

# **PRME PROGRESS REPORT 2017**

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**ICBS Business College  
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## Letter of the Dean

ICBS Business College is completing 40 years of operation in the three major cities in Greece, Athens, Thessaloniki and Larissa, that have more than 60% of the population of the country.

We have lately developed the Principle 6 : Dialogue, by organizing a series of events that promote the interaction of the students with members of the business society in the region.

Among these events were business visits to production sites, to discuss on the production process and problems, seminar with the Thessaloniki Hotel Association to present and discuss e-booking systems, and a seminar on the Digital Marketing Campaign, presented by specialist and with cases.

Lately ICBS has decided to offer its business programmes also in English. This will attract students from abroad, to which we will introduce the Principles of PRME.

The Dean

*Kostas D. Tselopoulos*



## **ICBS at a glance**

ICBS Business College was founded in 1977 in Thessaloniki by a team of scientists to meet the need for Business Education. The expansion of actions in other cities followed.

From the very first moment his philosophy was based on:

### **EDUCATION**

according to the most efficient European and international standards

### **PROGRAMS OF STUDY**

tailored to market needs and future developments in the globalized environment.

### **ACADEMIC STAFF**

which combine academic infrastructure with practical experience.

### **ANTHROPOCENTRIC APPROACH**

to develop immediacy, relationships in a fertile educational climate to facilitate learning.

### **EMPLOYMENT IN BUSINESS**

so that innovative and new ideas are created and, above all, evolve into effective business action.

In collaboration with established British State Universities (Ulster, Kingston, Winchester) and certifications from International Academic Recognition Organizations (AMBA, QAA, NARIC), ICBS has offered and offering undergraduate and postgraduate programs

- Business Administration
- Marketing
- Financial Management and Accounting
- Tourism Management

Contributing significantly to the creation of thousands of highly trained graduates who successfully run Businesses and Organizations, both in Private and Public Sector.

ICBS Business College, operating and offering its programs in Thessaloniki, Athens and Larissa, continues to support and guide students and graduates as well as the wider business community in achieving their goals.

## ICBS and PRME

### **Principle 1: Purpose**

We will 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.

The mission of ICBS is to provide high- quality education to its students and to contribute to their development as responsible citizens.

ICBS's educational guidelines give special relevance to the impact that decisions regarding to the business operating can have on the society and the environment.

Through the Case Method, classes are based on real problems, similar to those that an executive or leader encounters in his/her professional life, with complexity, high risks and challenges, through which the participants' leadership capabilities are developed in a practical, real and invaluable manner.

The principles and techniques are learned through collaboration and cooperation between participants geared towards solutions to real challenges and problems.

### **Principle 2: Values**

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

The school's reputation in the business world is directly linked to its 5 pillars that make ICBS an unique Business School: more than 30 years teaching with the Case Method while encouraging prudential decisions, a culture of participative learning based on a humanist stance, ethics and corporate and social responsibility, result in a real transformation of the participants into managers and leaders who actively build the society.

**Principle 3: Method**

We will create educational frameworks, materials, processes and environment that enable effective learning experience for responsible leadership.

The Case Method is, at ICBS, the key of the educational process, a lively and interactive process of learning, discovery and sharing that allows each participant to develop their analytical skills whilst encouraging prudent decisions.

Participants that finished the Executive MBA wrote 13 Cases in which they share their vision as managers, developed through years of practice and the learning experience in ICBS.

**Principle 4: Research**

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

A holistic vision of business requires a synthesis of technical and ethical aspects based on humanist values. We understand ethics as an orientation towards human excellence for both individuals and organizations, particularly businesses, expressed in all spheres of action. We thus propose to research and transmit ethical knowledge that can be effectively integrated into strategic and operational decisions, in administration and management and in the development of organizations in general.

**Principle 5: Partnership**

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Since May 2017 ICBS is a member of the The United Nations Nations Academic Impact and has embraced the principles of the Global Compact.

Also ICBS is a member of the Federation of Industries of Northern Greece is in constant contact with the business world, organizing seminars and work groups, and the participants, both individually or in teams, are asked to rethink and re-examine the problems and challenges facing their organization in an environment that encourages productive discussion and creativity. The immediate result of the program is the ease and speed to implement these ideas and solutions.

**Principle 6: Dialogue**

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Participants in the school's long duration programs form the ICBS Student and Alumni Association.

The School's relationship with its Alumni and the relationships among the Alumni themselves generate an endless source of knowledge, experience and contacts for the professional and personal enhancement of all.

To keep the bonds created among the participants alive, as well as those created between them and the School, ICBS promotes activities that enable participants to get together over a wide range of aspects of business and social life.

These activities establish a platform of lifelong learning and permanent transformation. Here, the focus is on the evening conferences - Continuities Sessions - unique moments when personalities of recognized academic and professional merit talk about topics relevant to the management area, serving and facilitating learning in each of the functional areas of the company or in the company as a whole, as part of society.