



PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

Sharing Information on Progress Report 2022

PRME Principles for Responsible
Management Education

an initiative by the  **United Nations**
Global Compact



HFU 
BUSINESS SCHOOL



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LETTER OF COMMITMENT



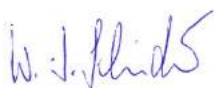
Dear reader,

Climate change, child labor in globally ramified value chains or plastic waste in the world's oceans are just a few examples of global challenges that also and especially decision-makers in companies must face. Business ethics and sustainability are therefore important components of any business degree program. Since 2019, HFU Business School has been committed to the "UN Principles for Responsible Management Education (PRME)" of the United Nations. We want to enable our students to make a positive contribution to an environmentally and socially responsible society. As an institution of higher education involved in the development of current and future managers, HFU Business School is committed to implementing the Principles for Responsible Management Education.



Prof. Dr. Wolf-Dietrich Schneider

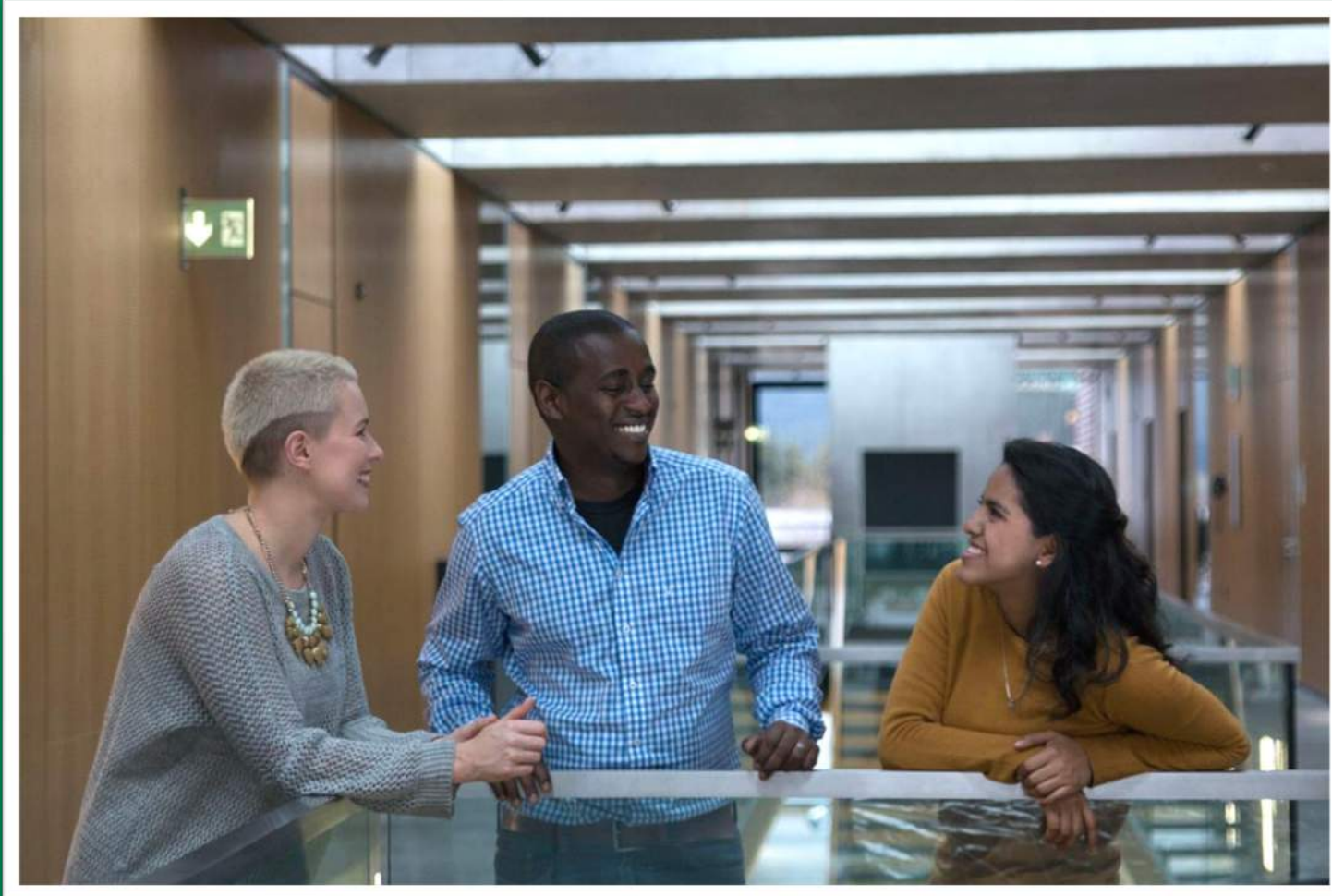
Dean of Faculty

A handwritten signature in blue ink, reading 'W. D. Schneider'.

Prof. Dr. Frank Kramer

Vice Dean Academic Affairs

A handwritten signature in blue ink, reading 'F. Kramer'.



"Sustainable development refers to development, which meets the needs of the present generation without compromising the ability of future generations to meet their own needs."

- Brundtland Commission



Sustainability Statement of the HFU Business School

Why is the HFU engaged in sustainability? What is the motivation behind the participation in the PRME?

What is the goal of the report? What does the Business School want to achieve from this?

With the words in the quote on the previous page, the Brundtland Commission described its understanding of sustainable development in the mid-1980s. Although an exact definition of the term "sustainability" proves to be extremely difficult, the idea of sustainability has since developed into a dazzling concept. The global community adopted "Sustainable Development Goals" in 2015, individual states or associations of states adopt sustainability strategies, companies explain the ecological and social impacts of their economic activities in sustainability reports, and even universities (such as Furtwangen University) increasingly report on ecological and social interactions with their environment.

In a sense, sustainability is on everyone's lips today. On the one hand, the popularity of the term bears the danger of a certain arbitrariness in its use. On the other hand, it opens up the opportunity to anchor the idea of a "fair" and socially balanced economic development within the ecological limits of our planet as a guiding principle in the general consciousness.

- Are these merely exceptional cases of altruistically motivated entrepreneurs who increasingly include ecological and social aspects in their corporate target system?
- Or does the goal of a positive economic development of the company in the long run require a considerate use of natural resources and a "fair" treatment of all stakeholders?
- What are the challenges posed by the increasingly serious attempts by the state to assign a price to formerly free (environmental) goods (e.g. through the European trading system for emission certificates)?

- What measures are needed throughout the value chain to meet the growing demand from customers and opinion-forming media and NGOs for accountability for social and environmental impacts, even from geographically distant suppliers?
- How should companies respond to the growing interest in sustainable investments in the capital market?
- Do companies that are perceived as responsible economic actors have an advantage in attracting new employees?
- Is customer demand changing in favour of more "sustainable" products?
- More succinctly: Is sustainability at the corporate level a luxury or an economic necessity?

These are just some of the questions that companies must face. There seems to be no doubt that the corporate sector has a key role to play on the path to socially balanced and ecologically responsible development.

The training of future decision-makers in companies has an important leverage effect in shaping our future. Given the urgency and dimension of the current ecological and social challenges, it seems undoubted that the idea of sustainable development and the integration of sustainability aspects into business education will not prove to be a short-lived fad. On the contrary, it is to be expected that the subject area of "sustainability" will continue to establish itself as a fixed component in the business administration courses of many universities.

Therefore, HFU has also joined the Principles for Responsible Management Education (PRME). The initiative of the United Nations, founded in 2007, combines the Sustainable Development Goals and the UN Global Compact with the aim of sensitizing and educating business schools and their students for sustainable economic development.

We incorporate these values into our academic activities by integrating ethically and sustainably minded courses, projects and entrepreneurship lectures into Bachelor's and Master's programs at HFU Business School. Thus, we empower our students to help shape a global economy that is ecologically and socially responsible, sustainable and economically profitable at the same time. These aspects open up new frameworks for our students to further discuss and research current as well as future global challenges.



FACTS AND FIGURES ABOUT HFU BUSINESS SCHOOL



6 STUDY PROGRAMS



20% INTERNATIONAL STUDENTS



57% FEMALE AND 43% MALE STUDENTS



German students at HFU Business School in Summer Semester 2021

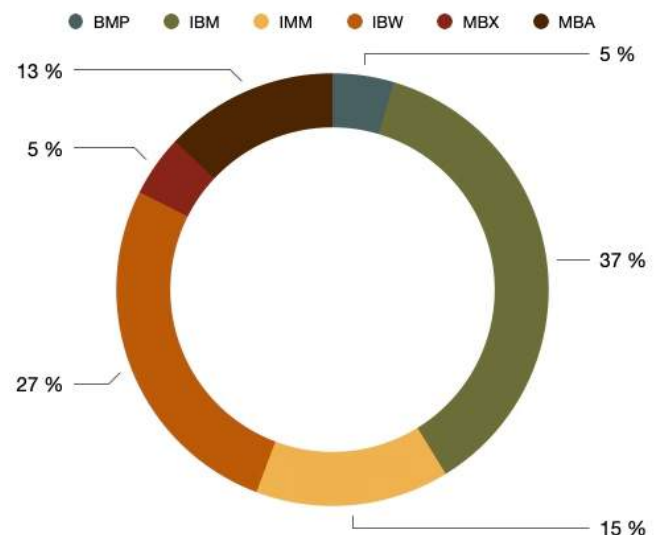


We are going to start with the national students at the HFU Business School. Generally, most of our national students are from the surrounding area. As you can see in the graph the biggest group of national students in the summer semester of 2021 is in the Bachelor program. The Bachelor program consist of Internationale Betriebswirtschaft (IBW), International Management (IBM) and Business Management and Psychology (BMP).

International students at HFU Business School in Summer Semester 2021

The international students that study full time at the HFU Business School tend to be mostly from other European countries. Students from other countries also tend to choose International Management as a bachelor program since it is taught in English. The master program which international students prefer is the Master of International Management.

Exchange students at the HFU Business School come from around the world and stay either one or two semesters to improve their German and Business Skills. They can choose different courses depending on their faculty.



Our study programs among students



Bachelor Programs

1.

IBW

2.

IBM

3.

BMP

Masters Programs

1.

IMM

2.

MBX

3.

MBA



Prof. Dr. iur. Gerrit Horstmeier M.M.

Lecturer since at HFU Business
School since 2001

His areas of activity include:

- International economic law
- Labour law
- Business ethics
- Conflict Management
- Selected General Management
Topics



“With regard to sustainability, it is particularly important to anchor its three pillars – ecology, economy and social – on an equal footing and comprehensively in teaching and later in the professional environment. Business students should not only feel connected to one of the three fields, like economics, but they should consider all three.”



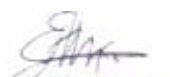
Dulce Estela Rudolph

**Lecturer in Business Spanish at HFU
Business School since 2014**

“My goal is to develop the skills of students to create sustainable value for businesses in Spanish-speaking countries and to engage in an inclusive and sustainable global economy.

This is achieved by setting up an educational framework that combines virtual materials, appropriate learning processes and pedagogical approaches to enable effective experiences such as virtual encounters with Spanish or Latin American entrepreneurs or students. This is intended to create awareness for responsible leadership in the future.

Through projects close to life, dialogue and debate between students, companies and social organisations, they are encouraging, enabling and supporting critical reflection on issues of global social responsibility and sustainability.”



Dulce E. Rudolph

Prof. Dr. Frank Kramer

Professor at HFU since 2013

Dean of studies of our Bachelor
programme "Internationale
Betriebswirtschaft (BW)" since 2014

Fields of teaching and research:

Sustainable Management

Carbon Accounting

Latin America



Tomorrow's decision-makers will have to look beyond their own company and be aware of their responsibility for the environment (e.g., climate change) and society (e.g. working conditions). We want to give our students a stable "inner compass of values". We firmly believe that tomorrow's decision-makers must consider the consequences of their decisions for our environment and society.

Prof. Dr. Julika Baumann Montecinos

Professor at HFU since 2021

Focus areas of teaching and research:

- Intercultural and Transcultural Competences
- Managing Diversities



“Focusing on cooperation and its success factors is particularly relevant in the context of sustainable development: The challenges and opportunities we face can best be addressed together and at eye level across geographic, sectoral and cultural boundaries.

This is what Goal 17 of the SDGs on “Global Partnerships for Sustainable Development” is all about. It calls for stakeholders from business, politics, and civil society to be able to connect their logics and create shared value to achieve the common goals.

In my lectures, I aim to help prepare HFU Business School students to develop transcultural competence and take responsibility in such complex networks of stakeholder relations.”

The 6 PRINCIPLES

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, curricula, and organisational practices 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, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



1. Principle

PURPOSE



First Principle: Purpose

Ethical issues and lectures on topics of business and economic ethics have long been part of our degree programmes. Since 2013, we have also gradually embedded the idea of sustainable development in virtually all our study programmes. We are aware that the corporate sector plays a crucial role in leading our society onto a more sustainable development path. In a first step, therefore, a new professorship with a focus on "Sustainable Management" was created in 2013. Subsequently, the lecture "Sustainable Management" was initially integrated into our Master's programmes. In the course of a fundamental revision of our Bachelor's programmes, this was then also completed in the Bachelor's programmes in 2015/16. In our newest degree programme, Business Management and Psychology (starting in the summer semester 2017), the lecture "Business Ethics" and "Sustainable Management" were already included in a joint module from the beginning.

The demand for Bachelor's and Master's theses increased continuously from 2015 until today. Due to the internationality of our students, there are always interesting perspectives on sustainability topics. In this context, we notice that the attitudes of young people, e.g. to topics of global environmental protection and social responsibility along widely ramified supply chains, hardly differ according to cultural background. The goal of sustainable development and concern for our planet seem to be truly global - at least within the younger generation.

We will consistently pursue the path of an even deeper anchoring of the guiding principle and the topics of sustainable development in our study programmes in the coming years. The positive feedback from our students is both motivation and incentive for us.





2. Principle

VALUES



Second Principle: Values

Our principles and values serve the purpose of being able to implement sustainable action in the best possible way. We appreciate an implementation that promotes both ethically sustainable and future-oriented economic action.

Therefore, our Mission Statement is based on our guiding principles. The Mission Statement and the principles are displayed in the following.

Furtwangen University of Applied Sciences (HFU) is a leading university in Germany and is distinguished by leading positions in the following fields:

- **High Quality and Innovation in Teaching**
- **Relevance to practice through cooperation with industry**
- **International cooperation**
- **Applied Research**
- **Continuing education and lifelong learning**
- **Qualification and Motivation**
- **Social Responsibility and Securing the Future**

Core business of the university Furtwangen is the scientifically sound, practice-oriented training and further education. Through interdisciplinary work, traditional professional boundaries are crossed. The HFU is a leader in the fields of engineering sciences, computer science, business informatics, industrial engineering, media, international business and health. The university constantly adapts its range of services to future-oriented developments. The aim is to lead talented young people in future-oriented courses of study to qualified, state-recognised degrees that offer them above-average career opportunities.





High Quality and Innovation in Teaching

Our aim is a high-quality, practice-oriented and professional education based on scientific principles.

Our courses of study cover the undergraduate and postgraduate areas as well as continuing vocational education at university level. In quality-assessed Bachelor's and Master's degree programmes, the university imparts scientific, technical and methodological competence. We continuously improve our courses and qualifications and use innovative teaching methods in an attractive learning environment. The degree program imparts interdisciplinary, application-oriented knowledge for the independent further development of the necessary professional skills.

Internationality

We promote internationality in education and research through global cooperation with universities and companies. As a cosmopolitan university, the HFU promotes international scientific and cultural exchange among students and members of the university. We align our degree programmes to a large extent with the opportunities and requirements of the international environment and ensure that our university degrees are recognised worldwide.

The integration of international developments into the curricula, the teaching of foreign language skills and intercultural competence as well as the promotion of stays abroad enable graduates to work in an international environment. We strengthen our profile through international relationships and partnerships around the world, international modules, double degree agreements, international recruitment of students, staff and professors, and international research collaborations.

Applied Research

We attach particular importance to applied research and technology transfer in collaboration with our partners as a catalyst for innovation and a prerequisite for up-to-date teaching. Qualitatively demanding and up-to-date teaching requires the commitment of the lecturers in application-oriented research, development and project work. We strongly promote such activities and the resulting publications, thus opening the opportunity for students and companies to participate actively in research and its results.

Social Responsibility and Securing the Future

We focus on social responsibility, sustainability and securing the future. As a university, we provide our students with the necessary competences for future-proof and sustainable development.

We actively promote the reconciliation of family and career or study, the consideration of gender issues and take into consideration the special life situations of all members of the university. Self-responsibility and entrepreneurial spirit strengthen the development prospects of the individual as well as those of the university. Our students remain our students – as alumni.

The four fields of action for sustainability at HFU

Sustainability is an essential part of our four fields of action, not only for our Business School, but also for our whole university in general. We are committed to proceeding in these four areas with duty in terms of sustainability. Every field focuses on one aspect we are striving for to improve.

Teaching:

Studying offers the unique opportunity to acquire knowledge in various and different forms. For instance, our students can transform their acquired knowledge in semester projects, practical study semesters, semesters abroad and theses. It is important that our students can contribute to the challenges of social, economic and ecological development. Lectures, activities and projects are various connecting factors for sustainable topics.

Research:

Bachelor's and master's theses provide our students to deal with demanding challenges in the range of application-oriented research and development. The results of the theses at the end of the semester also illustrate that. Sustainability, social, ecological and economical topics are also found in combination within the theses.

Transmission and Transfer

We maintain networks and cooperation with companies and start-ups because of the application-oriented alignment and research competences of the whole Furtwangen University.

Another important aspect to be mentioned is that internationalisation, especially for us, as Business School, is essential. Therefore, internationalisation is firmly anchored in the guidelines of the HFU's mission statement. We also work together and cooperate with our partner universities. Also, a lot of local and regional transfer activities are provided. For instance, Studium Generale lectures of sustainability.

Operation

We as the HFU Business School also profit by the introduced environmental management system going by the EC Eco-Management and Audit Scheme which is called “EMAS” (Eco-Management and Audit Scheme developed by the EU). Therefore, sustainability takes account of the “university operations” at HFU and our Business School.

Taken, together, Sustainability has a huge influence on our university and Business School operations, but also on teaching, research, and transfer.





3. Principle

METHODS



Third Principle: METHODS

We want to offer our students an environment in which they can learn in a future-oriented manner.

In the following part we would like to present the compositions of our courses and how they contribute to the topic of sustainability.

Bachelor of Arts

BMP- Business Management and Psychology

BMP is focused on practical applying psychological orientation in a business course. It has the aim to prepare students, who also have an interest in psychology, for working in the business world.

Modul/ Semester	1	2	3	4	5	6
7	Electives Business Psychology	Electives Business Management	International Business Strategy	Thesis		
6			Research Project	Sustainable Business		
5			Consumer and Market Research	Behavioural Finance	Managerial Problem Solving	Industrial and Organizational Psychology
4	Consumer Behaviour	Behavioural Economics	Work Techniques	Intercultural Management	Innovation Management	
3	Internship					
2	Marketing	Human Resource Management	Statistics	Social and Differential Psychology	Finance & Accounting	Business English
1	Economics	Business Management	Social Research Methods	General and Cognitive Psychology		

Sustainable Modules:

Intercultural Management, Lectures: Intercultural Competences, Managing Diversity

Sustainable Business, Lectures: Sustainable Management, Business Ethics

[HFU Business Management and Psychology \(hs-furtwangen.de\)](https://hs-furtwangen.de)

IBM-International Business Management

IBM is focused on combining traditional business studies with a future-oriented international focus. Three regional focuses are available in this English only course of study.

Module/ Semester	1	2	3	4	5	6
7	International Business Strategy	Thesis				Electives
6	Exchange Semester					
5	Internship					
4	Business Game	Sustainability	Process Management	Project Management	Regional Focus 2	Electives
3	Intercultural Management	Economics 2	Finance & Accounting 3		Regional Focus 1	
2	Marketing	Human Resource Management	Finance & Accounting 2	Quantitative Methods 2	Languages 2	
1	Business Organizations	Economics 1	Finance & Accounting 1	Quantitative Methods 1	Languages 1	

Sustainable Modules:

Sustainability, Lectures: Sustainable Management, Business Ethics

Intercultural Management, Lectures: Intercultural Communication, Managing Cultural Diversity

[HFU - International Business Management Bachelor \(IBM\) \(hs-furtwangen.de\)](https://www.hs-furtwangen.de/en/studies/bachelor-of-science-in-international-business-management-ibm/)

IBW-Internationale Betriebswirtschaft

Like IBM, the trilingual course of studies IBW is also focused traditional business studies in combination with a future-oriented international focus.

Modul/ Semester	1	2	3	4	5	6	7
7	Mündliche Prüfung	Strategic Management	Thesis			General Electives	
6	Auslandsstudiensemester						
5	Praktisches Studiensemester						
4	Unternehmensführung und Nachhaltigkeit	Unternehmensplanspiel	Intercultural Management	Managing Business Processes	Regional Studies II	Specialization Business Management	Academic skills
3	International Marketing	International Economics and Finance			Regional studies I		
2	Marketing und Human Resources	Finanzierung und Bilanzierung	Betriebliche Steuerlehre	Fundamentals of IT and Digitalization	Foreign Languages II	Wirtschaftsrecht	
1	Allgemeine Betriebswirtschaft	Grundlagen des Rechnungswesen	Economics	Quantitative Methoden	Foreign Languages I		

Sustainable Modules:

Unternehmensführung und Nachhaltigkeit, Lectures: Case Studies Seminar, Wirtschaftsethik, Sustainable Management

Intercultural Management, Lectures: Intercultural Communication, Managing Cultural Diversity

[HFU Business School Internationale Betriebswirtschaft IBW \(hs-furtwangen.de\)](https://www.hs-furtwangen.de/)

Master of Science

IMM-International Management

IMM is a research focused course of study. Students will use their knowledge of business functions and analytical skills to deepen their abilities in quantitative and qualitative analytical methods.

Modul/ Semester	1	2	3	4	5	6
3	Thesis					
2	Advanced Statistical Methods and Applications	Sustainability	Strategic People & Innovation Management	Seminar Interdisciplinary Collaboration	Research Project Seminar A	Research Project Seminar B
1		Organizations & Markets				Scientific Procedures

Sustainable Modules:

Sustainability, Lectures: Responsibilities of Managers, Sustainable Management

[International Management Master | Hochschule Furtwangen \(hs-furtwangen.de\)](https://www.hs-furtwangen.de/en/studies/master/international-management-master/)

MBA-International Business Management

The focus of International Business Management MBA is to encourage students to think and live globally. Core areas of this course of studies are organizational leadership, strategic management and managing cultural diversity.

Module/ Semester	1	2	3	4	5	6
3	Thesis					
2	Strategy	Management Accounting	Economics	Entrepre- neurial Management	Managing Business Processes	Managing Organizations and Change
1		Finance & Accounting		Marketing	Managing Teams & People	

Sustainable Modules:

Managing Organizations and Change, Lectures: Sustainable Management

Managing Teams and People, Lectures: Managing Cultural Diversity

[HFU International Business Management Master - MBA \(hs-furtwangen.de\)](https://www.hs-furtwangen.de/en/studies/master/international-business-management-master-mba/)

EMBA-Executive Master of International Business Management

The Executive Master of International Business Management provides students with a broad range of knowledge in leadership and strategic management in international fields, to ensure that they are prepared for their future in the business world.

Modul/ Semester	1	2	3	4	5	6
4	Master Thesis					
3	International Financial Reporting	Strategy 2	Organizational Perspectives 2	Corporate Transformation	Research and Thesis Support	Entrepreneurship 2
2	Leadership and Sustainable Management	International Marketing & Psychology	World Economy	Managing Cultural Diversity	Strategy 1	Entrepreneurship 1
1	International Finance & Accounting		Organizational Perspectives 1	Human Resource Management		

Sustainable Modules:

Leadership and Sustainable Management, Lectures: Sustainable Management

Managing Cultural Diversity, Lectures: Managing Cultural Diversity

[HFU Executive Master International Business Management \(hs-furtwangen.de\)](https://www.hs-furtwangen.de)

[Studien- und Prüfungsordnungen | Studienablauf \(hs-furtwangen.de\)](https://www.hs-furtwangen.de)

In addition, other modules and lectures also contain parts and references to sustainability.

Lectures

Our lectures can be roughly divided into three different focuses of sustainability.

1	<ul style="list-style-type: none">• Intercultural Communication• Managing Cultural Diversity• Intercultural Competences• Managing Diversity	The first part specializes in practical handling as well as practical theories in business contexts. The aim is, to use critical thinking to convey culturally complex work environments.
2	<ul style="list-style-type: none">• Sustainable Management• Case Studies Seminar	The second part focuses on the ecological environment. Responsible action and thinking should be encouraged in this lecture.
3	<ul style="list-style-type: none">• Business Ethics/ Wirtschaftsethik• Responsibilities of Managers	The third part focuses on general ethical action. One should learn which actions and approaches are justifiable or debatable to what extent. Here, too, self-reflective and critical thinking should be encouraged.



Electives

To offer our students the opportunity to improve their sustainability skills outside of the regular compulsory program of study, we offer various electives related to sustainability.

Studium Generale

The students of the HFU Business School have the possibility of choosing between different electives from different fields of study. A special elective which does not apply to these fields is the "Studium Generale".

This elective was founded in 2007 and works as follows:

During your study at the Business School, you have to attend different seminars, where various subjects are discussed. All of them concern future-oriented topics.

Here is an overview of the presenters and their topics regarding sustainability.

aufWissenaufbauen
**STUDIUM GENERALE
DER HFU**

HOCHSCHULE
FURTWANGEN
UNIVERSITY | HFU





BIKE2BOAT
Eine klimaneutrale Reise mit
Fahrrad und Kajak über die Alpen
Olaf Obsommer
Dokumentarfilmer

Mi, 09. Dez 2020, 18 Uhr
Online

Kontakt
Studium Generale
E-Mail: studium-generale-vs@hs-furtwangen.de
Auf Ihr Kommen freuen sich Prof. Dr. Gerrit Horstmeier und die studentische Projektgruppe!

STUDIUM
AUF HÖCHSTEM
NIVEAU

Christian Felber	Die Gemeinwohl-Ökonomie, ein Wirtschaftsmodell für die Zukunft?
	The Common Good Economy, an Economic Model for the Future?
Gerd Addicks	Korruptionsbekämpfung als gesellschaftliche Herausforderung
	Fighting corruption as a societal challenge
Georg Bopp	Speicher für Wind und Sonnenstrom
	Storage for wind and solar power
Olaf Obsommer	bike2boat: nachhaltiger Tourismus durch einen geringen ökologischen Fußabdruck
	bike2boat: sustainable tourism thanks to a low ecological footprint
Andre Reichel	Nach dem Wachstum – Postwachstumsökonomie
	Post-growth – post-growth economy
Andreas Weber	Soziale Nachhaltigkeit: Eingliederung behinderter Menschen in die Arbeitswelt
	Social sustainability: Integration of disabled people into the world of work
Volker Finke	International Teambuilding
	International Teambuilding
Franz Josef Radermacher	Global Marshall Plan
	Global Marshall Plan
Christian Rasch	Nachhaltiges Marketing
	Sustainable marketing
Antje von Dewitz	Familienfreundliches Unternehmen
	Family-friendly company
Ursula Sladek	Stromrebellin aus Schöna
	Electrical rebels from Schöna
Götz Werner	Grundeinkommen
	Basic income

Projects of Sustainability

Apart from lectures, our students also get involved in projects. In these, the students must create and carry out their own topic and planning. Some of our students have decided to focus on sustainability.

Semester	Project
SoSe 21	HAVY Healthcare App
SoSe 21	Planetics: Plattform nachhaltige Sportbekleidung
SoSe 21	Sustainability: analysis of the carbon footprint of HFU Students (incl. Recommendations for improvements)
SoSe 21	Social Responsibility: conceptual framework for potential students' involvement at HFU and associates
SoSe 21	Gender Equality: empirical study of awareness, activities and policies at HFU
SoSe 21	Französisch-Nachhilfe
SoSe 21	Nachhilfe
WiSe 20-21	Happiness/Life Satisfaction Survey
WiSe 19-20	Nachhilfe
WiSe 19-20	Living diversity @ HFU
WiSe 19-20	Blutspendenaktion 27.11.2019
SoSe 19	Nachhilfe
SoSe 19	Happiness-Studie IBW
SoSe 19	Happiness-Studie IBM
SoSe 19	Guide sozialer Projekte in der Region
SoSe 19	Living diversity@HFU
SoSe 18	Blutspendenaktion SoSe 2018
WiSe 17-18	Blutspendenaktion 27.11.2017
WiSe 17-18	Hilfe für ein Projekt in Guayana
WiSe 16-17	Nachhilfe

Workshops, Seminars and Debates

Sustainability Livestream

In the summer semester 2021, we have given our students the opportunity to take part in a discussion about sustainability with various representatives of large business companies in a live stream via the video platform YouTube. The livestream was hosted on the evening of the 29th of April 2021 as part of the “HFU Business Updates” with following representatives:

Prof. Dr. Kramer from our Business School, who moderated the session.

Isabella Gola, the director project sustainability of Bosch Powertools.

Jochen Schweickhardt, the Head of Legal, Compliance and Sustainability of the Marquardt Group.

Laura Scherer, International Recycling Consultant of the GreenCycle GmbH, which is part of the Schwarz Group.

Subjects like climate neutrality, motivation behind the development of becoming more sustainable or problem areas regarding the implementation were discussed.





4. Principle

RESEARCH



Fourth Principle: RESEARCH

We want to improve the situation regarding sustainability not only internally in the HFU Business School, but also for the people around us. That is why we participate in research around that topic.

In this part we do not just want to show what our professors and lecturers have to offer, but also want to share what our students have accomplished regarding sustainability.



Bachelor theses:

In this section we want to show you what our bachelor students have achieved during the last couple of semesters to improve sustainability. All theses in the lists provided below, have moved the HFU Business School forward to be more sustainable.

BMP- Business Management and Psychology

Semester	Title
SoSe 21	Ethical Branding and the Future of Marketing: An Empirical Investigation of Generation Z
SoSe 21	The impact of Green Branding Strategies on Consumer Loyalty in the Context of the Fashion Industry in Germany
SoSe 21	The Role of Organic Meat in Rationalizing the Consumption of Conventional Meat

IBM- International Management

Semester	Title
WiSe 20/21	Climate Labelling of Foods - Possible effects on consumer behavior and sustainability in the food industry
SoSe 20	Ethical implications of robot recruiting
WiSe 19/20	carbon pricing and the future of the airline industry
WiSe 19/20	Sustainable Investments
SoSe 19	International project management for electronic vehicles
WiSe 18/19	The impact of climate change on crude fossil extracting companies in terms of stranded assets
SoSe 18	The sharing economy, chances and limitations of the Chinese bike-sharing business model in Germany
SoSe 18	Climate change and e-mobility in Germany
SoSe 17	Sustainability reporting in China - the state of enterprises and future trend
SoSe 17	Game Theory in Climate Change Negotiations
SoSe 17	Reducing the carbon footprint in the aviation industry (using the example of Lufthansa)

IBW- Internationale Betriebswirtschaft

Semester	Title
SoSe 21	Status Quo bei deutschen Automobilherstellern: Maßnahmen zur Reduzierung des CO2-Fußabdruckes entlang der Lieferkette
SoSe 21	Wie sich der europäische Green Deal, insbesondere die "Farm to Fork" Initiative auf deutsche Food Hubs auswirkt
SoSe 21	Integrated Reporting in terms of sustainable reporting - the future of accounting
SoSe 21	Nachhaltiges und sozial verantwortliches Investieren junger Privatinvestoren in Deutschland
SoSe 21	Methoden zur Erzeugung negativer Emissionen: Negativemissionstechnologien
WiSe 20/21	Nachhaltiges Lieferkettenmanagement in der Modeindustrie
WiSe 20/21	Das Lieferkettengesetz und die Haftung für Zulieferer ferner Länder anhand des Einzelhandels
WiSe 20/21	Anforderungen an einen komponentenbezogenen CO2-Footprint als Teil einer Ökobilanz im Sinne der ISO 14040 eines mittelständischen Automobilzulieferers am Beispiel einer OEM-Vorgabe.
WiSe 20/21	Umweltkostenrechnung als Instrument des Öko-Controllings
WiSe 20/21	Socially Responsible Investing - An analysis of the current state and developments in the European Green Bond Market
SoSe 20	A sustainable management approach of food wasting
SoSe 20	The influence of green marketing on consumer behaviour in the fashion industry
WiSe 19/20	An analysis of electric mobility
WiSe 19/20	Wie reagieren Zulieferer von Verbrennungsmotorkomponenten auf die Veränderung der Automobilbranche durch den Trend der Elektrifizierung von Fahrzeugen?
WiSe 19/20	Mobilität der Zukunft-Einflussfaktoren
WiSe 19/20	Carbon Accounting bei der Holle baby food AG
WiSe 19/20	To what extent does the retail format influence the willingness to pay of consumers towards Bio and Fair-trade labeled products?
WiSe 19/20	Sustainable Business Models arising from the expected Legalization of Cannabis
SoSe 19	Co2 labelling and the impact on consumer behaviour
SoSe 19	Der Einfluss von nachhaltigen Produktmanagement hinsichtlich der Kaufbereitschaft von Waschmitteln innerhalb der Schweizer Konsumgüter Industrie- am Beispiel von Unilever Schweiz GmbH
WiSe 18/19	Globale Wertschöpfungsketten im demographischen Wandel - eine Chance für Lateinamerika?
SoSe 2018	Untersuchung der Beziehung zwischen Lean-manufacturing und Green-manufacturing
SoSe 2018	Nachhaltige Veränderung der Unternehmenskultur am Beispiel der RRPS
SoSe 2018	Management der Treibhausgasemissionen anhand des Fallbeispiels der Deutschen Post AG

SoSe 2018	Development renewable energy in Germany and its effects
WiSe 17/18	Chancen des nachhaltigen Tourismus - eine Analyse am Beispiel der Generation Y
WiSe 17/18	The influences of green marketing on consumer behaviour
SoSe 17	Socially Responsible Investment / Kapitalanlagealternative in Deutschland vs. Frankreich
SoSe 17	Social Entrepreneurship
SoSe 17	Nachhaltige Marketing- und Finanzierungsstrategien im Non-profit Bereich am Beispiel von Street Child Deutschland
SoSe 17	Freiwillige Selbstverpflichtung im Spannungsfeld zwischen Nachhaltigkeit und ökonomischem Interesse

Mastertheses:

Below you can find a collected list of what our Master students have done for sustainability.

Semster	Study Program	Thema
WiSe 20/21	IMM	Requirements of a Corporate Social Responsibility report and its practical implementation for an automotive supplier company
WiSe 20/21	IMM	Nachhaltigkeitsberichterstattung
SoSe 20	MBA	Biodegradable Tableware and Cutlery: Market Research and Global Marketing Program Design for BIOTERM in Germany
WiSe 19/20	MBA	Strategic Analysis of Electric Vehicle Industry in India
WiSe 19/20	IMM	Corporate Sustainability Performance – Does it ring the cash register? Seeking empirical evidence for the relationship between corporate sustainability performance and corporate financial performance
WiSe 18/19	eMBA	A View of Supply Chain Management from perspective of Sustainability and International Raw Material
WiSe 18/19	MBA	Blockchain technology application in sustainability management
SoSe 17	MBA	Governmental incentives for electric cars in Germany and Colombia



5. Principle

PARTNERSHIPS



Fifth Principle: PARTNERSHIPS

Sustainability is a goal which cannot be achieved alone. Therefore, the HFU works together with future-oriented and ambitious partners every semester. One of these partners is the Eine-Welt-Laden Villingen e. V.

This partner is committed to fair trade in the world. To achieve this goal, goods from developing countries are traded at fair prices. Every employee works on a voluntary basis and profits are donated.

We work regularly with them because we want to promote fair trade too. Projects such as a fair Christmas market stand, information events or marketing campaigns are created in cooperation.



Studenteninitiative für Kinder e. V.

Another essential partner is the **Studenteninitiative für Kinder e. V.** In order to give financially and socially disadvantaged children better opportunities in their later working life, the student initiative for children was founded in 2015. The education of the children is to be improved through free tutoring from students. Furthermore, apart from tutoring, this association is still involved in supporting many social projects through donations.

We also do our part to support disadvantaged children and provide some students to support them every semester. This way we can improve the chances of these children throughout the whole year.



Enactus

We also work also very closely together with Enactus. This NGO wants to accomplish the 17 goals of sustainability of the UN.

The name Enactus is composed of the words entrepreneurial, action and us. Which underline their main goal: encouraging students to improve the world through sustainable entrepreneurial action.

Therefore, we support each other through joint projects to contribute our part to a more sustainable world.

The following picture shows one of joined projects:





6. Principle

DIALOGUE



Sixth Principle: DIALOGUE

In order to draw attention to the problems of today's sustainability and to induce students, lecturers and the public to critically reconsider their actions, we use a variety of methods to communicate our goals and values.

For instance, the video statement "Backpacking Sustainability" was created to address the question, how our university deals with sustainability.

In general, we as a business school and as a part of the University of Furtwangen (Hochschule Furtwangen) and the rest of the University of Furtwangen have the following catchphrase:

"Backpacking Sustainability".

Our Motto ties in with the founding era of our university. In 1850, our university HFU was founded as a German School of Watchmaking. At this time, the watch carriers brought the clocks into the world and today we want to illustrate our aspirations regarding "Sustainability in the luggage". We focus on creation and innovation for a sustainable development as a part of the university. Regarding our aspirations in terms of sustainability, we work together with companies, communities, cities, research facilities and our partner universities. A few years ago, (2014/5) two of our PRME Personalities of the Business school of the University of Furtwangen explained how we focus on sustainability as a business school.



NN: GERRIT HORSTMEIER – ETHICAL OFFICER AT HFU



Prof. Dr. Jur. Gerrit Horstmeier Ethical officer at HFU

Time of Statement 11th of September 2014

Sustainable Development and Corporate Success

Language of Video: English

Short summary of Video:

Prof. Dr. Horstmeier gives insights into the intentions of his sustainability presentation. Attention is drawn to the problems in this field. He also talks about his role as the ethics officer at HFU, in which he tries to continuously incorporate ethical and sustainable values into everyday university life. Furthermore, he emphasizes the benefits of the elective course "Studium Generale", which should provide further insight with its lectures and talks about sustainability.

NN: Gerrit Horstmeier – Ethical Officer at HFU - HFU Mediathek (hs-furtwangen.de)

NN: FRANK KRAMER – NACHHALTIGKEIT AN DER FAKULTÄT WIRTSCHAFT



Prof. Dr. Frank Kramer

Time of Statement 11th of September 2014

Sustainability at our HFU Business School

Language of Video: German

Short summary of Video:

Prof. Dr. Kramer explains that Faculty W offers courses whose aim is to combine sustainability with corporate management. He also talks about the implementation of these lectures and courses that link the relationship between ecological and socio-cultural aspects with economic aspects. Additionally, he gives confidence that conflicting goals and problems can be solved with the right approach.

[NN: Frank Kramer – Nachhaltigkeit an der Fakultät Wirtschaft - HFU Mediathek \(hs-furtwangen.de\)](http://hs-furtwangen.de)

Outlook

For the coming years, we remain aware of our responsibility for the education of future decision-makers in companies. The topic of "sustainability" will remain broadly and deeply anchored in our degree programmes. Furthermore, it is our intention to emphasize this aspect even more strongly in our international management degree programmes at both Bachelor's and Master's level.

Changes in action begin with changes in minds. Future managers will (have to) increasingly consider ecological and social consequences of their economic decisions. "Sustainability" is already no longer a luxury for companies, but it is increasingly becoming an economic necessity. We want to support this development with our study programmes in the future.

