



STEINBEIS UNIVERSITY BERLIN  
INSTITUTE CORPORATE RESPONSIBILITY MANAGEMENT

## ***First Webinar to create a Working Group on Incorporation of the PRME in Executive Degree Programs***

The Institute of Corporate Responsibility Management, at the Steinbeis University Berlin, Germany is organizing in partnership with the PRME Secretariat a Webinar to exchange views with other institutions participating in PRME on the creation of a PRME Working Group **“Incorporation of the PRME in Executive Degree Programs.”**

The Webinar will take place on January 27, 2010 at 11:00 a.m EST.

To participate in the Webinar or to join the Working Group, please contact Dr. Felicitas Mocny at [fmocny@steinbeis-icrm.eu](mailto:fmocny@steinbeis-icrm.eu), Boris Bulatovic at [bbulatovic@steinbeis-icrm.eu](mailto:bbulatovic@steinbeis-icrm.eu) or Miss Lisle Ferreira at [lisle.ferreira@levininstitute.org](mailto:lisle.ferreira@levininstitute.org)

### **Background**

As the interest in Executive Degree Programs continues to grow, academics, students and employers are recognizing the need to integrate the values of Global Social Responsibility in academic activities and curricula. This Working Group aims to inspire and facilitate research, discussion and exchange of efficient approaches in order to create an effective learning experience, based on the Principles for Responsible Management Education. Special attention will be given to ensure the development of consistent and systematic management concepts conducive to Executive Degree Programs.

At the same time, the Working Group will work on raising awareness about the necessity of this adaptation process.

### **Goals**

>> Regarding the incorporation of the PRME in academic activities, the Working Group will work on:

- Establishing frameworks for faculty and student discussion and engagement
- Encouraging students and faculty to join various national and international groups, organizations and initiatives, directly or indirectly promoting values of Global Social Responsibility
- Encouraging students and faculty to initiate groups, organizations and initiatives, directly or indirectly promoting the values of Global Social Responsibility
- Initiating of Global Social Responsibility-related activities inside groups and organizations not traditionally dealing with these issues
- Organizing thematic campus workshops, conferences etc.

>> Regarding the incorporation of the PRME in curricula, the Working Group will work on developing recommendations for:

- Integrating the values of Global Social Responsibility in overall curricula of Executive Degree Programs
- Guidelines for Global Social Responsibility-related modules
- Guidelines for Global Social Responsibility-related postgraduate degrees

>> The Working Group will work on an integrative approach with the aim of raising awareness of:



- Higher education institutions
- Associations dealing with the empowerment of Global Social Responsibility
- Students and student networks
- Corporations dealing with the empowerment of Global Social Responsibility

### **Timeline**

- Web site and online platform: inside the first four months
- Webinars as a virtual meeting point through a platform provided by the PRME Secretariat: inside the first four months
- Google Groups designed by the PRME: inside the first four months
- Inspirational Guide “Integrating PRME into Executive Degree Curricula”: July 2010
- Informing current stakeholders: directly and continually
- Raising awareness processes in the public: directly and continually
- Building strategic partnerships with governmental and non-governmental organizations: directly and continually
- Organizing conferences: six months to one year
- Organizing Working Group meetings: directly and continually

### **Deliverables**

- Publishing an Inspirational Guide “Integrating PRME into Executive Education curricula”
- Establishing of a contact point for curriculum development integrating PRME
- Developing a web site and an online platform in order to contribute to the public PRME related discourse
- Building communication channels and structures

### **Who should participate?**

- Representatives of higher education institutions, who are currently members of PRME
- Representatives of higher education institutions, who are not members of PRME
- Representatives of student associations

### **Coordination**

The coordination team will be located at the Steinbeis University Berlin - Institute of Corporate Responsibility Management, Berlin, Germany.

The Steinbeis University Berlin is the largest state-accredited private university in Germany, currently having around 3000 students and 700 lecturers. It provides a transfer-oriented, work-integrated education, answering to the demands of the contemporary knowledge society.

The Institute of Corporate Responsibility Management was founded as a response to the growing demand for consistent and systematic executive education and research in the fields of Corporate Responsibility Management, Ethics Compliance Management, Corporate Ethics Management and Corporate Sustainability Management.

To join the Working Group, please contact Dr. Felicitas Mocny at [fmocny@steinbeis-icrm.eu](mailto:fmocny@steinbeis-icrm.eu), or Boris Bulatovic at [bbulatovic@steinbeis-icrm.eu](mailto:bbulatovic@steinbeis-icrm.eu).