Statement of renewed commitment to UNPRME
December 2012

Ut sementem feceris, ita metes
We reap what we sow
(Cicero)

Preface:

The Lorange Institute of Business Zurich has been member of the Principles for Responsible Management Education (PRME) initiative by the United Nations since September 2011 (http://www.unprme.org). As an institution of higher learning involved in education of current and future managers and business leaders, we undertake efforts to ensure RESPONSIBLE MANAGEMENT as the tenor of the students’, stakeholders’ and our own thinking and operations. The six principles advocated by the initiative guide our efforts.

The Lorange Institute’s Executive MBA is accredited by AMBA and EPAS/EFMD, the institution as a whole is certified by EduQua (Swiss Quality Label for educational institutions). This commits us to a high quality of our offers and our general business conduct.

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 Lorange Institute of Business Zurich seeks to develop responsible leaders for business and society. Our mission statement reflects the purpose to qualify students and executives for acting responsibly. A triad of questions guides us to take
sustainable and valuable decisions with care for the customers, business and environment.

The Lorange Institute of Business Zurich brings together the worlds of global business practice and academic theory. We offer modular and flexible graduate degree programs, short open enrolment programs and customized courses for qualified executives from middle and upper management. We foster an environment for reciprocal learning and are a productive meeting place for realistic and optimistic value creation on different career stages.

We make faculty, students and staff conjointly create innovations and sustainable value for the complex business world. The professional and personal advancement and further development of all stakeholders is the utmost concern.

Our decisions are led by the following triad of questions:
- Is it beneficial to the stakeholders?
- Is it beneficial to the global business world?
- Is it innovative?

The issue of “sustainability” is broached in all subjects within the Executive Master studies. It is especially deepened in the subjects of “Strategy” with one third of the course dedicated to “Sustainable Business Management”.

The students finalize their study with a master thesis (dissertation) which deals with an actual business case from their own company. The supervisors attach great importance to sustainability and ethical aspects in the development of the topic.

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 studies at the Lorange Institute of Business Zurich are committed to convey an optimistic and farsighted view on business. Intercultural understanding is advanced and the participants are trained to think outside the box. Ethical and sustainability aspects resonate in all study modules.

As mentioned before, the topic “Sustainable Business Management” is part of the master module in “Strategy”. It provides knowledge and debates about social, environmental and financial aspects of corporate social responsibility. It prepares the participants to introduce, support and drive sustainability initiatives. Key questions are how issues around sustainability impact the way to do business now and in the future, how people are managed and a transformation based on sustainability is lead.

The topic “Business Ethics and Governance” is part of the master module in “Leadership”. It has been introduced into the curriculum in 2012. The response of the students is very positive. The content conveys ethical codes and ways of conduct on
the macro - the business - and the individual level. It covers expectation on business and consequences of unethical behaviour.

In general, the Leadership part of the study stays abreast of a global economy, characterized by customization, speed, and innovation, organizations' ability to attract, develop, derive value from and retain talent effectively is key to developing a sustained competitive advantage.


**Principle 3**

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

The Lorange Institute of Business Zurich exposes the participants to diversity in various respects. Faculty from different cultures and continents, study groups made up of participants of heterogeneous backgrounds, leadership-tasks with a group-work, and “Living Case” studies from various branches expand the study experiences and test behavioral patterns.

The “Living Cases” (real-life cases in each major master module from different industries) offer the chance to meet, listen to and interview leaders of international companies. The student groups function as consulting teams for the leaders and their companies. The co-operation is quite intense and offers the students inside to different business and leadership models. The learning experience affects all parties, the students, the company and the faculty since it is a lively exchange of experiences among executives.

A new electronic learning and informing platform has been put on stream at the Lorange Institute in January 2012. This has been an important step to a paper-less, efficient learning environment. The paper consumption has been diminished by about 80%, the processes of exchange of learning material has been accelerated, the social exchange by forums and learning platforms has been stimulated.

Furthermore, the IT hardware of the whole institute has been renewed in 2012 with a special attention to energy-saving appliances.

**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.

The quality of the faculty working for the Lorange Institute of Business Zurich also arises from their up-to-date research activities. A few examples of research subjects are “International HRM/Policies and Practices for Multinational Enterprises” (Prof. Dr. Susan Jackson/Prof. Dr. Randall Schuler); “Market Creation in Conflict Zones, Deep Rural Areas and Urban Slums/Lessons from the Developing World” (Prof. Jamie
Anderson, MBA); “Sustainable Future of Mankind / Put your Corporate Social Responsible Act Together“ (Prof. Dr. Mark Esposito); “The Social Uses of Advertising/ Ethnographic Studies” (Prof. Dr. Mark Ritson); “A relational demography model of workgroup identification: Testing the effects of race, race dissimilarity, racial identification and communication” (Prof.Dr. Marcus Stewart); “Firm Reputation” (Prof. Dr. Ian Williamson).

In 2012, the Lorange Institute co-sponsored some projects resulting in articles that focus social or global topics:


Jackson, Susan (Lorange Institute): „Melding Industrial -Organizational Scholarship and Practice for Environmental Sustainability“ Published in Industrial and Organizational Psychology Perspectives on Science and Practice (2012)


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.

The Lorange Institute of Business Zurich participates in the myclimate intitiative (http://www.myclimate.org) and the Global Campaign for Education (http://www.campaignforeducation.org).

Our campus is located in Horgen at the lake of Zurich; Horgen is labeled as “Energiestadt/Energy City”. Environmental protection and energy saving is a compulsive element to all businesses located in Horgen. Recommendations from and discussions with environmental officers are in place.

Our institute strives to operate the facilities with modern, energy saving technologies, prefers suppliers that hold environmental certificates and supports the use of public transport (e.g. by sponsoring half-fare travel-cards for the employees). The restaurant on campus utilizes fresh and biologically created ingredients from the region wherever possible.

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.
The Lorange Institute of Business Zurich has invented and started an event series in 2011 that creates and facilitates the dialog among various stakeholders and groups: It is called “Speed, Action: Results!”, is a 1-day event and takes place once a month or every second month on topical issues related to global social responsibilities. In 2012, these events have been further developed as co-operation platforms with companies or organizations. A company or organization functions as co-organizer and brings their experiences, innovations or problems to the plenum.

The topics and co-operations (end of 2011 and 2012):

<table>
<thead>
<tr>
<th>Date/Topic</th>
<th>Leading Faculty Members</th>
<th>Associated Company</th>
</tr>
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<tbody>
<tr>
<td>December 2011 Doing Business in China</td>
<td>Charles de Brabant, MBA</td>
<td>TAO China Centre Switzerland</td>
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<tr>
<td>January 2012 Competitive Advantage by Communications</td>
<td>Joerg Reckhenrich, MA</td>
<td>Centre of Art and Exhibitions Zurich</td>
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<tr>
<td>March 2012 Workplace of the Future</td>
<td>Prof. Dr. Philipp Boksberger, Mike Johnson</td>
<td>Future Work Forum</td>
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<tr>
<td>April 2012 Grasping Opportunities of Climate Change</td>
<td>Prof. Dr. Nicolas Gruber, Prof. Dr. Philipp Boksberger</td>
<td>Climate-KIC Switzerland</td>
</tr>
<tr>
<td>May 2012 Performance Management</td>
<td>Matthias Mölleney, MBA</td>
<td>Zurich Association for Personal Management</td>
</tr>
<tr>
<td>June 2012 Luxury Marketing</td>
<td>Prof. Charles de Brabant</td>
<td>Swiss Marketing</td>
</tr>
<tr>
<td>August 2012 Organized as Home-Coming Day for Alumni. Topic: Responsible Executive Education</td>
<td>Prof. Dr. Peter Lorange</td>
<td>Graduate Alumni Association</td>
</tr>
<tr>
<td>November 2012 Responsible Leadership</td>
<td>Prof. Dr. Peter Lorange</td>
<td>RECOL Forum (Responsible Corporate Leadership Forum) and “despite”</td>
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</tbody>
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As an example: The event in November 2012 about “Responsible Leadership” involved the participants in 7 presentations about different aspects of responsible leadership and responsible business, 2 plenary discussions about the importance and the impact of responsible leadership and a business case from a company about sustainability and credibility.
Code of Ethics and Conduct at the Lorange Institute of Business Zurich

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

The community of the Lorange Institute of Business Zurich shares the following fundamental responsibilities:

- To our students and customers -- we owe the right of fair admission to the programs and fair access to all educational opportunities and benefits available at the Lorange Institute of Business Zurich in an environment that is free of invidious harassment, discrimination, or intimidation.
- To our Faculty -- we must offer a fair opportunity to teach, conduct research, and to provide service to the community in a setting that provides the academic freedom necessary to cultivate a wide expanson of ideas and teaching methods.
- To our administrative staff -- we must provide the opportunity to serve the institution to their fullest potential, in a work environment that is safe and free from illegal discrimination.
- To our trustees -- we owe our honesty and best judgment. We must manage the Lorange Institute’s assets prudently and fairly in accordance with the trustees’ direction and within the constrains of law.
- To our neighbours and the environment -- we must operate our facilities in a way that does not unjustly deprive any of our residential neighbours and that respects the needs of the ecology.
Faculty, students, alumni, administrative staff and further employees of the Lorange Institute of Business Zurich shall always operate with integrity and honesty in their dealings with each other. No discrimination should happen because of race, background, gender, nationality, religion, language or disability.

All kinds of work, examination and grading shall be done with the utmost fairness on students’ and faculty’s side. Cheating and plagiarism will be penalized with the respective consequences. Contrariwise, the possibility of appeals exists. For both cases, the regulation of degree sets the rules.

All persons involved in the Lorange Institute’s business shall represent the institute in public with integrity and honesty in order not to harm other stakeholders.

Any further appointments shall not conflict with a person's academic or administrative responsibilities or their duties or responsibilities as a member of the Lorange Institute of Business Zurich.