Sharing Information on Progress
IBS International Business School Budapest
2010
The Principles for Responsible Management Education

As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:

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.

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.

Principle 3

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

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.

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.

Principle 6

**Dialogue:** We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.
International Business School Budapest joined the UN Global Compact initiative on Principles for Responsible Management Education in 2008. With this, we wanted to express our intention for a long-term commitment to these guidelines.

In this report we would like to introduce some of the major initiatives taken by the School witnessing to our commitment to responsible educational practice.

**Curriculum development – Taking on the Challenges of the Business World**

In response to the growing number of unemployed graduates in the country, we have analysed the needs and expectations of the business world regarding the future employees with our corporate partners. Based on our findings, we have revised our curriculum, giving a stronger focus on business skills and capacity development.

Business was given a stronger presence in our curriculum through guest lectures, placements, in-house competitions. Business skills, like presentation, time management, decision-making and team-work are important assets combines with good communication skills including languages and good IT skills.

**IBS Week – Corporate Social Responsibility**

The concept of IBS Week was introduced 2 years ago. Twice a year – in each semester – a week is dedicated to activities involving the entire IBS community. Staff and faculty offer presentation for colleagues about their main research focus or most interesting extracurricular activities, hobbies.

Different health-supporting services are being offered for students free of charge, making them more aware of responsible living and health management.

Red Cross runs a blood draw, students collect cloth for the poor.

Sporting competition is open for both students and faculty.

**IBS 0 Week for 1st. Year Students**

All new students take a skills and capacity test when starting the School. The test results are analyzed and feedback is given with the support of a professionally trained consultant. Each student then prepares a personal development plan for self-development during the coming academic year. Progress will be measured and discussed in the second year of studies with further recommendations.

During the 0 week of the second semester the entire week was dedicated to the issue of global warming. Guest speakers from the business world, NGO-s and the
government presented their concerns and actions taken about the global warming. Students were expected to prepare projects along the lines of the presentations.

**CSR is part of the curriculum**

IBS introduced CSR in their curriculum about 3 years ago. We offer a special free-option course dealing with CSR. This course has been designed by one of our faculty members and have won a prestigious award for CSR training by the US Chamber of Commerce.

Several faculty members are active in the CSR scene in the country. Either as advisors to corporations on CSR, or frequent guest lecturers at conferences and professional events.

Also, first year students had to find a CSR project that they managed through the semester.

**Collaboration with NGOs**

IBS is an active member of the Hungarian Business Leaders Forum the local affiliate of the Prince of Wales Business Leaders Forum supporting and spreading the best practices of CSR.

LETTER OF RENEWED COMMITMENT

UNPRME Steering Committee
c/o Dr. Manuel Escudero, Head of PRME Secretariat
Research Centre for Global Impact
116 East 55 th. Street
New York, New York 10022, US

I hereby re-confirm that IBS International Business School Budapest supports the Principles of the UN Global Compact to human rights, labour and environment and anti-corruption. IBS will continue to follow the six principles of responsible management education and wishes to further advance these principles within our stakeholders’ community and in the general public.

Sincerely,

Dr. Láng László
CEO and Vice-Chancellor