

Witten/Herdecke University, Germany

Faculty of Management & Economics

PRME Report

Academic Year 2012/2013

United Nations Global Compact Academic Network

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**



Opening Statement



We, the Faculty of Management & Economics at Witten/Herdecke University, are pleased to submit our Report on Progress for the academic years 2012 and 2013.

Witten/Herdecke University and its Faculty of Management & Economics is designed to both train and develop for leading positions in business, politics and society, and to tackle the economic, ecological and social challenges of the 21st century from the perspective of sustainability. Successful leaders present innovative and sustainable ideas and show responsibility as well as appreciation of their cultural and social environment. We educate change agents, who are able to cope with the unexpected, and who are prepared to assume responsibility.

The students, faculty and staff at Witten/Herdecke University and its Faculty of Management & Economics work hard to accomplish our mission and to apply the principles of responsible management education in our education, research, and community involvement. We are proud of our endeavours, success and of being part of an international academic network committed to an education infrastructure for the leaders of tomorrow.

Herewith, we renew our commitment to the United Nations Global Compact Academic Network and to the Principles of Responsible Management Education.

Prof. Dr. Birger P. Priddat
Dean, Faculty of Management & Economics

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.

Our purpose

Witten/Herdecke University (UW/H) was founded and state recognized in 1982 and has been a pioneer among Germany's higher education institutions ever since. Over a period of 30 years, we introduced significant innovations in research and teaching. As a model university we stand for dynamic reforms of the traditional alma mater and the pursuit of a humanistic educational concept adapted to the challenges of our modern knowledge society. In adherence to Humboldt's educational ideals we strive to integrate research and student education, provision of scientific services, practical application and social responsibility. Theory-based and practice-oriented teaching at UW/H is always associated with the acquisition of subject-related, methodical, social and cultural competencies, value orientation and personal growth.

Witten researches.

Research at UW/H is interdisciplinary, highly diverse as to methodology, and focuses on well-defined areas. As a private university with a moderate percentage of our budget funded by state, we feel obliged to contribute something to society in return for the funds we receive. One way to do so is to generate innovative research results. Real-life problems call for transdisciplinary research. The social relevance of our chosen fields of research is as important in this respect as transparent and understandable publication of research findings.

Witten educates.

Education is a lot more than training for the job. In addition to subject-related expertise and skills, we also convey methods and strategies which enable our students for the rest of their lives to cope with complex and permanently changing demands of the modern knowledge society. Students are encouraged to think in wider contexts and assume social responsibility in and beyond a chosen discipline. The economic, ecological and social challenges of the future will certainly not respect the boundaries of academic disciplines.

Witten – fundamental.

Fundamental studies are a core element of the Witten/Herdecke identity and all of its degree programs. They foster out-of-the-box thinking. They embody the university's guiding idea and facilitate learning processes beyond subject-related expertise. Here, students tackle questions for which we have no ready-made answers, or for which there may be no answers available at all. Education needs protracted reflection and a change of perspective as well as alienation and distance from self and the world. Fundamental studies offer this opportunity to call for a halt. In an increasingly complex, rapidly changing and insecure world, prospective physicians, entrepreneurs, managers, politicians or consultants need methodical, social, ethical and cultural competencies as much as subject-matter expertise.

Witten gets involved.

The role of higher education in society underwent radical changes in recent years. Research and teaching are still core activities at universities. But today we expect more. Civic engagement as the “third mission” in addition to research and student education has always been part of UW/H identity. At the founding ceremony of Witten/Herdecke University, Alfred Herrhausen spoke of “esprit engagé, a dedicated spirit to be developed and employed for the fostering of our society”. This spirit is an essential part of our philosophy and attaches equal importance to social responsibility, student education and generation of innovative research results.

“Witten/Herdecke University as the oldest and one of the few interdisciplinary private universities stands for pluralism, freedom in curricular organization and encouragement of social responsibility. Its reformative character is an inspiration to the entire system of higher education in Germany.”

Prof. Dr. h.c. **Roland Berger**,
Chairman Roland Berger Strategy Consultants GmbH

“Germany's oldest private university has been addressing a topic of much economic and social significance for by now ten years, and has done so with impressive success.”

German Chancellor **Angela Merkel**
sent a word of greeting to the 10th Congress for Family Businesses

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.

Our Values

The Faculty of Management & Economics adheres to the three guiding principles that are part of the mission statement of Witten/Herdecke University, and devolves them into the context of an economic department. These are:

- **Encourage freedom**

In our teaching and research activities we encourage personal initiative and creativity in economic thinking and action. We explore innovative economic approaches and also non-economic perspectives.

- **Strive for truth**

In our quest for truth, we school students in a reflective handling of methodology in economics and related fields. We integrate theory and practice to underline our problem and solution oriented approach. We want national and international visibility for our research into issues of social relevance.

- **Foster social responsibility**

Our graduates are expected to join the ranks of responsible leaders and accept formative tasks in business, politics and society. In research and student education we address economic, ecological and social challenges specific to the age of globalization, and develop a range of solution scenarios. In this way we work on the concept of an economic system adapted to the needs of people and not the other way around.



Principle 3: Method

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

Our method

The key philosophy of social responsibility outlined in the three guiding principles for UW/H is and remains highly important in view of future challenges. Today's economic systems operate within contexts that are formed not only by political and social but also by environmental, technological, demographic and health related issues. Responsible entrepreneurial activity is therefore an integral part of such wider contexts.

Multidisciplinary curricula

Many future challenges to our society will require interaction between a multitude of disciplines. Subjects like business economics, general management, philosophy, sociology and civilization studies all contribute to the development of a sustainable economic system. In contrast to conventional business schools, the main objective at our faculty has been from the start – in 1984 – to integrate other academic disciplines in economic studies and to also explore economic issues from the perspective of related fields, to ensure practical relevance and applicability of our education.

Corporate Responsibility and Sustainability

Witten/Herdecke University offers numerous lectures and courses in the field of corporate responsibility and sustainability within the following programs:

- **Business Economics (B.A.)**
 - Sustainability on corporate and product level
 - Social entrepreneurship
 - Environmental economics
 - Strategies of Development Policy

Since 2012, Bachelor students can, depending on their personal preferences and career aspirations, select a minor in sustainability, which is recorded in the diploma supplement. Furthermore, one of the core teaching concepts of the economic faculty, the Start-up Academy (“GründerWerkstatt”), opened to sustainability. Participants in this course gain insights into the implementation of founding a social business.

- **Philosophy, Politics and Economics (B.A.)**

- Focus module “Limits to Growth”

- **Management (M.A.)**

- Co-determination und social partnerships
- Corporate governance and governance ethics
- Diversity: Women on boards/ top management teams
- Responsible leadership
- Corporate social responsibility

- **Philosophy, Politics and Economics (M.A.)**

In 2013, the Faculty of Management & Economics launched a new master program in Philosophy, Politics and Economics. Unlike most conventional programs, the focus is on the scientifically grounded analysis of an increasingly networked world and its real-life issues. In the highly complex society of the 21st century, the most convincing and lasting impetus comes from individuals who think in wider terms and know how to integrate economic, political and philosophical perspectives.

- **Electives**

- Social skills, team development, coaching
- Ethics and economics
- Colloquium sustainable economic development
- Sustainability consulting
- Social entrepreneurship
- Global ethics between economics and politics
- Social policy
- Beyond the constraints of growth? Theory development at the intersection of philosophy, policy and economics
- Political culture in a post-growth economy



Studium Fundamentale – The interdisciplinary heart of UW/H

In addition, all students have to take courses in the Studium Fundamentale. The aim of these fundamental studies is to offer students new perspectives for their core studies and to better develop their reflective, communicative and creative skills. Once a week students of all faculties within the UW/H explore fields beyond their own disciplines and attend lectures and classes, in which topics from philosophy, aesthetics over arts to ethics are addressed. Additionally, the field of Studium Fundamentale consists of a variety of courses in social sciences. As part of this development a new chair for “Politics, Sustainability and Transformational Dynamics” has been established offering courses like “The Political Culture of a Post Growth Society”, “Energy Transition” and “Infrastructures for a Sustainable Development”.

Lectures, conferences, workshops

Numerous lectures, conferences, workshops, etc. focus every semester on sustainability themes. Most of them are initiated in close exchange with our students. Examples from the last two years include:

- **“Managerial responsibility today”**

Calls are getting louder for a responsible management culture, but an increasingly competitive environment makes it hard for managers to meet these demands. As part of the Monday series at the “Citizens University”, potential formats of responsible leadership were illustrated.

- **Discussion on unconditional basic income**

The model discussed was initiated by Götz Werner and has been the subject of intensive discussion for ten years. Today it has arrived in the public awareness as a fascinating idea that waits to be implemented in practice.

- **“Secondary school pupils as entrepreneurs?”**

The purpose of this approach presented is to demonstrate secondary school pupils what they can achieve if they assume responsibility and act autonomously and proactively in a team; they are encouraged to plan their future after leaving school, which helps in the transition to work life.

- **“Escaping abundance – On the way to a post-growth economy”**

Debt crisis, resource depletion and a growing imbalance between earned income and wealth suggest that we will not be able to maintain our standard of living for long. Which type of economy could manage with the limited resources available, and still meet everybody’s’ needs? What can we do as politicians, economists and individuals to take steps in this direction?

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.

Our research

The two key fields of research activities at the UW/H Faculty of Management and Economics are reflected in the degree courses which the Faculty offers. Under the heading "entrepreneurship and leadership" one field concentrates on managerial questions regarding the behaviour of prospective business leaders on the protagonist level. Research in the economics-oriented field comes under the heading "markets and institutions" with a focus on rules for the management of markets and market systems. This research approach permits and even demands interdisciplinary exploration, since major challenges to future societies will require a joint effort of several disciplines. Market analysis also covers sustainability aspects. The Faculty's research focuses on:

- Family Business (Focus: Long-term Orientation of Family Firms)
- Leadership and Corporate Governance (Focus: Responsible management and leadership in all ranks, governance, social responsibility)
- Institutional Change
- Healthcare Management & Economics (Sustainable Health Services Research)

Research projects conducted in the field of corporate responsibility as well as sustainability included:

- **Sustainable management in the food sector**

The Centre for Sustainable Leadership mainly focuses on the food sector. Here, it aims to support the values of global responsibility by addressing topics like strategic management and sustainability, sustainable leadership, executive education as well as evaluation and communication of sustainability.

- **Clean water for Vietnam**

The Institute for Environmental Engineering and Management (IEEM) of Witten/Herdecke University is in charge of AKIZ, a project jointly sponsored by both the German Federal Ministry of Research and the Vietnamese Ministry of Research. One purpose of the project is to explore which types of sewage plants may be employed in the difficult conditions of tropical emerging countries. New pollutants as well as rising quantities of wastewater cause climate related problems.

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.

Our partnerships

Right from the start Witten/Herdecke University assumed social responsibility in many forms and on various levels. Witten/Herdecke University is in a continuous lively exchange with the community: with Witten's citizens, the local and regional business world, social and cultural institutions, even international organizations, corporations and foundations.

Our students spend substantially more time working on projects on- and off-campus than in classrooms. One example is the **oikos Winter School**, where young and visionary individuals from all over the world meet in Witten for workshops on specific projects, interdisciplinary meetings, latest research findings, etc. In 2012, the key issue was how to shape our environment for a future that is worth living for. Students planned and worked together with pioneers from business, politics, science and culture to search for innovative solutions as a contribution to sustainability. The Ruhr area, European Capital of Culture 2010, worked as a platform for project designers, idealists, lateral thinkers, international students and social entrepreneurs.





The Faculty of Management and Economics is part of a regional and global network of higher education institutions, companies and other organizations. Based in the city of Witten and the Ruhr area, we cooperate with over 50 family businesses (including Haniel, Grillo, Pictet), about 30 companies in the food industry (including Dr. Oetker, Katjes, Iglo), and more than 300 mentor companies who support our company mentorship concept in teaching. In this context, the **Future Conference Food** for example focusses on the change processes towards more sustainability in the food sector. In 2013, findings of a study on sustainability communication in the food sector were presented, a joint project with the Engel & Zimmermann communication consultancy.

Furthermore, we have renowned academic partners for our key research activities. Our alumni, many of whom hold positions in successful business enterprises all over the world, constitute a further essential part of our network.

The university also draws on the dedication to its environment. A number of associations and societies form a network to support the university and its students on several levels. New ideas and projects result from this commitment on a regular basis. Apart from associations such as the “StudierendenGesellschaft” or the “Universitätsverein”, various institutes with close links to the Faculty of Economics and Management help to build bridges between theory and practice.

Principle 6: Dialogue

We will 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.

Our Dialogue

Students and their projects are truly the best ambassadors for an UNPRME membership. Witten/Herdecke has produced an impressive number of social, cultural, commercial and non-profit initiatives and curricula that foster responsibility. Characteristically at UW/H, students team up for cross-disciplinary projects, reaching beyond their own study focus. In the following section, you can find a selection of numerous projects initiated by our students and achievements that we are proud of.

Student Initiatives

ADD ACTION

It is a frequent demand to integrate health related subjects such as physical education and nutrition into school curricula from early on. Since 2010 ADD ACTION is a first step in this direction. Our students organize a variety of activities at schools to counteract the rising incidence of obesity amongst children and adolescents.

TEAM PATIENT EDUCATION

Ten years ago a student study group started out as one of several in the nursing curriculum to explore the topic of “patient education – information, instruction and consultation for patients”, and to integrate theory and issues emerging in every day nursing practice.

BILDUNGSCHANCEN – EDUCATIONAL OPPORTUNITIES

This initiative strives to support education in children and adolescents from lower SES families to ameliorate chances for an objectively successful live.

ENDULEN E.V. – KEEP IT CLOSE TO YOUR HEART!

Following this slogan, two medical students founded this non-profit registered association in 2008, after having absolved a voluntary year at the Endulen hospital in north Tanzania.

FUTURE DOCTORS NETWORK

The Future Doctors Network supports improvement and expansion of medical education in developing and emerging nations. Training in physical examination skills is in great demand amongst medical students in target countries, due to the lack thereof.

GREEN RESPONSIBILITY

Early in 2008 the initiative “Green Responsibility” began planting a row of fruit trees at the back of the campus. Other activities followed, like advertising green electricity or photovoltaic solutions.

ROCK YOUR LIFE!

Ten UW/H students founded the Witten chapter of ROCK YOUR LIFE! in November 2012. ROCK YOUR LIFE! trains dedicated students as coaches who will accompany and support one individual pupil (secondary school) respectively on his or her way into work life on a continuous basis.

RELIEF PROJECT IN RUANDA

To date many villages in Ruanda have no access to clean water or electricity. Many people sleep in huts and dress in rags. UW/H student drill wells on site, help to erect homes, teach in schools and provide new clothes for children and adolescents.

CONGRESS FOR FAMILY BUSINESSES

The annual Congress for Family Businesses offers networks and expertise for this particular type of business. UW/H students host congress, which is the most important and renowned of its kind in Europe.

ORAL HEALTH PROJECT GAMBIA

Several local Oral Health Centers were established all over Gambia in cooperation with the Gambian Ministry of Health, European and US universities.

MEDICAL EXCHANGE PROGRAM MAZAR

In the Medical Exchange Program Mazar, Afghan students are trained as tutors at UW/H, in annual alternation with UW/H students teaching in Afghanistan to pass on their previously acquired medical skills.

ENTREPRENEURS IN DIALOGUE

UW/H students regularly invite outstanding representatives of the business community to the university, where guests report and discuss their professional experience and insights with lecturers and students.

THINK TANK SERIES

The Witten/Herdecke Think Tank Series is a forum for innovative ideas. Students organize each meeting in cooperation with selected institutions and explore visions, concepts and future scenarios for a specific industrial sector.

THEATRON LOGOU

Michel Friedman, Gunther Beckstein and Wolfgang Schäuble were guests of Theatron Logou. This student initiative strives to find answers to current issues or to raise new questions that might help to raise awareness for such topics.

SUSTAINABLE INNOVATOR SPEAKER SERIES

UW/H students founded the Sustainable Innovator Speaker Series in spring 2010. The idea was to add an initiative with a focus on sustainability to the existing student projects at university. Once or twice a semester, they invite executives with a record of sustained social innovation.

STUDENTS HEALTH DIALOGUE

Ukraine has one of the highest new HIV infection rates worldwide – reason enough for two medical UW/H students to start the Students Health Dialogue (SHD) in 2004. The idea was to use sexual education in order to reduce the number of new infections considerably. Today the focus of SHD activities is on sexual education in Germany.

WORLD:CLASS FOUNDATION

The World:Class foundation provides innovative learning experience to German high school students, who spend several weeks in developing and emerging nations, whilst staying in close contact with their class at home

OIKOS WITTEN/HERDECKE

“What is good for all must be good for me, too, and what hurts society and the environment will ultimately hurt me, too.” For oikos Witten/Herdecke, a student network for sustainable ideas and projects, this implies sustainable management and solutions, which will not cause new problems tomorrow. Since 2008, Witten/Herdecke and its Faculty of Management & Economics is annually hosting the international oikos Winter School, bringing together more than 25 young change-makers from around the world.

MODEL UNITED NATIONS

UW/H regularly sends a student team to New York to the largest UN simulation worldwide. Each student assumes the role of a delegate from a country assigned to and tries to represent this country's interests at UN conferences.

LUTHER'S LAUNDERETTE

Who gives medical care to individuals that are poor or without health insurance? UW/H medical students provide help; they identify patients requiring immediate intervention, refer them to physicians, and perform minor interventions and therapies themselves.

Visit www.uni-wh.de/en/university/student-initiatives to gain deeper insights into our various and quite successful student projects on- and off-campus.



Awards

2013 / "HOCHSCHULPERLE" FOR www.mystipendium.de

Dr. Mira Meier, alumna of the University Witten/Herdecke founded the Internet platform "mystipendium.de" (my scholarship) to help students, pupils and graduates to find scholarships, they are eligible to apply for. In Germany many scholarships available are neither known nor made use of. There are estimates that one out of five sponsoring organizations have problems finding suitable candidates. At the same time over 90 % of all applications are submitted at less than 1 % of scholarship organizations. The initiators of myStipendium.de wanted more transparency in the scholarship. The Stifterverband honored their commitment with the "Hochschulperle" award for the year 2012.

2012 / UNIVERSUM RANKING FOR ECONOMICS: WITTEN STUDENTS HIGHLY SATISFIED

According to the latest nation-wide Universum survey, economics students at Witten/Herdecke University are again among those most satisfied with their education; The Universum survey confirms that 73 % of interviewed UW/H students are highly satisfied with their university (another 16 % are satisfied). In comparison, an average of only 26 % of all students at German universities

are highly satisfied, and 51 % are satisfied.

2012 / ECONOMIC STUDENTS GIVE UW/H TOP MARKS

The Trendence survey gives UW/H top marks in these categories: career service, supervision, cooperation with the business community, practice orientation, guidance, quality of lecturers, and scope/quality of student activities. Additionally, good marks were received for international orientation of programs, and satisfaction with the transition to Bachelor/Master programs.

2012 / TWO LANDMARKS IN THE LAND OF IDEAS

For the fifth time (after 2006, 2008, 2009 and 2011) Witten/Herdecke University has been honoured in this context. In 2006 the project “Germany – Land of Ideas” started a competition in cooperation with Deutsche Bank in search for outstanding and original initiatives. Under the auspices of the Federal Presidency the competition highlights ideas with high innovative potential to shape the future of Germany in proactive ways. In 2012 the Internet platform “mystipendium.de” was selected. This platform provides transparency and is supposed to help finding scholarships.

2012 / “GLOVICO” SELECTED AS PART OF “START-UP CHILE ACCELERATOR”

In 2012 the fair trade language school “Glovico.org” was selected to become part of the global “StartUp Chile Accelerator”. The online platform was founded by Dr. Tobias Lorenz, a former PhD student at the University Witten/Herdecke. “StartUp Chile Accelerator” is a program by the Chilean Government to foster high potential start-ups.

2012 / INTERN. GUESS-REPORT: WITTEN INSPIRES ENTREPRENEURIAL SPIRIT

The University Witten/Herdecke inspires the entrepreneurial spirit. The international GUESS-Report compared German universities and discovered that the students at Witten/Herdecke find the entrepreneurial atmosphere to be encouraging.

2012/ STUDENT FROM UW/H BECOMES PART OF “JOIN THE BEST”

Eric Ufiteyezu a former student of the Business Economic course receives one out of 19 international scholarships from the program “Join the best”. The latter is a program by MLP to give students the possibility to do a training in an international context and to meet big global players.

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