Sharing Information on Progress

Steinbeis University Berlin -
Institute Corporate Responsibility Management

Report no. 3

Berlin, April 2018
Renewal of the commitment to PRME

As an institution of higher education involved in Principles for Responsible Management Education since 2009, the Institute Corporate Responsibility Management is committed to continue the implementation of the Principles for Responsible Management Education in the next 24 months.

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

We encourage other academic institutions and associations to adopt, support and report on implementation of these Principles.

Prof. Dr. Felicitas Mocny
Institute Director
Major Achievements and Key Objectives

Principle 1

**Purpose:** We develop capabilities of students to become future generators of sustainable values for business and society at large, and to work for an inclusive and sustainable global economy.

Institute Corporate Responsibility Management (ICRM) is offering, after a number of years of research and development, a 18-month study program - Master of Arts in Responsible Management (MRM). MRM was developed to respond to the emerging and imminent need for mainstream Corporate Social Responsibility (CSR) Management, Corporate Ethics, Business Ethics and Sustainability within postgraduate business education. The program provides students with an existing background in economy, social sciences and business management with the opportunity to focus on the core concept of responsible business behavior and to specialize in Responsible Management. There are currently over 70 students from the private, governmental and non-governmental sectors studying towards the degree whilst working on the Responsibility Management-related projects inside their companies and organizations.

By strengthening our communication activities in emerging countries in the recent years, we have expanded our student base beyond Europe. Number of our international students, coming from countries in Asia, South-East Asia and Middle East, have increased drastically since the beginning of 2017.
**Principle 2**

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

The learning process of MRM includes class sessions, self study days, transfer projects, presentation and discussions, all of which instill "best practices" in Corporate Responsibility Management.

The curriculum consists of Responsible Management modules, General Management modules and elective modules. Responsible Management modules focus on Corporate Ethics, Corporate Responsibility Management and CSR Communication. General Management modules teach the students how to implement Responsible Management in mainstream business functions such as Finance, Supply and Process Management, (Social) Entrepreneurship, Human Resource Management, International Management etc. Under elective modules, Environmental Sustainability, Human Rights and Compliance Management are offered as main topics.
**Principle 3**

*Method:* We create environment, educational frameworks, materials and that enable effective learning experiences for future responsible leadership.

Besides developing the knowledge and skills of current students, ICRM contributes to the further development of the graduates. Qualified graduates can continue their research and practical implementations in the field of Responsible Management under *Postgraduate Competence Center*, which was established by the end of 2012 as an important pillar of ICRM’s work.

Moreover, with the development of MRM as a double degree in conjunction with “traditional” MBA programs, the Institute aspires to facilitate wider mainstreaming of Responsible Management as defined by PRME initiative.

Additionally, we support our partner organization, Global Impact Grid GbR (GIG), in its EU-funded projects. Since 2016, GIG has been involved in Erasmus+ projects mainly in the fields of *CSR and Social Innovation* and *SDGs – Sustainable Cities*. We have been helping GIG in organizing educational and informative events and disseminating project results in online and physical forms. By doing so, we help the reach of Responsible Management and Sustainability principles to a wider audience beyond our students and graduates.
Principle 4

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

As mentioned in Principle 3, ICRM has established Postgraduate Competence Center, under which graduates maintain their connection to academia by researching on topics related to Responsible Management. The Post Graduate Competence Center (PCC) is a platform created to support the continued research and application of ICRM graduates’ ideas. PCC will serve as a center of research and expertise on issues related to Responsible Management, and will provide outlets for knowledge transfer of Members’ work to interested companies and organizations and the scientific community, as well as the broader public. Through PCC, ICRM aims at acting as both a research partner, as well as, providing forums for discussion on their respective subjects of focus.

Moreover, ICRM has established a PhD node cooperation with its partner university in United Kingdom. We have accepted our first PhD candidate in 2016, who through ICRM supervision continues his training and research. We provide our PhD candidates with the opportunity to have auxiliary teacher roles within our study, as well as participating in PCC. By doing so, through their research, we expand our understanding in the field of Responsible Management.


Principle 5

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

ICRM is committed to interactions and collaborations with managers of business corporations not only to extend our knowledge and expertise within the realm of their challenges, but also to encourage business leaders to take substantial steps towards the meeting of their social and environmental responsibilities. Besides being a part of the leading technology transfer network, ICRM also initiated the opening of the first Net Impact Professional chapter in Germany.

ICRM has successfully completed the ESF funding program led by German Federal Ministry of Labour and Social Affairs in cooperation with Association for Industry of Baden-Württemberg, with the project “Implementation of CSR measures in SMEs through Project Competence Concept (CSRMASS)” between 2012 and 2014. The main purpose of the project was to implement CSR actions in participating SMEs that are qualified in the field. The project was conducted by focusing on the Steinbeis University’s Project Competence Concept. In the light of researching and coaching of experts in the field of CSR, the appropriate measures and tools were individuated and implemented in practice in various management processes of the enterprises. In the framework of the project, 14 SMEs have been trained and coached in developing and implementing their own CSR projects.

In addition to that, as mentioned in Principle 3, ICRM continues its interaction with the practitioners in the field by supporting GIG in its projects in CSR and related fields.
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.

ICRM intends to continue and keep improving its involvement activities and organizations mentioned under the principles 3 and 5. Moreover, ICRM is actively searching for new ways to promote dialogues regarding global social responsibility and sustainability. The objective is to establish a general, consensus-enabling basis for debates in order to implement ethical decision making in the field of corporate responsibility. Special attention is given to discourse ethics, providing adequate proof and representation of claim by a generative stakeholder dialogue based on ethical standards. Parallel to this level of standards, ICRM is intended to offer practical communication tools, such as rules for argumentation integrity.
Contact

Prof. Dr. Felicitas Mocny: fmocny@steinbeis-icrm.eu
Boris Bulatovic: bbulatovic@steinbeis-icrm.eu

Steinbeis University Berlin
Institute Corporate Responsibility Management
Gürtelstr. 29 A/30
D-10247 Berlin
Fon: +49-30-29 33 09-291
Fax: +49-30-29 33 09-292
http://www.steinbeis-icrm.eu