

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

I U B H

July 2020

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PRME-Message from the Rector of the IUBH

Dear PRME Participants, dear Stakeholders, dear Reader,

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Herewith we would like to present our 4th report on the implementation of the Principles for Responsible Management Education (PRME) – a worldwide network since 2007 with more than 1,000 business, civil society, and government leaders. We are proud to be part of the first initiative concerning organised relationship between the United Nations and Business Schools. In this update – reflecting the time span from July 2018 to June 2020, we describe the ways we have reinforced the Six Principles for Responsible Management Education within the IUBH. From faculty research, course curricula and engagement with the business community, this update will show how we continue to integrate PRME into our programmes and initiatives.

The IUBH is one of Germany's leading private universities. Our success is based on the fact that we enable our students to successfully complete their studies with us through a wide variety of flexible study models. We offer different study formats (full-time, part-time, online, dual studies) for careers in different fields (management, tourism, health, HR, IT, marketing, social sciences, logistics) at 21 locations in total (winter semester 2020). Additionally, we offer tailor made educational programmes for corporate companies.

We consistently achieve high ratings in assessment measures. In the current CHE Ranking, Germany's largest university ranking, the IUBH as private university have achieved top marks. In the subjects Business Administration (campus studies) and Social Work (dual studies), top marks were achieved in the categories "Supervision by lecturers", "General study situation" and "Practical relevance", among others. With winning places in six out of 25 categories, the IUBH received the highest scores among over 300 competitors.

It is a great honor for our university to be part of PRME worldwide as well as a member of the PRME D-A-CH chapter for nearly ten years. The mission of PRME is to inspire and champion responsible management education, research and thought leadership globally – this has been our mission even before becoming a signatory party and it will as well remain our mission in future. We are also proud to acknowledge that we are not only committed to offer our students high-grade study programmes and attractive university services but also to fully support the six major principles espoused by the Principles for Responsible Management Education (PRME):

As institution of higher education also involved in the development of current and future managers we declare our willingness to progress the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission.

We are reporting and will report on progress to all our stakeholders and exchange effective practices related to the following 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.

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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.

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Principle 6 | Dialogue:



We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, and civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students. Therefore, we continuously focus our efforts on advancing sustainability, and encouraging international collaboration, as we strive to live up to our university's vision.

Today, with more than 27.000 registered students from more than 100 countries enrolled in a large number of presence and distance learning programmes with highly qualified professors, lecturers and guest lecturers from all over the world supporting IUBH at 21 campuses, IUBH is more than just a well-known and respected private university – it is a benchmark in higher education, where business ethics, equality, equity, diversity, sustainable development and quality have been a longstanding part of our philosophy which we work off every day.

Therefore, the Principles of PRME are inspired by internationally accepted values, such as the United Nations Global Compact's, providing an engagement structure for academic institutions to advance social responsibility through incorporating universal values into curricula and research. Please find our Communication on Engagement within the United Nations Global Compact as a signatory party since December 2011:

<https://www.unglobalcompact.org/what-is-gc/participants/15352-IUBH-School-of-Business-and-Management#cop>

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students – so we continuously focus our efforts on advancing sustainability, and encouraging international collaboration, as we strive to live up to our university's vision.

Enjoy reading!

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Sincerely yours



Prof. Dr. Peter Thuy
Rector



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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.

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The IUBHs is a fast growing university. Not only the number of students and professors have more than doubled in the last years, but also the variety and number of study programmes. Besides of the IUBH core subject areas Business & Management as well as Hospitality, Tourism & Event, there are now seven more subject areas – offering more than 100 different Bachelor's and Master's degrees:

- Health
- Social Sciences
- IT & Technology
- Transport & Logistics
- Marketing & Communication
- Human Resources
- Design, Architecture & Civil Engineering

In these nine subject areas, Bachelor and Master programmes are offered in a maximal flexible way: There are the classical campus studies, but also dual studies and programmes in distance learning and part-time study models. Sustainability education and awareness for human rights, respect and diversity are part of each of them.



The respect, consideration and promotion of universal human rights are an integral part of our daily work. Discrimination based on gender, age, religion, cultural affiliation, disability or social origin is prohibited.

This is initially taken into account in our mission statement, which was developed in 2017 in a participatory process involving all members of the university. Among other things, it states "We treat each other with respect and esteem." Our vision and mission shape the daily actions of all employees:

Mission: "We enable our students to achieve the best possible study results through tailor-made, individual offers and innovative technological support based on the current state of research and teaching, in order to be able to successfully compete in their careers. We support our corporate partners in the best possible way to achieve their goals".

Vision: "The IUBH is the most innovative and qualitatively leading provider of career-oriented study and further education programmes for students and companies in Europe. As a pioneer in the digitalization of career-related learning and human resource development, we improve learning success sustainably, efficiently and measurably compared to all competitors and distinguish ourselves with application-oriented research".

Based on this mission statement with integrated mission and vision, various concepts and functions have been developed.

Equal opportunities officer

Equal access to life chances, equal opportunities, was already a topic at the IUBH even before the university developed a concept of equality. An indicator: Of the 202 professors (as of October 2019), 70 are female. This corresponds to a share of 35% and is thus significantly above the average of other German universities (24.1%). In 2015, this proportion was still just under 31% at IUBH. In addition, the university has made it easier for its academic and non-academic staff to reconcile work and family life from the very beginning. This includes flexible working hours, home office and the possibility to switch to part-time work for a certain period of time. With the development of an Equal Opportunities Concept 2017/2018 and the inclusion of the Equal Opportunities Officer in the Basic Rules, these measures have also been written down in a generally valid form. As part of the university's self-administration, the Equal Opportunities Officer is appointed by the Vice-Chancellor for a period of three years. The task of the Equal Opportunities Officer is to ensure the guidelines and contents of the Equal Opportunities Concept adopted by the Senate to ensure equal opportunities for all members of the IUBH International University and to further develop the Equal Opportunities Concept. The Equal Opportunities Officer pays particular attention to

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- to uphold and strengthen the principle of equal rights and equal opportunities for men and women as enshrined in Article 3(2) of the Basic Law,
- the protection of all members of the university against sexual harassment and discrimination,
- the compatibility of work and family life,
- the elimination of disadvantages.

The Equal Opportunity Office acts in an advisory capacity in personnel selection and appointment procedures. She can participate in any personnel selection procedure at her own request. The Equal Opportunities Officer reports directly to the Pro Vice-Chancellor for International Affairs and Diversity and can thus report to the Vice-Chancellor's office at any time on respective topics.

Once a year, the Equal Opportunities Officer submits a report to the senate. This report is published as part of the general report on quality management.

Equal opportunities are understood as a cross-sectional task and are taken into account in all projects of the university. In 2019, the following concrete measures were taken, among others:

- The Equal Opportunities Officer takes part in appointment procedures.
- The location managers, who are responsible for finding the lecturers, among other things, were sensitised to the topic of diversity.
- A diversity officer was appointed.

- Students with disabilities were interviewed about their needs and possibilities for improvement in their studies.
- The Charter of Diversity (<https://charta-der-vielfalt.de>) was signed.
- A scholarship programme especially for female students in tech courses was set up.
- The following points, among others, are already planned for 2020:
 - Materials will be made available to teachers as guidelines for the consideration of the diversity idea in teaching.
 - The results of the survey of students with disabilities will be implemented.
 - The counselling and teaching services for students with disabilities will be improved.
 - The Charter of Diversity will be implemented.

Diversity and Inclusion

Another goal stated in the diversity report is to increase the number of students with a disability through appropriate digital services and cooperation with the intended target group. Approx. eleven percent of students have impairments in Germany. These include psychological impairments, physical disabilities and chronic diseases. The particularities of distance learning suggest that the number of impaired students in distance learning is even higher. Evaluations show that distance studies are in particular attractive for persons who are handicapped or not mobile. For example, there are students with Autism or Asperger's Syndrome studying at the IUBH. One aspect of Asperger is that being in a crowd or unfamiliar environments is very stressful. Online exams makes it possible for students with disabilities to take exams in a familiar and handicap-accessible environment from home. Due to the number of handicapped students the IUBH is well acquainted with the legal regulations to compensate for disabilities in order to ensure equal rights between people with and without disabilities. Disability equalisation can, for example, include completing an exam in a separate room or to get bonus time for a written exam or an extended deadline for an essay.

Prof. Fabian van Essen is a well-known expert for special education and part of the IUBH distance learning faculty. The focus of van Essen's research, teaching and practical projects is the equal participation of people with disabilities as defined by the UN Convention on the Rights of Persons with Disabilities. He offers networking activity for currently around 100 distance students having impairments, psychological and chronic illnesses. The students exchange ideas, receive information and discuss current topics concerning studies and impairment. Each month he and his team offer a live online

meeting via TEAMS in a respectful atmosphere. The sessions are not recorded and no personal information from the session will be passed on. Additionally, a download area contains current documents about studying and impairment and all respective regulations and information at the IUBH.

Diversity between generations

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Diversity between generations was the topic of a meeting of our Berlin IUBH students. They met ten residents of the Tertianum Residenz, a residence for the elderly, at the Dinner of Generations. This time, students and residents discussed the topic of “communication in transition” over dinner. “It is precisely the encounters between young and old that unfortunately no longer take place quite so frequently in everyday life”, says the Tertianum.

Inclusion as research topic

Accessibility is also a research and study topic in other disciplines. For example, Ingo Zimmermann, Professor of Social Work, and Peter Neumann, Professor in the field of tourism, jointly organised a conference on barrier-free travel. Participants were students as well as IUBH corporate partners from all over Germany. On the one hand, the interdisciplinary cooperation of social work and tourism experts enables tour operators to have a better understanding of disabled people and motor, mental and cognitive impairments in order to identify and meet the needs of this target group. Tourism experts, on the other hand, know the requirements and goals of the industry and can realistically assess what is feasible in terms of accessibility. The interaction of both disciplines optimally combines the knowledge of target group and provider.

Environmental education and Sustainability

The IUBH supports a precautionary approach to environmental challenges and promotes initiatives of greater environmental responsibility and environmentally friendly technologies not only in their governance and management but also in the daily life of all students and each campus. This is reflected in the word “modesty” – one of our seven organisational values which includes the statement: We don’t waste resources.

On managerial level the IUBH has recently started a project to reach the prerequisite for certification according to the PAS 2060 climate neutrality standard. This certificate is based on a so-called carbon footprint, i.e. an inventory of actual or expected emissions (greenhouse gas inventory) and an ambitious management plan for avoiding or reducing avoidable greenhouse gas emissions. The certificate awarding body is the TÜV SÜD (short for German: Technischer Überwachungsverein, English: Technical Inspection Association). The certification is valid for one year only and a yearly further carbon reduction is demanded. Consequently, the goal to be carbon neutral this summer leads to several further activities and behavioral changes. For example, the management strongly recommends the use of rail instead of air for domestic travel. The university's own booking system reminds the employees of this

recommendation when making corresponding bookings. Due to the goal of carbon neutrality, also the number of company cars will be reduced in the near future.

On campus level there are several initiatives and activities on the different campuses of the IUBH. For instance, the Bad Honnef campus has become part of the RECUP movement. RECUP is a sustainable reusable system for to-go coffee cups. Cups can be purchased along with a deposit and returned in Germany at all RECUP partners for a deposit refund. Since the summer semester of 2018, the cafeteria of the campus has been using these sustainable cups instead of disposable cups. Similarly, many other campus offer only ceramic plates and cups in their open tea kitchens as well as refillable carafes for tap waters – for free refilling. In the distance classes teaching material is no longer automatically printed and sent to the students but rather each distance student is encouraged to use the interactive book online. In the on-campus programmes nearly all campuses are part of the local “Semesterticket-system” and students can use public transport for a strongly reduced charge.

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Sustainability as part of research and education.

Dr. David Rempel, one of the faculty members of the IUBH campus in Bad Reichenhall, is an expert for eco tourism and very active in several German-African Partnerships. Dr. Rempel and Prof. Dr. Peter Thuy, IUBH rector, are responsible for the PASS project at the IUBH. PASS – Partnership for Applied Sciences is funded by “NRW Partnerships for the Promotion of Technical Universities in Ghana” through the German Academic Exchange Service (DAAD). The aim of the project is to strengthen the practical orientation of teaching and research at the Ghanaian partner universities (Kumasi Technical University and the Cape Coast Technical University (CCTU)). As part of the project an Eco Guest House is planned on the grounds of the CCTU.

In addition, a German delegation of students and lecturers travelled to Ghana for nine days to visit and evaluate tourist attractions – in particular for their potential for eco-tourism. In addition, the students supported their African fellow students in reforestation measures. In recent decades so much forest has been destroyed in Kenya by the cultivation of arable land, wood and charcoal that the remaining forests cover only 7% of the land. Together with the partner universities Mount Kenya University and Mully College, the students planted a total of 3,000 trees.



UNESCO World Action Program “Education for Sustainable Development”

The network “Bad Honnef lernt Nachhaltigkeit” (Bad Honnef learns sustainability) was honored in 2019. As part of the national implementation of the UNESCO World Action Program “Education for Sustainable Development”, the German Federal Ministry of Education and Research (BMBF) and the German Commission of UNESCO (DUK) award educational initiatives once a year. By acting in accordance with the principles of sustainability, distinguished players contribute to anchoring education for sustainable development structurally in the German educational landscape. The network is already firmly established in Bad Honnef and the region, and is committed to raising the awareness of sustainability, climate and environmental protection among adults, young people and children alike. In addition to the IUBH, the city of Bad Honnef, the sewage works of the city of Bad Honnef and the Bad Honnef AG belong to the network.

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Sustainability and quality management on module level

On the module level sustainability and quality management is not only a core module in several study programmes on Bachelor’s and Master’s level in the traditional business and tourism study programmes of the IUBH, e.g. sustainability and quality management in tourism. It is also included in the newly introduced more technically oriented study programmes like civil engineering: For instance, one of the offered majors is sustainability and smart buildings.

The awareness for sustainability also shows in start-up ideas of the students. Student Steffanie Rainer won first prize at the EuRegio Start Up Camp in Traunstein in 2019 with her business idea: “WithOUT”. WithOUT is a shampoo bottling system designed to reduce plastic waste in the restroom.

Principle 3 | Method:

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

Practical experience.

In the dual study and on-campus programmes, the focus on practice is particularly strong. Dual students spend every second week working in their employing organisations. Besides, the integration of theory and practice is a daily reality for every student. The curriculum has multiple facets, which reflect this, for example, discussions and lectures with experts from industry and excursions to companies. In "CEO's lectures" leaders from business and industry hold seminars on campus and students have

the opportunity to interact with them directly. IUBH Career Services provides students with recommendations for internship placements and for jobs after graduation. In the so-called “practical workshops” students work on real business issues under the leadership of a professor and in cooperation with a company. Ideally, all parties benefit from this: The students experience in practice how research and consulting projects are carried out and what it means to present results in front of a client. The companies receive new input for their questions and benefit from the independent and fresh perspective of the students. The following example should illustrate this:

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At the locations Bremen and Hamburg, the students of Professor Ina zur Oven-Krockhaus, Dr. Pascal Mandelartz and the lecturer Jan Steffen had the opportunity to carry out a project for TUI Deutschland GmbH. The participants examined the influence of customer reviews on the booking behavior for travel and hotels on the internet. In particular, the focus was on “digital natives”, i.e. young adults born after 1980 and grown up with the internet – also known as Generation Y. In addition to quantitative online surveys, interviews were conducted with travelers and tour operators as well as experts from the hotel industry. Thus, interesting results and recommendations for action were obtained for TUI and TrustYou and presented to a larger management circle at the TUI headquarters in Hanover at the beginning of August. The cooperation with the university was a great success for TUI. *“The new and unbiased view of the students was especially interesting for us – some recommendations for action were discussed, which we would not have thought of ourselves. It’s exactly these kinds of ideas and suggestions that bring us closer to the digital natives”,* said TUI Project Manager Helene Rothe. *“TUI Germany would like to thank all participating students and professors for their commitment, and we look forward to further projects with IUBH.”*



Dual studies symposium

Dual studies symposium intent to carry current topics from professional practice into the lecture hall. Each year several of these events take place at different study locations. They do not only provide an opportunity to discuss complex issues in a practical way among the students, but also to connect more closely with practical partners as well as the university.

Round tables, impulse lectures and workshops enrich the programme and called on the participants to deal with current social developments, to reflect on them and to develop strategies for action. The acquisition of knowledge in the form of a symposium should allow students and practitioners, for example, to find orientation in situations of conflict and to direct their interventions towards strengthening the client's ability to act. This seems to have been successful: The consistently positive response

to the lectures and the industry-specific workshops conducted by various practitioners met with lively interest among the participants. Thus, not only numerous students, but also professional partners of the dual studies programme attend the symposia and thus manage to link theory and practice in a meaningful way.

Business +/- Ethics' event series

Another opportunity for students to organize an event and to discuss with experts and practitioners is the The 'Business +/- Ethics' dialogue. The 'Business +/- Ethics' dialogue is a series of events which is jointly organised by the Katholisch-Soziales Institut (KSI) Bad Honnef, the IUBH and the IHK Bonn/Rhein-Sieg twice a year. In June 2019, the event series took place with more than 80 participants on the topic of international dialogue, Brexit and Europe as a whole. The workshops dealt with topics such as “Based on common values – the narrative of the community of values and the ethos of the European Union”, “Business – the engine of democracy?!” and “Thinking about Europe – Perceptions and Realities of the European Community”. The second part of the 'Business +/- Ethics' series discussed the ideas and results of the Denkwerkstatt (ideas workshop) in the form of a panel discussion.

Student competitions

IUBH students of different fields have proved their competences and qualities in several student competitions.

The championship of the best European hotel schools, the European Mise en Place Cup or EMCup for short, took place for the eleventh time running in 2019. This year the IUBH was represented in Maas-tricht by the student “A+ Team” and their coaches, the Hospitality Management lecturer Rose Delgado Krebs and Prof Beverly Wilson Wunsch. Over the course of two strenuous days, all participating teams had to prove their metal in different categories – i.a. the concept of an idea, pitch and de-bate. The IUBH student Hubertus Kempen together with three students from the Netherlands, Denmark and Spain received the award for the best idea.

IUBH student Laura Schweizer participated in the start-up competition of the Victoria University Academy Activator Programme during her semester abroad in Australia. Together with her team, she developed the 'Ready mealbox' in an eight-week workshop – an inexpensive cooking box for foreign students. The four-member jury found this to be a convincing business model. Laura and her team won the pitch and received 5,000 euros in starting capital for their own start-up. A

In the competition for the Alfred Brenner Award, Kerstin Reiner, a Bachelor student in the IUBH distance learning programme in hotel management and a young caterer, prevailed against six competitors of the highest class.

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.

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Freedom of research and teaching.

The basic order in § 3 guarantees the freedom of research and teaching. This applies equally to employees and the freedom of study for students. Staff members can freely disseminate and exchange scientific opinions. They are free with regard to research methodology and the evaluation of research results. As orientation serves the jointly developed guidelines for ensuring good scientific practice and the information sheets on data protection in research and ethics and ethical self-reflection in research projects. Scientific honesty and adherence to the principles of good scientific practice are indispensable prerequisites for scientific work that aims to gain knowledge and acceptance by the public. In order to fulfil its responsibility in research and the directly related tasks in teaching and the promotion of young researchers, the university takes precautions within the legal framework to ensure good scientific practice in its field and to deal with cases of scientific misconduct.



In addition, IUBH established a compliance officer. His task is to ensure that all employees are aware of all regulations and that all observe them.

Research coordination

A central research coordinator is the contact for all enquiries and questions regarding research. A research concept was passed in summer 2017. It is based on the following pillars:

- **Research coordinator** – our research coordinator informs about calls for proposals, coordinates and supports all research activities.
- **Sabbatical** – every professors has the right to apply for a sabbatical semester every 8th semester.
- **Conference attendance** – every professors has his/her budget for attending as speaker at conferences. The budget is 1,000 euros for national and 1,500 euros for international conferences per academic year.

- **Budget for networking** – to improve interdisciplinary works and contacts between professors of different IUBH campus, each professors will have a budget for travel costs in order to meet with other IUBH professors.
- **Administration of research projects** – the IUBH supports application for third-party funds and overtakes the administrative part of the project
- **IUBH Discussion papers** – the IUBH has its own scientific series in order to support publications of its professors
- **Reduction of teaching load** – for each successfully raised projects staff funds of 2,200 euros the teaching load will be reduced by one credit hour.

Since, the introduction of the research concept the research output increases every year: The third source funding has increased substantially – more than 300% in 2019. Also, the number of publications per head has increased by nearly 20 percent in 2019. The interdisciplinary and cross-campus research has led to the funding of three research groups. Online conferences and regular meetings of all departments allow communication and discussion between the more than 200 IUBH professors, located at different places in Germany.

A yearly research report lists all research activities at the IUBH and can be found here:

<https://www.iubh-university.de/forschung/publikationen/>

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.

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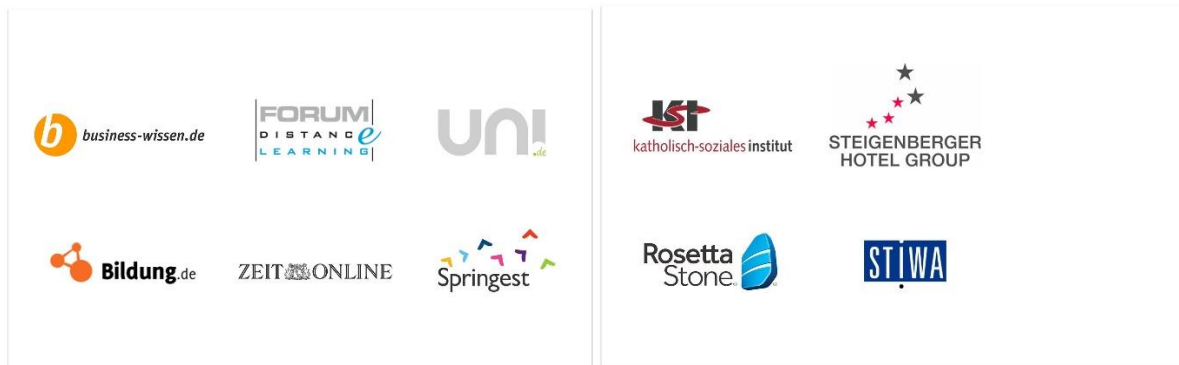
Principle 6 | Dialogue:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, and civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Business partnerships

The IUBH is always open for new partners, fruitful cooperations and dialogue. Therefore, we interact on a regular basis with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities as a result we are very grateful for the commitment of our partners who support us in a variety of ways through grants, sponsorship, guest speakers, events, direct recruitment and more... Over time, a special relationship develops between the IUBH and its cooperation partners. The exchange between the two deepens and all sides profit from the individual cooperation, contract helps to explore jointly effective approaches to meeting these challenges. The goal of these partnerships is to support interested students and graduates and to give them the best possible chances and impressions. Concrete projects and actions ensure that the connection through a cooperation contract is more than just a written document. Our faculty has contact to all DAX 30 companies, is recognised in the international market, and well connected in a network with over 300 business partners.





This network enables the IUBH to conduct "CEO's lectures" where leaders from business and industry hold seminars on campus and students have the opportunity to interact with them directly. IUBH Career Services provides students with recommendations for internship placements and for jobs after graduation.

BGA Business Graduates Association

The international management programmes at IUBH are a member of the Business Graduates Association (BGA). Students and professors profit by this membership. They do have access to an international network of more than 130 Business Schools sharing the goal of becoming the leading global movement for responsible management, positive impact and lifelong learning. The BGA events enable to discuss not only research results but also organisational developments with colleagues from around the world and will enable students and professors to widen their horizon and international awareness.

International cooperations to support education as a human right.

The consideration and support of universal human rights are also reflected in the (international) cooperation with third parties – e.g. other universities and partners in practice. Education is a human right. This means that every person in the world should have access to education. In this context, in 2019 the IUBH has started to take part in the Global Talent Mentoring Hub (GTMH). This is an innovative online mentoring platform launching in late 2020 that will provide a select group of exceptionally talented, highly motivated youths with the opportunity to cultivate their talents in STEMM (science, technology, engineering, mathematics, and medicine). It uses an internet-based approach to bridge geographic and cultural distance as well as barriers of differing economic resources to connect the brightest young minds with accomplished scientists in STEMM from public and private institutions in what will become a global pool of talent development and professional guidance. The hub has been initiated by the University of Regensburg, Germany. The IUBH participates as partner institution.

The reflection on common values based on universal human rights is at the heart of all these actions and approaches.

Conclusion

This report shows that despite its immense growth, IUBH has succeeded in further anchoring the values of sustainability and social and environmental responsibility within the university.

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In the future, these values will continue to play an important role in the expansion of our range of courses and in internal organisational development. The Corona pandemic has shown us how important mutual consideration and responsibility for and within society is. At the same time, the pandemic has shown what impact even small changes in behaviour can have on the environment.

We want to learn from this experience and show our students that great things can be achieved with mutual consideration, tolerance and small changes in behaviour.

We are proud to be part of the PRME initiative worldwide and fully recognise this responsibility. Here-with, we promise to further implement its measures, initiatives and ideas, and to use PRME as a solid framework for our future development.

Our next PRME report will be delivered in July 2022.

If you have any further questions, please do not hesitate to contact us:

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