Sharing Information on Progress

Steinbeis University Berlin -
Institute Corporate Responsibility Management

Report no. 1

Berlin, February 2011
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.

Dr. Felicitas Mocny
Institute Director
Major Achievements and Key Objectives

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 Institute Corporate Responsibility Management (ICRM) offers, after several years of research and development, a one-year study program - Master of Arts in Responsible Management (MRM). MRM was developed to respond to the emerging and imminent need to mainstream CSR, Business Ethics and Leadership 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 within one year. There are currently over 30 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 development of this program 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. Besides current cooperations with universities in Austria and the United Kingdom, the Institute is actively negotiating with several overseas institutions as well.
**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 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.

MRM curricula consist of Responsible Management modules, General Management modules and elective modules. Responsible Management modules are focusing on Corporate Ethics, Corporate Responsibility Management and Sustainable Leadership. General Management modules teach students how to implement the Responsible Management in mainstream business functions such as Marketing, Supply and Process Management, Entrepreneurship, Human Resource Management, etc. As mentioned in Principle 1, by offering this program as a double degree, in conjunction with traditional MBA programs, ICRM aspires to facilitate the mainstreaming of Responsible Management as defined by the PRME initiative.

More information on the Institute’s future efforts to incorporate the values of global social responsibility can be found in the “Inspirational Guide on Implementing the PRME in Executive Degree Programs” presented at the 2nd Global Forum for Responsible Management Education.
Principle 3

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

In order to encourage a continuous and systematic integration of the values of Global Social Responsibility in Executive Degree Programs, ICRM has initiated the incorporation of a working group inside the PRME initiative.

The working group on Incorporation of the PRME in Executive Degree Programs has officially started its activities in January 2010 and organized, since its inception, events and lectures in cooperation with institutions in Germany and around world. Special attention is given to the development of consistent and systematic management concepts conducive to executive degree programs. The working group has also developed a highly interactive bilingual website that will work on raising awareness of the PRME with emphasis on the importance of integrating the principles in executive degree programs. As one of the first institutions that joined the PRME initiative in Germany, ICRM has become an informal focal point for educational institutions in German speaking countries wishing to join PRME or become more involved in its activities. In this capacity the Institute held a joint event with Tecnológico de Monterrey (ITESM) at Freie Universität Berlin on "The Principles for Responsible Management Education – potentials opening up for German universities" [Die Principles for Responsible Management Education – welche Möglichkeiten bieten sie den deutschen Hochschulen]. The attendees from several major German universities and business schools were given the chance "to look behind the scenes" of the PRME to better understand how they are formulated and to critically examine the principles vis a vis their own work.

As a part of its contribution to the development of frameworks and materials that enable effective learning experiences for responsible leadership, ICRM has joined a consortium aiming at developing the PRME textbook. The purpose of the textbook is to present a valuable teaching resource extensively applicable for practice-oriented responsible management education. It will be highly aligned with businesses’ need for “sustainably-skilled” human resources and tuned in to the necessities of PRME member institutions. The textbook will not only be applicable for stand-alone Responsible Management courses, but it is also designed for the integration of RM topics into mainstream business courses.
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.

Please see the “Inspirational Guide on Implementing the PRME in Executive Degree Programs” presented at the 2nd Global Forum for Responsible Management Education.
**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.

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.

Net Impact is a worldwide network for students and professionals who want to meet the current social and environmental challenges in business. The network is one of the eight co-convening organizations of the PRME Initiative.

As one of the first steps, ICRM decided to encourage and support the start-up process of the first German Net Impact Professional Chapter in Berlin as a base for the sustainable success of our future activities.

We will support the network by knowledge, advising, technical and financial support in 2011:

- Knowledge transfer for the Net Impact programs (especially “Impact at Work”)
- Organizing events, workshops, and webinars
- Social Media platforms / Intranet / European Intranet
**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.

At the national level, ICRM is a member of DNWE (German Network for Business Ethics) and a strategic partner of its student organization Sneep. In addition to this, in joint effort with Beuth University from Berlin, ICRM has been organizing the “Berlin University Forum for Ethical Management” since 2008. The Forum takes place 3 times a year and acts as a meeting point and dialogue platform for educators and business leaders that are interested in the issue of social responsibility.

ICRM intends to continue and keep improving its involvement activities and organizations mentioned under the principles 5 and 6. Moreover, ICRM is actively searching for new ways to promote dialogues regarding global social responsibility and sustainability.
Desired Support

As the leader of the PRME working group, the Institute has established a close working relationship with the PRME headquarters as well as the other partner institutions. Through these channels, ICRM intends to communicate its requirements for continuing support.
Contact

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