

Sharing information on progress on the

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

at Berlin School of Business and Innovation
2020–2022

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Letter of Intent by the CEO of the Berlin School of Business and Innovation

Berlin School of Business & Innovation (BSBI) is dedicated to instructing and training students (from all around the globe) to become tomorrow's leaders. With a special focus on the concepts of 'change', 'creativity' and 'innovation', we have been offering a range of strategical and systematic programmes. We have always attempted to align our school to the UN Global Compact Principles for Proper Business/Management Education and Pedagogy.

Our school has three essential concepts at its heart: (A) Enterprise, (B) Leadership, and (C) Success. Every module we offer is designed by our expert academics with these three principles in mind, which is why each programme focuses on improving your practical business skills and understanding of industries in the modern world.

In our faculties of 'Economics and Business Administration', 'Computer Science and Informatics' and 'Creative Industries', we give our students all the tools and information that they need for their professional success, as well as instruction, guidance and support from industry-focused academics who are at the top of their field. All our courses use hands-on teaching methods, such as theoretical modelling; methodological analysis; case studies; group-based and individual-oriented discussions; scientific visits to exhibitions, companies and businesses; and guest speakers and external professionals. This means that our students are gaining a deep practical understanding of how the concepts they are learning become — procedurally and analytically — applied to real business scenarios in the modern world.

PRME has provided a backbone for us in analysing and evaluating what we have achieved at BSBI. In addition, it is undeniable that our sustainable development, and analytical, models are supported by PRME. We can have many constructive collaborations and co-activations with our partners based upon the main framework which has been prepared for us by PRME. We are glad and proud to be a member of this valuable network.



Sagi Hartov

Sagi Hartov
Co-Founder and Executive Chairman

Provost's foreword

Berlin School of Business and Innovation (BSB), although young, has managed, in a short space of time, to establish itself as one of the highest quality, friendly and international educational organisations in Europe. Together with our distinguished professors, lecturers, and members of staff we have created a unique academic methodology combining face-to-face, hybrid and blended education but also theory with practice. This is the most fruitful mixture that a young person can have in order to embark onto a successful career. Our mission has been to create global leaders, decision makers and problem solvers, and to influence business practice and public policy to deliver better outcomes for the modern world.

Using our main framework, we have known how to provide our students with the necessary skills so that they can respond effectively to today's challenges. We have also equipped our students with a variety of extra assets that can add even more value to their studies, such as free German lessons, business simulations and contacts within the industry as well as access to professional career agencies.

Our concept of responsibility covers issues of ethics, respect, collaboration, co-ordination, and sustainability. In more specific words, both our academic members and the members of staff work with respect to the legal, organisational and academic moral standards (in both human-oriented and data-based contexts). We respect each other and our students and do believe that the value of human-being is the most important concept in our school. All our academic and organisational activities are structurally shaped based on collaborations and co-ordinations among school members. Finally, regarding 'sustainability', we have a special focus on both local and global values, and frequently deal with the assessment of the interconnections between BSBI and its local and global environments.

We are committed to PRME and embedding its principles across our institution and looking forward to develop our academic professional collaborations with our partners.



Dr Kyriakos Kouveliotis
Provost and Chief Academic Officer

Executive summary

With reference to the goals of responsible leadership and management, BSBI has decided to create new learning formats, including for-profit and non-profit organizations. An important advantage of this approach is constant cooperation with business and non-governmental organizations, which contributes to the sustainable development of BSBI employees and students. Our commitment is not only the implementation of the curriculum but also a lot of other activities not necessarily related only to business and science. We pay special attention not only to the results of science, but also to shaping ethical attitudes, implementing the principles of sustainable development and many others.

We are constantly strengthening our scientific activity towards sustainable development, paying particular attention to the fight against poverty, high quality education, combating gender discrimination, environmental pollution, renewable energy sources, reducing social inequalities, reasonable consumption and production, climate change, etc. All these goals they fit perfectly into the 17 Sustainable Development Goals (SDGs). Nevertheless, we do not intend to focus only on the SDGs listed here, but as we develop, we want to direct our activities to a much broader perspective.



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Brief introduction to the institution



Classes are **taught in English** and **free German lessons** are available. This will help students increase their employment opportunities in Germany after graduation. A diverse community of students from dozens of countries only enriches the education and experience.

Our **Careers Service** helps students and alumni reach their goals, develop plans and realise their potential. We offer specialised support and aim to build long-lasting relationships with alumni and employers.

Once students arrive in Germany, our legal partner SERS will provide visa advice and support completely free of charge. If the graduate likes to extend residence permit in Germany can apply for a **job-seeking visa up to 18 months** which allows to work here without limitation. A good level of German is necessary to benefit from career opportunities. BSBI also provides free German lessons.



The BSBI campus **Alte Post** is located in the Neukölln district of Berlin in the multicultural neighbourhood and atmosphere. Students have access to a range of shops, cafes, restaurants and galleries. The city has a fantastic start-up scene across the range of sectors which is very entrepreneurs of all nationalities have made the city their home.

BSBI has **multiple study locations** for students to choose from. As well as our main campus in Berlin, we also have campus in Hamburg, Germany. Students also have the opportunity to start their studies in Paris or Athens and finish their programme in Berlin.

Courses and faculties

Economics and Business Administration

BA in Economics and Business Administration
 BA (Hons) Tourism and Hospitality Management
 BSc (Hons) Digital Marketing and Social Media
 BSc (Hons) International Business and Management
 BSc in Psychology — Psychosocial Disciplines
 MA in Energy Management
 MA Innovation and Entrepreneurship (MAIE)
 MA in International Tourism, Hospitality and Event Management
 MA Tourism, Hospitality and Event Management
 MBA (Master's in Business Administration) by CUC
 Global MBA by UCA
 Global MBA by UNINETTUNO
 MSc Digital Marketing
 MSc Finance and Investment
 MSc in International Health Management
 MSc in Psychology — Cognitive Processes and Technologies
 DBA (Doctorate in Business Administration)



Computer Science and Informatics

BA (Hons) Computer Science and Digitisation
 MA in Logistics
 MSc Data Analytics
 MSc in Engineering Management
 MSc Information Technology Management

Creative Industries

BA (Hons) Animation
 BA (Hons) Graphic Design
 BA (Hons) Illustration
 MA Visual Communication

Overview of the institution's strategy

Today's business world is constantly changing. The impact of the COVID-19 pandemic or the war in Ukraine is also significant here. Every day we meet new challenges but also opportunities. That is why BSBI strives to educate students so that they keep up with the challenges and become tomorrow's business leaders. Entrepreneurship, leadership, success are our pillars. That is why we offer courses closely related to business, focusing on practical skills necessary for success. Located in the center of Berlin with students from over 90 countries, we are truly an international business school delivering academic excellence. Our strategy is:

- **Increasing brand recognition** — we create new courses, modify and modernize existing ones — all this in order to improve the quality of business-oriented education. We are a very young school but already recognizable. After completing a bachelor's degree, our students have the opportunity to continue their studies at master's and doctoral studies. We want to increase our impact both on the local and international market.
- **Innovation** — we introduce new, innovative teaching methods. We know when face-to-face meetings are the most effective and when you can rely on remote and hybrid learning. Students who are unable to be on campus can attend classes online. We have developed our own teaching model. One of the most important moments in the recent history of BSBI is the move to a new campus located in the intercultural district of Neukölln in Berlin. Our school is located in the building of the old post office (Alte Post). We adapted it to modern and flexible teaching methods. We also carry out innovative activities in the field of infrastructure.
- **Focusing scientific research on sustainable development.** Engaging employees and students to publish articles, books, etc. We run three scientific journals: The Scientific Journal of Business and Innovation, The Scientific Journal of Human and Machine Learning and The Scientific Journal of Creative and Digital Arts.

Events

We want to ensure our students can comfortably settle into life in Berlin. To achieve this, we've partnered with some of the best accommodation providers.

Movie Nights and Discussions

Type of event: Hybrid
Available seats: 30 and more
(depending on the capacity of the classroom)

Poetry Matinees

Type of event: Hybrid
Available seats: 30 and more
(depending on the capacity of the classroom)

BSBI — Management Society

Type of event: Hybrid
Available seats: 30 and more
(depending on the capacity of the classroom)

Café Scientifique

Type of event: Hybrid
Available seats: 30 and more
(depending on the capacity of the classroom)

BSBI Professional Series

Type of event: Hybrid
Available seats: 30 and more
(depending on the capacity of the classroom)

BSBI IT & AI Society

Type of event: Hybrid
Available seats: 30 and more
(depending on the capacity of the classroom)

The Provost's Roundtable

Type of event: Broadcast
Few hundreds views per broadcast



Our purpose

Since the establishment of BSBI, we have focused on educating future business leaders who understand the basics and necessity of sustainable development. We want to develop our impact on business based on:

- education programs tailored to business needs
- education at the international level
- personal development of students and staff
- cooperation with small but also leading business centers

As mentioned earlier our school has three concepts at the heart: enterprise, leadership and success. Every course we offer is designed with these principles in mind, which is why each programme focuses on improving the practical business skills and understanding industry. We give the tools and information that is needed for professional success, as well as support from industry focused academics who are the top of their field.

Our values

BSBI community is deeply committed to having a positive social impact and always has been since its foundation. The world crisis caused by COVID-19 pandemic and the war in Ukraine show clearly the challenges that businesses and society face at large. The notion of empowering leaders who want to make a difference in such situations is a core element of BSBI education offer and is also included in research activities. BSBI wants to inspire future leaders who will transform organizations for the better. All BSBI students and staff members are proud to be a part of this community.

BSBI strives to be guided by the most important values such as responsibility, respect, integrity, passion and trust. These values must be respected and are constantly monitored. If we do not comply with them, self-improvement, effective education or raising awareness of sustainable development will be impossible. We must be aware that in addition to the success we want to achieve, it must be based on the highest ethical standards.



Our methods

Our curricula are based on the highest standards in education. We are constantly developing and modifying them. As a member of PRME, our intention is to modify the education process in such a way that it is fully compliant with the principles of sustainable development. Teaching future leaders to take responsibility for themselves and their environment is a prerequisite for change for the better.

Since the beginning of BSBI's existence, we have been implementing the principles of responsibility and sustainable development into our curricula. We are constantly adding new courses and modules. We try to monitor the careers of our graduates. We have developed a hybrid teaching model that combines all the advantages of face-to-face and online education. Students and staff are invited to write publications in, for example, the BSBI Gazette or scientific journals. We organize events to which we invite not only students but also all interested. We have created BSBI TV, whose broadcasts are available to everyone via the Internet. A cyclical broadcast is, for example, Provost's Roundtable during which an expert discussion panel with the participation of invited guests takes place. Viewers and listeners can ask the experts questions.

All students have different types of tasks to complete in order to successfully complete the modules. These are reports, tests, portfolios, tests of practical skills, studies, projects and, of course, exams or other tests under the pain of an exam. Each student receives clear information about the rules of assessment and the importance of each task. Tasks are assessed on a scale of 1-100, each task is accompanied by a detailed description of the assessment rules, prepared in a way understandable for students.

BSBI has developed the new didactic model, which aims to provide students with a holistic and interactive teaching experience. Individual lessons consist of 4-5 hour sessions, which are structured as follows:

- Lecture and presentation
- Showing short educational videos
- Discussing a case study
- Interactive exercise
- Group work
- Open discussion / Q&A

All teaching materials for students are available on the Canvas platform for asynchronous learning.



Our research



The general principle of our scientific activity is to strive for perfection not only through research but also through cooperation. We run three scientific journals: The Scientific Journal of Business and Innovation, The Scientific Journal of Human and Machine Learning and The Scientific Journal of Creative and Digital Arts. We invite all interested people from the world of science and business, as well as students, to publish in them.

Despite its short history, BSBI is aware of the need for scientific advancement and encourages its staff and students to develop in this field. Our scientists and lecturers publish their work in recognized international journals and scientific conferences. Our goal is to raise scientific qualifications, especially those that can have relations with business and industry. BSBI employees earn academic degrees, which are also supported by practical experience gained in cooperation with partners.

We are planning to open a Business Intelligence laboratory. All our laboratories are equipped with computers, multimedia boards and all devices necessary to conduct the educational process, including remote methods.

In the BSBI Gazette, published every Friday, we present short articles describing various curiosities from the world of science and business. This publication is published electronically and sent to all employees and students. It is a very good stimulus for the development of every interested person. The BSBI Gazette receives very positive feedback from readers.

Our partnerships

BSBI places particular emphasis on networking with partners in education and business. This allows you to build a new quality by organizing events, inviting guests as experts and many others. Our strategy in this direction allows students to broaden their horizons, confront their skills with the real needs of business, which results in gaining knowledge and experience, which in turn can lead to professional success.

We are proud members of different organizations such Principles for Responsible Management Education (UN-PRME), Association to Advance Collegiate Schools of Business (AACSB) and The Business Graduates Association (BGA).

We are always looking for expanding our network of commercial partnerships which provide our students with the opportunity to meet top professionals and gain first-hand industry insights. Our commercial partners are: H2 Hotels, FitX, Expatrio, Global Hospitality Services, Insider Apartments, DAK Gesundheit, Homelike, Housing Everywhere, Zalando, H4 Hotels, Uniplaces, rent24, Spotahome, Young Capital, Sers, Moberries, TransferWise, CHM, NeonWood, Quick Edu and our network is still growing.

We are partnered with some of the leading institutions from around the world. BSBI is part of Global University Systems (GUS), an international network of higher education institutions. We work with specialist colleges and universities such as London College of Contemporary Arts (LCCA). Our strategic partnership with award-winning innovative learning platform, InterActive, offers students the flexibility to study online. We focus on developing these relationships to offer the best education and professional opportunities for our students.

BSBI is pleased to have become Telc-approved centre. Telc is an online training platform that provides language examinations and training through workshops and courses. This partnership has enabled BSBI to offer students the opportunity to take one free language test at the end of their courses which aligns with the school's vision of supporting students with integrating into the German market and community.

BSBI has partnered with four outstanding French institutions – AMOS Spoer Business School, Ecole supérieure de design, d'arts appliqués et de communication (ESDAC), International Hospitality Management School (CMH) and PPA Business School. BSBI is proudly working with the Independent Studies of Science and Technology, a renowned institution in Athens, Greece.

SDGs



Focusing on sustainable development, the 17 goals of this initiative should be kept in mind. BSBI tries to implement them adequately to its capabilities and goals.

Sustainability is not only the domain of BSBI. We want these principles to be implemented by our graduates who will find employment in business and industry. Nowadays, if you do not follow these principles, you can only achieve short-term success, which cannot be used well. The need to know the changes and challenges in today's difficult times is extremely important. Below is a list of our activities, initiatives and principles that we try to implement and apply effectively.

Good health and well-being

Our commitment:

- Creating a good working atmosphere
- Modern and user-friendly interior design in the school premises
- Organization of first aid course

Quality education

Our commitment:

- Access to all educational materials such as presentations, literature, textbooks
- Free German lessons for all students
- Conducting all classes in English due to the international nature of the school
- Partnerships with Concordia University Chicago (CUC), University for the Creative Arts (UCA) and International Telematic University (UNINETTUNO)

Gender equality

Our commitment:

- BSBI is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, or religion or belief
- BSBI is an equal opportunities school and positively encourages applications from candidates regardless of sex, race, disability, age, sexual orientation, or religion or belief

Clean water and sanitation

Our commitment:

Provision of drinking water dispensers (free of charge)

Industry, innovation and infrastructure

Our commitment:

- Promoting IT technologies for sustainable development by organizing events, e.g. "Computer Vision and AI", "UX Design Tools"

Reduced inequalities

Our commitment:

- Due to the international character of the school, encouraging communication in English also outside of classes
- Free German language lessons for students to increase the chances of finding a job in the domestic market
- Free legal support for students
- Assistance in obtaining a visa
- Careers service
- Discounts from partners for student accommodation
- Expanding the partnership network with the business world in order to increase the employability of graduates
- Organization of online and hybrid events

Sustainable cities and communities

Our commitment:

- Encouraging the use of public transport

Responsible consumption and production

Our commitment:

- Encouraging employees and students to reduce waste through recycling, reuse or segregation
- Increasing awareness of waste management and encouraging pro-ecological activities
- Encouraging rational consumption

Partnerships for the goals

Our commitment:

- Expanding collaboration to access science and technology by partnering with businesses and non-profit organizations
- Promotion and dissemination of environmentally friendly technologies and activities
- Promoting partnerships and activities, building strategies to ensure sustainable development
- Membership in organizations promoting sustainable development such as PRME, AACSB, BGA

BSBI Main Campus

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BSBI Faculty of Creative Industries

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D-22761 Hamburg, Germany

BSBI Paris Campus

PPA Business School
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BSBI Athens Campus

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