we cultivate in them a mindset of integrity, innovation, and commitment to their communities and the country, ensuring their leadership generates **a real and enduring impact.**

2. A Sustainable and Secure Learning Ecosystem

We believe that educational excellence can only flourish in an environment that prioritizes the comprehensive well-being and protection of our community. Therefore, we are committed to:

- **Quality and Service:** Developing a quality management system that guarantees high-level information resources and services for academic, research, and outreach activities.
- **Well-being and Safety:** Protecting and promoting the health of our community through a robust occupational health and safety system, which prevents work-related accidents and illnesses and promotes preventive medicine.
- **Infrastructure and Technology:** Providing modern, functional physical spaces and agile technological solutions that facilitate institutional processes and create conducive environments for academic and administrative development.

3. Ethical, Transparent, and Responsible Management

Trust is our most valuable asset. We build it through:

- **Road Safety:** Managing a strategic road safety plan to prevent risks associated with traffic incidents through the implementation of pedagogical strategies to instill best practices and establish controls.
- **Information Security and Data Protection:** Implementing a Management System that ensures the confidentiality, integrity, and availability of information, securely and ethically managing the personal data of all our stakeholders.
- **Continuous Improvement and Efficiency:** Constantly analyzing and optimizing our institutional processes to enhance their efficiency and alignment with our strategic plan.

Sustainability: The Common Thread of Our Legacy and Future

At CESA, **sustainability is not just another chapter; it is the common thread of our history.** It is the principle that, intertwined with our PEI, connects our five-decade legacy with a bold vision for the future. We reaffirm that **"to transform is to lead with purpose, to act with awareness, and to project the future."**

Commitment to PRME: Our Strategic Differentiator

Our institutional strategy, grounded in the PEI, is aligned with the PRME principles, integrating responsibility and sustainability at the heart of our operational and educational management.

3.2 Institutional Educational Project (PEI)

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PEI CESA_compressed_compressed

[View document](#)  [Download document](#) 

3.3 Sustainability Report 2024

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4. Strategy Alignment

4.1 Strategic Alignment of CESA with Sustainability and Quality Education

Provide supporting context

CESA aligns its strategic priorities with sustainable development, the common good, and quality education through the articulation of its **Institutional Educational Project (PEI)**, the **Transformation Plan**, and the **Sustainability Strategy**.

Within the **PEI**, the overarching purpose of *“forming transformative leaders to build a better world”* and the guiding principle of **excellence** direct all educational and institutional efforts toward collective well-being. CESA’s educational model—grounded in ethical leadership, entrepreneurship, and innovation—delivers a practical, personalized, and socially relevant education that directly contributes to the common good and the country’s development.

The commitment to **educational quality** is evidenced by the renewal of its **eight-year high-quality accreditation**, a distinction held by only 5% of higher education institutions in Colombia, and by being ranked among the **top five institutions** in national Saber PRO assessments. These achievements validate academic excellence while underscoring the transformative impact of CESA graduates in both public and private sectors.

The **Transformation Plan** sets out five strategic pillars: attracting and developing top talent, strengthening entrepreneurship, building partnerships with the business sector, ensuring long-term financial, social, and environmental sustainability, and advancing operational efficiency through technology and artificial intelligence. Within this framework, CESA promotes applied research, innovation, and **Lifelong Learning** programs, expanding access to knowledge and reinforcing the link between academia, business, and society.

The **Sustainability Strategy**, aligned with SDGs 4, 8, 13, 16, and 17, integrates three dimensions: environmental (verified and offset carbon footprint), social (transversal sustainability education, volunteering, diversity and inclusion), and governance (ethics and transparency). This ensures that academic quality is intrinsically tied to institutional accountability and positive societal impact.

In essence, CESA conceives **quality education as a pathway to sustainable development and the common good**. Through a distinctive academic model focused on leadership and entrepreneurship, internationally recognized standards of excellence, socially impactful research, and a comprehensive sustainability agenda, the institution equips its leaders to transform society with vision, innovation, and purpose.

5. Institutional History

5.1 CESA: 50 Years of Leadership and Sustainability

Provide supporting context

The **Colegio de Estudios Superiores de Administración – CESA**, founded in 1974 by prominent Colombian business and political leaders such as former President Carlos Lleras Restrepo and Hernán Echavarría Olózaga, is a private, non-profit higher education institution recognized for its academic excellence, close ties with the business sector, and its higher purpose of **“developing transformative leaders to build a better world.”**

In 2024, CESA celebrated its **50th anniversary**, reaffirming its leadership role in business education and its commitment to sustainable development, backed by national high-quality accreditation and the prestigious EFMD international accreditation for its undergraduate Business Administration program.

The adoption of **Responsible Management Education (RME)** at CESA has been progressive and strategic. An early milestone was the creation of the **Administrative Studies Research Group (GEA)** in 2008, which was ranked in 2019 in the highest A1 category by Minciencias, advancing applied research in areas such as sustainable finance, corporate governance, responsible marketing, and innovation. Later, the update of the **Institutional Educational Project (PEI)** established **sustainability as a core mission**, explicitly embedding the Sustainable Development Goals (SDGs) and the PRME Principles into the institution’s academic mission and governance.

In terms of transparency and reporting, CESA presented its **first PRME report (SIP)** in 2021, highlighting early initiatives in ethics, sustainability, and campus responsibility. In 2023, the institution achieved a landmark by publishing its **first Sustainability Report under the Global Reporting Initiative (GRI) standards**, positioning itself at the forefront of Colombian business schools in adopting internationally recognized frameworks. That same year, CESA conducted a **materiality analysis**, which allowed the institution to prioritize key sustainability issues and strengthen its strategy with international alignment and technical rigor.

In **2024**, milestones were deepened with the celebration of CESA's **50th anniversary** and the consolidation of its **Institutional Transformation Plan**, which integrates sustainability, academic innovation, and technology. Key achievements include embedding sustainability and ethics across all academic programs; expanding **Lifelong Learning** initiatives to equip professionals with transformative competencies; incorporating **artificial intelligence** into academic and administrative processes to enhance quality and inclusion; and strengthening partnerships with the business sector to ensure relevance and applied impact. In addition, sustainable campus initiatives advanced in areas such as mobility, energy efficiency, waste management, and community well-being.

Through this trajectory, CESA demonstrates how sustainability, innovation, and educational quality have become strategic pillars that not only guide the institution's operations but also consolidate its commitment to the PRME Principles. Its participation in this global network reflects nearly five decades of excellence, now reinforced by a forward-looking vision that prepares leaders with purpose, innovation, and responsibility to contribute to the **common good and sustainable development**.

5.2 Institutional Educational Project (PEI)

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5.3 Sustainability Report 2024

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6. Graduates

7. Degrees Offered

- Bachelor of Business Administration (B.B.A.)
- Master of Business Administration (M.B.A.)
- Master in Corporate Finance
- Master in Leadership in Digital Transformation
- Master in Marketing Management

8. Faculty & Staff at the University

432

9. Faculty & Staff at the Institution

432

10. Student Enrollment at the University

5472

11. Total Student Enrollment at the Institution

5472

12. Undergraduate Student Enrollment at the Institution

2701

13. Graduate Student Enrollment at the Institution

839

14. Doctoral Student Enrollment at the Institution

29

15. Certificate, Professional Development, Continuing Education Student Enrollment at the Institution

1903

16. Undergraduate Degree Programmes

16.1 Business Administration

Degree Type

- Bachelor of Business Administration (B.B.A.)

Department

- Business Administration

Degree Programme Subject

- Business Management Administration

Director Full Name

Tatiana Galindo Becerra

17. Masters Degree Programmes

17.1 Master in Corporate Finance

Degree Type

- Master in Corporate Finance

Department

- Finance

Degree Programme Subject

- Economics and Finance

Director Full Name

María Lucía Pérez Ramirez

17.2 MBA

Degree Type

- Master of Business Administration (M.B.A.)

Department

- Business Administration

Degree Programme Subject

- Business Management Administration

Director Full Name

Alejandro Salgado

17.3 Master's Degree in Marketing Management

Degree Type

- Master's Degree in Marketing Management

Department

- Marketing

Degree Programme Subject

- Marketing

Director Full Name

Dorys Rodríguez Castro

17.4 Master's Degree in Leadership in Digital Transformation

Degree Type

- Master's Degree in Leadership in Digital Transformation

Department

- Computer Information Systems

Degree Programme Subject

- Business Transformation

Director Full Name

Francisco Quintana

18. Postgraduate Degree Programmes

18.1 DBA CESA

Degree Type

- Doctor of Business Administration (D.B.A.)

Department

- Business Administration

Degree Programme Subject

- Business Management Administration

Director Full Name

Rodrigo Zárate

19. Certificates, Professional Development, or Associate Programmes

19.1 Corporate sustainability strategies

Degree Type

- Corporate sustainability strategies

Department

- Sustainability strategies

Degree Programme Subject

- Management ESG Sustainability

19.2 Neuroleadership

Degree Type

- Neuroleadership

Department

- Human Resource Management

Degree Programme Subject

- Leadership



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

20. Define Purpose

At CESA, our purpose is to develop transformational leaders to build a better world, integrating sustainability, ethics, leadership, and entrepreneurship. We align academic excellence with responsible management to foster inclusive prosperity and contribute to social well-being and responsible business development, in full alignment with PRME's principles.

21. Institutional Engagement

26% - 50%



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



22. RME Lead

- Centralized sustainability office
- Student contributor
- Senior leadership office
- Research or issue group, society, or club leading sustainability efforts
- Interdisciplinary efforts across parent organization

23. Define Values

At CESA, values come to life by developing transformational leaders with integrity, excellence, and an entrepreneurial spirit. We place organizational responsibility and accountability to society and the planet at the core, embedding sustainability, ethics, and responsible leadership into our teaching, research, and institutional management.

24. Student Awareness

0% - 25%

25. Student Voices

25.1 Purposeful leadership

Provide supporting context

At CESA, students share how responsible management education has shaped their learning and personal growth. Through purpose-driven leadership, volunteering, and sustainable entrepreneurship, they strengthen values and social commitment. To learn more, watch this video: [link](#)

26. Celebrating Values

26.1 Ethics, Spirituality, and Social Commitment at CESA

Provide supporting context

At CESA, we celebrate our values through initiatives that integrate ethics, spirituality, knowledge, and social commitment. Programs such as **Proyecto H** and the **Philanthropic Fund** embody solidarity, respect, and responsibility, strengthening cultural heritage and community impact. Learn more: [Proyecto H](#) and [Philanthropic Fund](#).

27. Student Engagement

0% - 25%

28. Values Voices

28.1 TOMA from CESA

Provide supporting context

We invite our community to share narratives through spaces such as the **Toma del CESA**, where youth, leadership, and business converge to reflect on values and sustainability. This event embodies PRME Principles and fosters intergenerational dialogue. Learn more: [News](#) and [Video](#).



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



29. Define Teach

At CESA, teaching is a personalized, two-way process where students take the lead. We embed sustainability, ethics, leadership, and entrepreneurship into our curricula, supported by technology and active methodologies that foster creativity, business practice, and social commitment, transforming learning toward responsible management.

30. Teaching Awards

30.1 Best Advertising and Marketing Teacher at the P&M Awards

Award Granter

P&M Awards

Award Grantee

Xavier Serrano

Description of Award

Xavier Serrano, Professor of Advertising and Marketing at CESA, has been honored as Best Professor in Advertising and Marketing at the prestigious P&M Awards, the most recognized accolade in Colombia's communication, marketing, and advertising sector. With more than 24 years of teaching experience and a distinguished career as CEO of leading advertising agencies—including DDB Colombia, which he currently directs—Serrano has made a lasting impact both in academia and in the industry. His approach blends creativity and strategy, inspiring generations of students and professionals alike. This award highlights not only his academic leadership but also his ability to bridge the gap between education and professional practice, reinforcing CESA's commitment to delivering high-quality, relevant education aligned with the challenges of today's business world. 📄 See the full list of winners at P&M: <https://www.revistapym.com.co/articulos/comunicacion/84143/conoce-a-los-ganadores-del-top10-p-m-2024> 📄 Read the full CESA article: <https://www.cesa.edu.co/news/el-mundo-de-xavier-serrano-mejor-profesor-publicidad-y-mercadeo-entre-jingles-marcas-y-esloganes/#:~:text=marcas%20y%20esl%C3%B3ganes,-El%20mundo%20de%20Xavier%20Serrano%2C%20mejor%20profesor%20Publicidad%20y%20Mercadeo,entre%20jingles%2C%20marcas%20y%20esl%C3%B3ganes&text=Profesor%20en%20los%20posgrados%20de,Un%20pregunt%C3%B3n%20imprescindible%20para%20publicistas.>

[Award link](#)

31. Educator Recognition

- Annual teaching excellence awards
- Course evaluation scores
- Faculty promotion and tenure consideration
- Institutional recognition events
- Pedagogical innovation grants

32. Teaching Voices

32.1 Teaching Innovation and Technology for Sustainability

Provide supporting context

At CESA, teaching is conceived as a personalized, two-way relationship where the student is the main actor. Faculty employ **active strategies** that integrate creativity, business practice, collaboration, and ethical responsibility. To enhance these methods, CESA invests in **faculty training on innovative pedagogy and technology use**.

We now incorporate **artificial intelligence tools**, digital business simulations, virtual classrooms, and academic analytics to personalize learning and enrich the educational experience. These technologies empower professors to design innovative courses that embed sustainability and social responsibility as core principles, preparing students to face **global challenges with a transformative vision**.

To learn more about our pedagogical innovation and faculty development process, please refer to pages 76 to 79 of our 2024 Sustainability Report: https://bucket-cesaweb.s3.amazonaws.com/documents/INFORME_DE_SOSTENIBILIDAD.pdf

33. Barriers to Innovative Curriculum

- Change fatigue
- Assessment challenges
- Standardized testing expectations
- Overloaded faculty
- Time constraints

34. Barriers to Innovative Pedagogy

- Assessment rigor concerns
- Digital divide
- Time constraints
- Technology gaps
- Change resistance

35. Fostering Innovation

To a great extent

36. Experiential Learning

To a great extent

37. Learning Mindset

To a great extent

38. Method of Teaching and Learning

In person



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

39. Define Research

At CESA, research is a means of building and transferring knowledge, combining scientific rigor with social relevance. Our studies address national and international business phenomena to foster people's well-being and the sustainable development of organizations, inspiring responsible management and practice.

40. 2024 Publications

16

41. Research Barriers

- Collaboration challenges
- Funding challenges
- Participant recruitment

42. 2024 Publications on Sustainable Development and/or RME

10

43. Research Funding

- Institution Specific
- National
- International

44. Socializing Research

- Community organizations
- Government and policy makers
- Industry and business networks
- International media
- Local media
- National media
- Open-access platforms
- Research collaborations

- Public events and lectures

45. Research Presentations

45.1 Sustainability and productivity in the potato value chain in Colombia through nature-based solutions

This is a

- Conference paper/proceedings

Authors

- Alejandra Pulido López CESA
- Adela Vélez Rolón CESA

Date of publication

October, 2024

What conference was this presented at?

- National or international discipline-specific conference

Abstract or Summary of Publication

It analyzes the potential of Nature-Based Solutions (NbS) to promote sustainability in potato cultivation in Colombia. Based on observations in 17 municipalities and five territorial corridors, and in line with regulatory frameworks such as Law 1930 of 2018, the project identifies environmental, social, and productive challenges that affect the value chain. It proposes NBS in four key areas: ecosystem conservation, sustainable water and soil management, climate change adaptation, and community development, highlighting actions such as ecological restoration, agroforestry systems, green infrastructure, rural training, and strengthening local markets. The research seeks to promote a sustainable, resilient, and inclusive transition in highly vulnerable areas.

What would be the ideal impact of this research in the field and/or in society?

Contribute to a sustainable transformation of the potato production system, improving productivity, climate resilience, and ecosystem conservation, while strengthening community capacities and youth participation. The findings are expected to guide rural production management and territorial bioeconomy strategies, positioning SbNs as cost-effective tools that link agricultural development with environmental conservation and meet the Sustainable Development Goals, especially in rural areas.

This research covers (Department):

- Economics

- Management

This research covers (SDGs):



Is this available through open access?

- No

Attachment

Template SbN

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46. Share Publications

46.1 The value effect of sustainability: evidence from Latin American ESG bond market

This is a

- Peer-reviewed article

[DOI](#)

Authors

- Guillermo Arévalo
- Maximiliano Gonzales
- Alexander Guzman
- Maria Andrea Trujillo

Date of publication

May, 2024

What conference was this presented at?

- National or international academy of management
- Regional or local academy of management

Abstract or Summary of Publication

We use the event study methodology to examine the effect of 115 environmental, social, and governance (ESG) bond issuances on the stock price of Latin American listed firms over the period 2016–2022. Consistent with the signaling theory, firms sending a signal of commitment to sustainability obtain a positive and significant average Cumulative Abnormal Return (CAR) of 1.97% during an event window of 18 days. The CAR is higher for first-time issuers, reaching 2.28%. Firms with smaller and more diverse boards are associated with higher CARs. However, ownership concentration reduces the CARs due to the potential misbehavior and expropriation risk from controlling shareholders. These results suggest that firm-level corporate governance mechanisms are critical to the ESG bonds signaling effect. Overall, our findings indicate that investors in Latin American capital markets positively value the reduction of information asymmetries regarding firms' sustainability efforts, especially in a firm that mitigates potential agency conflicts.

What would be the ideal impact of this research in the field and/or in society?

The ideal impact of this article in the academic sphere would be to offer robust evidence that strengthens signaling theory in the context of Latin American capital markets. Its findings—an average positive CAR of 1.97% and even higher for first-time issuers—show that investors value ESG bond issuance positively as a credible signal of commitment to sustainability, especially when the corporate governance structure reduces agency conflicts. This helps fill a gap in the literature, as few studies have analyzed these issuances in emerging markets with high levels of opacity and asymmetric information. In addition, the study reinforces the importance of board characteristics and shareholding concentration in the valuation of these signals, opening new lines of research on how corporate governance conditions the impact of sustainability practices on company value.

This research covers (Department):

- Business Administration
- Management

This research covers (SDGs):



Is this available through open access?

- Yes

[Publication link](#)

47. Research Voices

47.1 Urban gardens initiative

Provide supporting context

At CESA, we view research as a powerful driver to connect academia with society's real challenges. We invite our community and partners to share narratives that embody the **Principle of Research**, highlighting how we generate knowledge with purpose and sustainable impact.

An inspiring example is the **urban gardens initiative**, which today forms part of a course but originated as a **research project led by Professor María Andreina Moros**. The project explores how urban agriculture can serve as an educational, environmental, and community strategy, combining sustainability, innovation, and well-being in the local context.

This initiative has evolved beyond the classroom into a space for experiential learning and community engagement, raising environmental awareness among students and offering concrete solutions to the challenges of urban sustainability.

Learn more about this initiative here: [Video](#).



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

48. Partners, Accreditation Bodies, Associations, etc.

- EFMD (European Foundation for Management Development)
- United Nations Global Compact non-business signatory
- AACSB (Association to Advance Collegiate Schools of Business)
- CLADEA (Consejo Latinoamericano de Escuelas de Administración)
- Ministries of Education, Higher Education, or similar national bodies

49. Define Partner

At CESA, partners are strategic allies from business, government, academia, and civil society. Together, we promote international quality standards, share best practices, and strengthen innovation, academic excellence, and global positioning, fostering responsible education that remains connected to global challenges.

50. Student Partners

- None

51. Partnerships

51.1 WWF Colombia

Period this affiliation covers

July, 2025 - July, 2026

This organization is a:

- Non-Profit

Purpose of work with this organization

- Access to Learning Resources
- Corporate and Government Partnerships
- Interdisciplinary Collaboration
- Research Collaborations
- Sustainability and Social Impact
- Climate
- Social

Describe your work with this organization

CESA – WWF Colombia Partnership

CESA and WWF Colombia signed a specific collaboration agreement with the aim of strengthening institutional sustainability and raising awareness among the university community about the importance of biodiversity and responsible consumption.

The agreement includes environmental volunteer work in protected areas, integrating educational and practical activities such as:

- Induction talks to promote sustainable habits in daily consumption.
- Guided hiking in the hills of Bogotá to recognize strategic ecosystems such as mountain forests and páramos.
- Planting of native species and participatory restoration.
- Workshops on environmental culture and local governance.
- Composting practices using biodigester bales.

The alliance seeks not only to offer transformative learning experiences to CESA students and collaborators, but also to contribute to ecological conservation and restoration processes, reinforcing the institution's commitment to responsible education, climate action, and the protection of Colombia's natural heritage.

51.2 4U Alliance

Period this affiliation covers

September, 2024 -

This organization is a:

- Education organization

Purpose of work with this organization

- Corporate and Government Partnerships
- Faculty and Scholar Exchange
- Global Recognition and Clout
- Internships and Career Development
- Interdisciplinary Collaboration
- Lifelong Learning and Executive Education
- Research Collaborations
- Scholarships and Funding Opportunities
- Student Mobility and Study Abroad
- Sustainability and Social Impact
- Technology and Digital Transformation
- Thought Leadership and Knowledge Sharing

Describe your work with this organization

The Alianza 4U (Alliance of Four Universities) is a strategic alliance between four prestigious Colombian universities: CESA, EAFIT, Universidad Icesi, and Universidad del Norte. Its goal is to promote excellence in higher education, strengthen the country's development, drive innovation, and foster collaboration in academic and research fields.

Main objectives of the Alianza 4U:

- Promote academic excellence: Through collaboration in teaching, research, and outreach, the universities seek to raise the standards of higher education in Colombia.
- Drive innovation: The alliance seeks to foster innovation in business models, organizational culture, and management systems, preparing leaders for a globalized environment.
- Contribute to the country's development: The institutions are joining forces to address the country's challenges, strengthening higher education's commitment to regional and national development.

Foster connections with various sectors: The 4U Alliance invites university presidents, secretaries of education, the Ministry of Education, foundations, and companies to join in spaces for dialogue and collaboration to transform education.

How do you measure success and impact

The impact of the 4U Alliance, formed by CESA, EAFIT, ICESI, and Universidad del Norte, is measured by evaluating its contribution to academic excellence, the strengthening of higher education, and the socioeconomic development of the country. This includes metrics in education (teaching, access to education), research, and outreach, as well as indicators of how the alliance has generated value for Colombian society.

Provide supporting materials...

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52. Partner Voices

52.1 4U Alliance

Provide supporting context

We share testimonials of CESA's participation in the 4U Alliance, where a memorandum of understanding (MOU) was signed with Purdue University in the United States to strengthen academic mobility and research between Colombia and the US. This alliance seeks to generate opportunities for students and professors in undergraduate and graduate programs, as well as promote the exchange of scientific and academic knowledge through seminars, workshops, and publications. Please watch the following video: <https://www.youtube.com/watch?v=hzw5Zi18A2g>



Practice

We adopt responsible and accountable management principles in our own governance and operations.

53. Define Practice

At CESA, practice means applying transparent and responsible management in our academic and institutional governance, integrating these principles into teaching, research, and partnerships to develop ethical and sustainable leaders committed to social and environmental responsibility in line with international standards.

54. RME Practices

- Carbon reduction or offset commitments
- Climate action plan
- Curriculum guidelines
- Employee equity, diversity, inclusion
- Ethical leadership or good governance policies
- Faculty hiring, tenure, and promotion guidelines
- Greenhouse gas emissions
- Responsible procurement policies
- Student equity, diversity, inclusion
- Sustainability strategy or strategic plan (school or university level)
- Water

55. RME Policies

55.1 Institutional Educational Project (PEI)

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55.2 Code of ethics

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30.Codigo-de-Eética

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55.3 Supplier code

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55.4 Teacher Training Policy

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10.PoliticaFormaciondocente

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[Download document](#)

55.5 Research Group Regulations

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07._Reglamento_del_grupo_de_Investigación_2024

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56. Practice Awards

56.1 Good Practices in Sustainable Development from the Global Compact Network Colombia

Award Granter

Red Pacto Global Colombia

Award Grantee

Adela Vélez Rolón

Description of Award

The CESA initiative, a business research and innovation laboratory, was honored at the sixth edition of the “Recognition of Good Practices in Sustainable Development” awards, presented by the Global Compact Network Colombia. The purpose of this award is to highlight the actions taken by business and non-business organizations (academia, NGOs, public sector) to achieve

the United Nations Sustainable Development Goals (Agenda 2030), an initiative that arose from the joint efforts of the Global Compact Network Colombia and the Bogotá Chamber of Commerce. CESA, a business research and innovation laboratory, stood out for its impact on SDG number 9, which deals with promoting industries under sustainability criteria, among a total of 181 participating practices. Led by research professor Adela Vélez Rolón, the Business Research and Innovation Laboratory seeks to foster synergies between academia and organizations to close competitiveness gaps through joint and applied innovation between both actors. Essentially, it explores business needs with groups of students (at the center of knowledge) and provides solutions based on a research process. As such, it is a laboratory specializing in welcoming and deeply understanding the needs of organizations, in order to provide them with opportunities for improvement and innovation.

[Award link](#)



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



57. Define Share

ChatGPT Plus At CESA, sharing means communicating our achievements, challenges, milestones, and commitments with stakeholders, including lessons learned, to foster collective learning, strengthen partnerships, and build shared knowledge, aligned with our institutional purpose and PRME's principles of responsibility and sustainability.

58. Transparent Engagement

- Annual reports
- Boards and advisory committees
- Community events and consultation forums
- Feedback mechanisms (e.g., surveys, suggestion boxes)
- Open faculty and student meetings and town halls
- Student and staff volunteer programs
- Sustainability-focused research and collaboration Opportunities

59. Transparency Barriers

- Audience reach
- Donor sensitivities

60. Audiences

- Accreditation bodies
- Alumni and donors
- Boards and advisory committees
- Business and industry partners
- Faculty and staff
- Non-governmental organizations (NGOs)
- Prospective and current students
- Research and academic networks

SIGNATORY

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