

IUBH School of Business and Management



1st Report on the Implementation of the

PRME Principles for Responsible
Management Education

08/2014

TABLE OF CONTENTS

1. PRME-Message from the Rectorate.....	3
2. About us.....	5
3. Activities and achievements with regard to the implementation of the PRME-principles	9
4. Achievements Curriculum Integration in the Field of Corporate Responsibility and Sustainability.....	10
5. Six Principles.....	18
6. Principle 1 Purpose.....	18
7. Principle 2 Values.....	19
8. Principle 3 Method.....	21
9. Principle 4 Research.....	22
10. Principle 5 Partnership.....	23
11. Principle 6 Dialog	24
12. Conclusion.....	26

Message from the IUBH Rectorate

Dear PRME participants and stakeholders,

Herewith we would like to present our first report on the implementation of the Principles for Responsible Management Education.

It is an honor for us to be part of PRME worldwide and also a member of the PRME D-A-CH chapter. We are also proud to acknowledge that we are not only committed to offer our students high-grade study programs and attractive university services but also to fully support the six major principles espoused by the Principles for Responsible Management Education (PRME). Although IUBH School of Business and Management has only recently – July 2013 - become signatory to PRME initiative, most of the ideals associated with PRME have been emphasized by IUBH since its founding. Therefore we continuously focus our efforts on advancing sustainability, and encouraging international collaboration, as we strive to live up to our university's vision.

As an internationally oriented academic center, we are always open to new perspectives, approaches and projects. Constructive dialogue and co-operative development of interdisciplinary competences form important pillars of research, teaching and learning which are provided by our encouraged staff.

Our study programs offer curricula with a high level of practical appliance and internationalization, and also semesters or modules abroad. We are proud having the opportunity in providing successful learning: project based teaching, small classes, a developed infrastructure, intensive support services extra-curricular activities and many more...

Business ethics, equality, equity, diversity, sustainable development and quality have been a longstanding part of our philosophy which we work off every day.

Presenting our first PRME report allows us to explicitly identify where we stand and where we want to go with respect to these vital principles. IUBH is fully committed to the six principles of PRME and will continue to develop activities that support and spread good, sustainable and globally responsible business practices and essential leadership skills because we understand that our own educational practices should serve as example of the values and attitudes we convey to our students.

Best regards



Prof. Dr. Peter Thuy
Rector IUBH

Prof. Dr. Kurt Jeschke
Dean IUBH School of Business and Management



f.l.t.r.: Prof. Dr. Claudia Bornemeyer, Prorector Teaching Quality; Prof. Dr. Karsten Leibold, Prorector Teaching Examination; Georg Ummenhofer, Chancellor; Prof. Dr. Kurt Jeschke, Dean IUBH School of Business and Management, Prof. Dr. Peter Thuy, Rector

About us



The IUBH School of Business and Management is one of Germany's leading private universities, it is practice oriented, international and 100 % English-language instruction. We prepare students for international careers in service management at two campuses: Bad Honnef and Bad Reichenhall.

Our programs focus on management. At the bachelor level we offer Aviation, Event, International, Hospitality, as well as Tourism Management and Marketing Management. At the master level we provide International Management with various specializations, Transport & Logistics Management as well as an MBA in International Business.

Furthermore, recognized accreditations, awards, partnerships and memberships guarantee the excellent quality of the university and its study programs. All study programs are accredited by the independent accreditation agency FIBAA, and recently, five degree programs were additionally distinguished with FIBAA's rarely awarded golden Premium Seal. **This makes the IUBH the university with the most FIBAA Premium Seals in Germany.**

It is important to add that the IUBH consistently achieves high ratings in assessment measures, including top marks in the current **CHE-Ranking 2014** in all relevant categories. In the field of business administration the IUBH ranks as **Germany's best private university of applied sciences** with the most ratings in the top performing group.

The IUBH is a founding member as well as the only German university in the association "**Hotel Schools of Distinction**" and was the first and only private university to be awarded the **UN Seal of Quality UNWTO.TedQual** for its degree programs in tourism. Additional awards and membership round off the quality profile.



Management/ University administration:

Prof. Dr. Peter Thuy, Rector

Prof. Dr. Claudia Bornemeyer, Prorector

Prof. Dr. Karsten Leibold, Prorector

Georg Ummenhofer, Chancellor

Prof. Dr. Kurt Jeschke, Dean IUBH School of Business and Management

Advisory Board:

- Consists of renowned practitioners from different sectors of industry who are recognized throughout Germany. To find out more about our Advisory Board, please have a closer look here:

http://www.iubh.de/en/career-network/advisory-board-.php?p_id=1973.

Sponsor:

Career Partner GmbH, Munich

Fields of study/qualifications**Bachelor programs:**

- Aviation Management: 6 semesters, degree: Bachelor of Arts, Campus Bad Honnef
- International Aviation Management: 7 semesters, degree: Bachelor of Arts, Campus Bad Honnef
- International Event Management: 6 semesters, degree: Bachelor of Arts, Campus Bad Honnef
- International Management: 6 semesters, degree: Bachelor of Arts, Campus Bad Honnef
- Hospitality Management: 6 semesters, degree: Bachelor of Arts, Campus Bad Honnef + Bad Reichenhall

- International Hospitality Management: 7 semesters, degree: Double Bachelor, includes study year abroad, Campus Bad Honnef + Bad Reichenhall
- International Marketing Management: 6 semesters, degree: Bachelor of Arts, Campus Bad Honnef
- Tourism Management: 6 semesters, degree: Bachelor of Arts, Campus Bad Honnef
- International Tourism Management: 7 semesters, degree: Double Bachelor, includes study year abroad, Campus Bad Honnef + Bad Reichenhall

Master programs:

- International Management: 4 semesters, degree: Master of Arts, Campus Bad Honnef
- International Management · Hospitality: 4 semesters, degree: Master of Arts, Campus Bad Honnef
- International Management · Marketing: 4 semesters, degree: Master of Arts, Campus Bad Honnef
- International Management · Finance & Accounting: 4 semesters, degree: Master of Arts, Campus Bad Honnef
- International Management · Aviation: 4 semesters, degree: Master of Arts, Campus Bad Honnef
- International Management · Human Resources: 4 semesters, degree: Master of Arts, Campus Bad Honnef
- International Management · Health Care: 4 semesters, degree: Master of Arts, Campus Bad Honnef
- International Management · IT Management: 4 semesters, degree: Master of Arts, Campus Bad Honnef
- International Management · for Non-Business Graduates: 5 semesters, degree: Master of Arts, Campus Bad Honnef
- Transport & Logistics Management: 4 semesters, degree: Master of Arts, Campus Bad Honnef

Certificates:

- Aviation Certificate: 1 semester course in Aviation Management, Campus Bad Honnef
- Hospitality Real Estate Certificate: 2 week summer course or in 4 modules of 3 days each, Campus Bad Honnef + Bad Reichenhall

Students:

- about 1,400 from all over the world (Summer Semester 2014) For more information, please visit our web-site: <http://www.iubh.de/en>

Achievements Research Development in the Field of Corporate Responsibility and Sustainability

Current achievements and publications by faculty members:

Mentorships:

- Legrand, W. & Delgado-Krebs, R., Official Mentor of Mr. Michael Todt, finalist at the Worldwide Hospitality Awards ceremony in the category Best Professional Success held at the InterContinental Le Grand in Paris, November 12, 2013
- Sloan, P., *Katharina Scharrer's coach*, runner-up in the Hyatt International best Student Prize held at the Hyatt International, Paris, December 6th 2013
- Doerner, R. *Official Mentor of Timo Oelke, Susan Müller-Dassanayake and Diego Trupiano* in the Young Hoteliers Summit 2012 March 19th-21st 2013 at the Ecole hôtelière de Lausanne (EHL)
- Sloan, P., *Coach of Eddy Muller, David Sudowe and Miriam* in the EM Mise en place Cup at the Amsterdam Marriott Hotel January
- Sloan, P. & Laeis, G., *Coaches of Anika Dries, Philipp Haas, Kira Brendel, Jasmin Scheuermann and Rebecca Horn* in 2013 ICHRIE Restaurant Challenge
- *Online Hotelratenvergleiche von Hotelportalen und unabhängigen Hotels / Online-Drittanbieter Einfluss auf die deutsche unabhängige Hotelszene*
- Eine Reihe von kleineren Forschungsprojekten wurde im Bereich Marketing durchgeführt, mit besonderem Fokus auf die Themen Onlineverbreitung, Preisgestaltung und Bestandsmanagement. Dabei wurden theoretische Elemente mit aktiver Datenerhebung und Datenanalyse verbunden. Im nächsten Semester könnten einige Ergebnisse auf akademischen Konferenzen präsentiert werden.

Research Projects Tourism Management/Event Management:

- WS 2012/13: “Untersuchung des Multikanalvertriebs der Deutschen Bahn“, in Kooperation mit der DB Vertrieb GmbH, Frankfurt
- WS 2012/13: „Untersuchung der Bewertung von TUI-Ferienclubs im Vergleich Ferienclubs anderer Veranstalter in den beiden großen Internetportalen Holiday Check und Tripadvisor“ in Kooperation mit dem WDR Köln (ARD Markencheck TUI, Ausstrahlung 21.01.2013):
- SS 2012/13: „Studie zum Potential der Online-Distribution von Skipässen in der Alpenregion“, in Kooperation mit der Snow & Alps Tourism GmbH, München
- SS 2013: “Requirements on online booking engines selling adventure tours – a survey among young people“, in Kooperation mit STA Travel Germany, Frankfurt
- WS 2013/14: “Survey on mobile services required by the new Generation” in Kooperation mit SEAT 4a GmbH&Co.KG, Hamburg
- WS 2012/13 – WS 2013/14: „IHK-Branchenreport Tourismus und Hotellerie Bonn/Rhein-Sieg“, in Kooperation mit der IHK Bonn/Rhein-Sieg, Bonn

Publications:

Publications Aviation Management:

- Desel, U. (2012): Privatisierungsfalle Regionalflughäfen, 4. Europäische Konferenz der Allgemeinen Luftfahrt
- Vogel, H.-A. (2013): “Devising Airport Groupings for Financial Benchmarking” (with A. Graham). Journal of Air Transport Management, Vol. 30, pp. 32-38.
- Ehmer, H.: Inclusion of Aviation under the European Emission Trading Scheme: Ethical Evaluation of Airline and State Reactions, 5th World Conference “Aviation in the XXIst Century” in Kiev, 26th September 2012, in: Proceedings, Volume 2, p. 4.3.33-4.3.38
- Ehmer, H.: The inclusion of Aviation in the European Emission Trading Scheme and the Reactions of Airlines and States – an Ethical Evaluation, Proceedings of the 1st International Aviation Management Conference, IAMC – 2012 Dubai, UAE, May 3-5, 2012, 5 pages

- Ehmer, H. und Grimme, W.: The potential of further liberalization in Europe – more to hope or more to fear? –, European Aviation Conference, Berlin 22.11.2012, wird veröffentlicht auf der Seite der EAC
- Ehmer, H., Murphy, M., Leipold, A.: ICAO's Balanced Approach to Noise Management and its Influence on the Economic Impact of Air Transportation, 5th World Conference "Aviation in the XXIst Century" in Kiev, 26th September 2012, in: Proceedings, Volume 2, p. 4.3.39-4.3.44
- Ehmer, H., Granzow, N., Becker, J. (IUBH): Decreasing the Noise Footprint – The only way to help the population? –; INAIR Conference, Zilina (Slovakia), 21st September 2012, conference proceedings

Publications Business Administration & Economics:

- Böhlich, S. (2012). Mitarbeitersuche mit Tomatensauce (Guerilla Recruiting), personalmagazin, Nr.1, S. 36-38
- Brümmerhoff, D. / Grömling, M., Volkswirtschaftliche Vermögensrechnung – Bedeutung und Komponenten, erscheint in: Wirtschaftswissenschaftliches Studium (WiSt)
- Brümmerhoff, D. / Grömling, M. (2012). Are national accounts revisions harmful for historical comparisons?, IUBH Working Paper, Nr. 5, Bad Honnef/Bonn
- Grömling, M. Wie gut geht's uns eigentlich?, in: Deutscher Sparkassenverlag (Hrsg.), Treffpunkt, Stuttgart, S. 16
- Grömling, M. (2012). Germany under the cloud of the sovereign debt crisis, in: German-Irish Chamber of Industry and Commerce (Hrsg.), German-Irish Business 2012, Dublin
- Grömling, M. (2012). Economic structure and current account imbalances, IUBH Working Paper, Nr. 9, Bad Honnef/Bonn
- Grömling, M. (2012). What drives manufacturing?, IUBH Working Paper, Nr. 10, Bad Honnef/Bonn
- Schuster, Thomas (2012c): Suggestions to Solve the Euro Crisis. (IUBH Working Paper No. 8). Bad Honnef (zusammen mit Margarita Uskova).
- Sloan, P., Legrand, W. and Simons-Kaufmann, C. (2013) *Social Entrepreneurship and Cultural Tourism in Developing Economies*, in M. Smith and G. Richards (eds.), Routledge Handbook of Cultural Tourism, London and New York: Routledge. ISBN 9780-4-1552-351-6
- Sloan, P., Legrand, W., and Simons-Kaufmann, C. (2013). *A survey of social entrepreneurial community based hospitality and tourism initiatives in developing economies: a new business approach for*

Industry. Worldwide Hospitality and Tourism Trends, Special Edition: Responsible Hospitality and Tourism Business.

- Legrand, W., Winkelmann, D., Sloan, P. and Simons-Kaufmann, C. (2013). *Environmental Management Systems in Hotels: An Empirical Study on Preconditions, Motivations, Barriers and Benefits*. International Conference on Hospitality and Leisure Applied Research, Lausanne, Switzerland, 4-5 July 2013
- Torka, & Zagelmeyer (2012). Malignant manipulation at work: a qualitative exploration of strategies and tactics, IUBH Working Paper, Nr. 11, Bad Honnef/Bonn

Publications Hotel Management:

Book Publications:

- Sloan, P., Legrand, W. and Chen, J.S. (2012). *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*. 2nd Edition, Routledge/Taylor Francis.

Edited Book Publications:

- Sloan, P., Legrand, W. and Simons-Kaufmann, C. (2013) *Social Entrepreneurship and Cultural Tourism in Developing Economies*, in M. Smith and G. Richards (eds.), Routledge Handbook of Cultural Tourism, London and New York: Routledge. ISBN 9780-4-1552-351-6

Journal Publications:

- Legrand, W., Huegel, E. and Sloan, P. (2013). *Learning from best practices? Sustainability reporting in international hotel chains*. In J. Chen, ed. *Advances in Hospitality and Leisure*, 9. 119-134.
- Sloan, P., Legrand, W., and Simons-Kaufmann, C. (2013). *A survey of social entrepreneurial community based hospitality and tourism initiatives in developing economies: a new business approach for Industry*. *Worldwide Hospitality and Tourism Trends, Special Edition: Responsible Hospitality and Tourism Business*.
- Legrand, W. (2012). *Die ewige Suche nach Harmonie*. AHGZ Ökodesign Dossier: Hotel Design, 1-3

Refereed Proceedings:

- Legrand, W., Huegel, E. and Sloan, P. (2013). *Learning from best practices? Sustainability reporting in international hotel chains*. EuroCHRIE Congress, Freiburg, Germany, 16-19 October 2013
- Legrand, W., Winkelmann, D., Sloan, P. and Simons-Kaufmann, C. (2013). *Environmental Management Systems in Hotels: An Empirical Study on Preconditions, Motivations, Barriers and Benefits*. International Conference on Hospitality and Leisure Applied Research, Lausanne, Switzerland, 4-5 July 2013
- Legrand, W., Wagmann, C. and Sloan, P. (2013). *A comparative analysis of free-of-charge online self-administered energy audit tools: Are we speaking the same language?* Council for Hospitality Management Education's (CHME) 22nd Annual Research Conference 2013, Edinburgh, UK, 15-16 May 2013
- Sloan, P., Legrand, W., (2013). *A survey of social entrepreneurial community based hospitality and tourism initiatives in developing economies: a new business approach for Industry*. Special edition of Worldwide Hospitality and Tourism Trends (WHATT) journal on "Responsible hospitality and tourism business www.emerald.insight.com/products/journals/author_guidelines.htm?id=whatt
- Website Development, Legrand, W., Sloan, P.: www.sustainabilityinhospitality.com

Publications Tourism Management

- Blank, C./ Leichtfried, V./ Schobersberger, W./ Möller, C.: Phenomenon 'leisure sickness' – does leisure time negatively affect personal health? (eingereicht beim World Leisure Journal)
- Kensik, J./Wachowiak, H.: Aktivierung der Portugaldestination Algarve als Chance für die deutsche Touristik.-In: Verband Internet Reisevertrieb e.V. (Hrsg.): Daten und Fakten zum Online-Reisemarkt 2013, 2013, S.66-67 (2013)
- Kensik, J./Wachowiak, H./ Pätz, A.: Der Tourismus im Siebengebirge. –In: *Geographische Rundschau* 64(1):40-45 (2012)
- Möller, C. (2013): Studienskript Tourismusmanagement I – Bachelor, (Hrsg.): Internationale Hochschule Bad Honnef ▪ Bonn/International University of Applied Sciences, Bad Reichenhall.

- Möller, C. (2013): Studienskript Tourismusmanagement II – Bachelor, (Hrsg.): Internationale Hochschule Bad Honnef ▪ Bonn/International University of Applied Sciences, Bad Reichenhall.
- Möller, C. (2013): Studienskript Tourismusmanagement I – Master, (Hrsg.): Internationale Hochschule Bad Honnef ▪ Bonn/International University of Applied Sciences, Bad Reichenhall.
- Möller, C. (2013): Studienskript Tourismusmanagement II – Master, (Hrsg.): Internationale Hochschule Bad Honnef ▪ Bonn/International University of Applied Sciences, Bad Reichenhall.
- Wachowiak, H.: Welterbe und Tourismus: Ausgewählte Forschungsergebnisse.- In: Quack, H.-D./Klemm, Chr. (Hrsg.): Kulturtourismus zu Beginn des 21. Jahrhunderts, Oldenbourg Verlag, München, 2013, S. 279 - 298 (mit Quack, H.-D.)
- Wachowiak, H.: Facets of research on the relationship between political borders and tourism.- In: Pechlaner, H. / Jochmann, J. (Hrsg.): Grenzüberschreitende Kooperation im Tourismus. Perspektiven internationaler Destinationsentwicklung, Eichstätt, im Druck

Research Projects Event Management

- Jäger, D. (2011/2012): Markenmanagement für urbane Events
- Zwei Themen, die in ersten Ansätzen und auch in Zusammenarbeit mit Studenten von Frau Prof. Mühlböck bearbeitet werden sind a.) Die Verbindung von Events und sozialen Medien sowie b.) Event Management und Nachhaltigkeit. Hier wurden verschiedenen Themen über BA-Arbeiten entwickelt. Eine Publikation ist geplant.

Papers/ Conference Visits:

Aviation Management

- Prof. Dr. Christoph Brützel (Januar 2013): ProSky Aviation Conference; Köln, 31. Januar 2013.
- Prof. Dr. Christoph Brützel (September 2013): Aviation Convention 2013 - ENABLING SMARTER AVIATION- AIRPORTS OF TOMORROW, Köln, 26.-27 September 2013
- Prof. Dr. Brützel (Juni 2013): The Effects of Air Transport on the Economy – How can we Evaluate Them? Und Jahrestagung der German Aviation

Research Society (G.A.R.S.), 20.-21. Juni 2013, Hogeschool van Amsterdam

- Prof. Dr. Vogel (2013): 36th Airport Economics & Finance Symposium, University of Westminster, London.
- Prof. Dr. Vogel (2013): 10th Pricing & Revenue Management Symposium, German Operations Research Society, Berlin.
- Prof. Dr. Desel (Oktober 2012): IDRF Tagung, Allgäu Flughafen Memmingen
- Prof. Dr. Desel (April 2013): IDRF Tagung, Flughafen Mainz
- Prof. Dr. Ehmer: GARS Aviation Students Research Workshop: Aviation Economics and Management, Amsterdam 22.6.2013
- Prof. Dr. Ehmer: IATA-GARS Workshop: The Effects of Air Transport on the Economy – How can we Evaluate Them? 20.-21.6.2013 in Amsterdam
- Prof. Dr. Ehmer: OECD Paris Airport Capacity Roundtable 21.-22.2.2012

Business Administration & Economics:

- 6/2013 Prof. Dr. Daniel Assmus "Facing the Storm" IMC Conference
- 09/2012 Prof. Dr. Stefan Zagelmeyer "Bringing the 'social' dimension back in: Towards an integrated framework for strategic human resource management and social innovation" ILERA World Congress
- 07/2012 Prof. Dr. Joachim Sandt "The impact of performance measurement in a service factory" Conference of PMA
- 07/2012 Prof. Dr. Stefan Zagelmeyer "Rapporteur Report Track 3: Emerging Orders of Production and Skill Development in a Global Economy"

Hospitality Management

- Legrand, W., Huegel, E. and Sloan, P. (2013). *Learning from best practices? Sustainability reporting in international hotel chains*. EuroCHRIE Congress, Freiburg, Germany, 16-19 October 2013
- Legrand, W., Winkelmann, D., Sloan, P. and Simons-Kaufmann, C. (2013). *Environmental Management Systems in Hotels: An Empirical Study on Preconditions, Motivations, Barriers and Benefits*. International Conference on Hospitality and Leisure Applied Research, Lausanne, Switzerland, 4-5 July 2013
- Legrand, W., Wagmann, C. and Sloan, P. (2013). *A comparative analysis of free-of-charge online self-administered energy audit tools: Are we*

speaking the same language? Council for Hospitality Management Education's (CHME) 22nd Annual Research Conference 2013, Edinburgh, UK, 15-16 May 2013

- Sloan, P., Legrand, W.,(2013). *A survey of social entrepreneurial community based hospitality and tourism initiatives in developing economies: a new business approach for Industry*. Special edition of Worldwide Hospitality and Tourism Trends (WHATT) journal on "Responsible hospitality and tourism business www.emerald.insight.com/products/journals/author_guidelines.htm?id=whatt

Industry/Academic Conference Keynote Speeches Hospitality Management:

Awards

- Legrand, W. & Sloan, P., Recipients of the 2013 Laureate Hospitality Achievement Award sponsored by Laureate Hospitality presented during the 2013 EuroChrie Conference.

Papers / Conference Visits Tourism Management

- Dieter Jäger (Feb. 2013): Corporate Events – alles nur Theater? Eventplaza 2013, Frankfurt
- Janka Kensik (2013) : ITB Berlin (2012)
- Janka Kensik (2012/2013): fvw Kongress, Köln
- Janka Kensik (2012): 3. Deutscher Online-Hotel-Kongress, Bonn
- Prof. Dr. Helmut Wachowiak (2012): BTW-Tourismusgipfel, Berlin
- Prof. Dr. Helmut Wachowiak (2012): World Travel Trend Forum, Pisa
- Prof. Dr. Helmut Wachowiak (2012/2013): ITB Berlin
- Prof. Dr. Helmut Wachowiak (2013): UNWTO.TedQual Event Europe, Coimbra
- Prof. Dr. Helmut Wachowiak (2013): Worldwide UNWTO.TedQual Event, Madrid
- Prof. Dr. Helmut Wachowiak & Janka Kensik (2012/2013): V.I.R. Innovationstage, Berlin
- Prof. Dr. Helmut Wachowiak (2013): Tourismus- und Kulturausschuss der Industrie- und Handelskammer Bonn/Rhein-Sieg, Bonn
- Prof. Dr. Helmut Wachowiak (2013): Akademie für Internationale Bildung (AIB), Königswinter
- Prof. Dr. Helmut Wachowiak (2013): Konzernbetriebsratsversammlung der TUI AG, Berlin

- Prof. Dr. Helmut Wachowiak (2013): 3. Deutscher Online-Hotel-Kongress, Bonn

Achievements Curriculum Integration in the Field of Corporate Responsibility and Sustainability

Here are some examples of the implementation of the curriculum integration:

- A module on Business Ethics and Corporate Governance (5 ECTS) within the program MA in International Management
- A course on Sustainability in the Hospitality Industry (3 ECTS) within the program BA in Hospitality Management
- Establishment of an organically certified vineyard on campus as a learning vehicle for hospitality-related courses
- Extracurricular program Business plus/minus Ethics each semester in cooperation with the Catholic Social Institute Bad Honnef and the Chamber of Commerce Bonn/Rhein-Sieg
- And other activities

On a regular basis we use the results of a series of surveys and evaluations to continually improve our programs. These include:

- Surveys of prospective students and first semester students about the quality of the study advisory services
- Surveys of scholarship students
- Service evaluation among students with a focus on quality of teaching and services
- Evaluations of internship semesters and semesters abroad
- Surveys of students about their career goals and employer preferences
- Surveys of graduates

Examples of Extra Curriculum Cooperation:

Aviation Management	Tourism & Event Management	International Management	Hospitality Management
Düsseldorf International	Tourismus & Congress GmbH Bonn, Rhein-Sieg, Ahrtal	Dr. Vogt Berater im Versandhandel	Althoff Hotels
Lufthansa Aviation Center	Reed Exhibitions Deutschland GmbH	Bankhaus Lampe KG	AROSA / A_JA Resorts
Frankfurt Hahn Airport	Schloss Drachenburg gGmbH	Hochtief GmbH	Emirates Academy
Köln Bonn Airport	ECPAT (End Child Prostitution, Pornography and Trafficking)	SEW Eurodrive GmbH	Hilton Worldwide
Fraport GmbH	IMEX	ABB Transformatoren	Hotelschool The Hague
Eurocontrol	Köln Messe GmbH	E-Bility GmbH	Katholisch Soziales Institut (KSI) Bad Honnef
AOPA	Geysir Andernach Tourismus und Stadtmarketing.net	Enterprise: Rent a Car	Kempinski Hotels
EASA	Verband Internet Reisevertrieb e.V.	Gutmark, Radtke and Company	Motel One Group
Airbus	ITB	caruising® spritspartraining	Steigenberger Hotels
Bombardier Aerospace Germany GmbH	Köln-Bonn Airport	Kühne +Nagel	
Condor and Thomas Cook	WCCB World Congress Center Bonn	MSS GmbH – Moderne Sonnenschutz-Systeme Glasarchitektur GmbH –	
	Pro Sky AG		

Six 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.

In order to support students to become part of the steadily growing sustainable economy, internships form an integral part of all academic study programs at the IUBH School of Business and Management. The IUBH offers its student employability oriented study programs and pursues its high-value target to prepare them for the future professional life and to give them the necessary knowledge and experience as far as possible.

The internship is designed to enable students to gain insight into main operations and management responsibilities in their industry and to develop the capabilities of students to be future generators of sustainable value for business and society. IUBH offers them a great opportunity to apply theoretical knowledge, and to gain practical experience and soft skills within a relatively limited period of time. For all study programs, students must complete an internship of at least 22 weeks. Students in the international double bachelor programs are required to complete their internship abroad, the others in a country of

choice. Our additional trainings and personal consultations for students preparing for their internships or applying for jobs (interview trainings, application trainings, etc.) complete the range of services offered by Career Services. All trainings, information sessions and personal consultations are meant to support our students during their self-reliant search and the application process for internships and jobs.

Furthermore, IUBH students deal on a regular basis with practical exercises, case studies, role plays and take part in specific field trips.



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.

At IUBH effort is made to achieve curriculum integration with Business Sustainability by incorporating subjects of relevance in the curriculum to ensure student reciprocation to issues of saving our globe.

Business Ethics & Corporate Governance, International Studies, Sustainability and Environmental Aspects can serve as one of our good examples because they are conducted as full credit courses, to generate complete awareness about such global impacting concepts.

As a good example for the above mentioned serves the Conference on Sustainability on Campus, realized by IUBH in 2011, under the auspices of the Minister of the Federal Ministry of the Environment, Nature Conservation, Building and Nuclear Safety Dr. Norbert Röttgen. Worth to mention is that the event got a great response in the press.

The conference topics based on following three pillars:

1. Service Management
2. Social Responsibility and Education

3. Research and Projects

In this context, we can highlight the message “to provide business leadership as a catalyst for change toward sustainable development, and to support the business license to operate, innovate and grow in a world increasingly shaped by sustainable development issues”.

Thought leaders and industry experts from different parts of the globe are invited to share their perspectives on such concepts. They present current issues on the event series “Honnef Business Talks”.

Here is a selection of previous guest lecturers and topics:

Robert Etmans, CEO Human Resources and Board Service of Deutsche Bahn Fernverkehr

„Management in Theory and Practice exemplified by DB Fernverkehr AG”

Gregor Gerlach, CEO Seaside Hotels/Chairman of the Board Vapiano AG

“Similarities and Differences between Seaside and Vapiano”

Henry Hasselbarth, Emirates Airlines

“Dubai: Strategic Gateway and Future Hub”

Hendrik Hollweg, Regional Lead Partner West Ernst & Young AG

“Wirtschaftsprüfung in Zeiten der Krise”

Reiner Meutsch, Berge und Meer Touristik, Stiftung Fly and Help

„From businessman to benefactor – The path to success is about people”

Klaus-Jürgen Philipp, CEO Haus Rabenhorst

“Tradition and Modernity: Juice maker paces new routes”

Donal Quinn, Healthcare Advisor Advent International

“How to build a successful career”

Erich Sixt, Sixt AG

“You’re all we need – Take your Chance and discuss with Erich Sixt”

Thies Sponholz, General Manager Hotel de Rome Berlin, Rocco Forte Collection

“Rocco Forte – The Art of Simple Luxury- Being a General Manager in an

Unusual Collection”

Jürgen Stackmann, Member of the Management Board Ford-Werke GmbH,
“Ford Reloaded”

Hermann Ude, CEO DHL Freight
„Success Factors in the Logistics Industry”

Lutz Vogt, Managing Director German Convention Bureau
“Meetings made in Germany – Marketing for the meeting and conference destination Germany”

Dr. Claudia Warning, Resort Manager International Programme, Evangelischer Entwicklungsdienst
“Supporting local economies – a way to sustainable development?”

Rudolf Wöhrl, Rudolf Wöhrl AG

Jürgen Wolter, GM Hyatt Regency Hong Kong
“Food and Beverage Services at the Hyatt HongKong”

Markus Zahn, CEO Olimar
„Cooperation of Specialists”



Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

The IUBH has set itself the target to train successful experts who understand, take into account and successfully meet the challenges caused by the increasing importance of corporate responsibility for sustainable globalization processes.

The quality of an academic education depends to a large extent on the professors and lecturer, and that is why we set the highest standards for

our teaching staff. These include academic reputation and excellent specialist knowledge, as well as sound practical experience and an international orientation.

We also acknowledge the general importance of responsible management for all of our students and future leaders. Therefore, based on sound competencies in business, management and economics, we provide all our students with the necessary knowledge and skills to meet the challenges of responsible management and sustainable globalization in a competent and successful way.

With its global network and consequent use of English as the language of instruction the IUBH is not only attractive to students from abroad, but also lecturers and staff come from around the world to share their knowledge.

Whether from Australia, the USA, Asia or Germany our professors and lecturers provide the preparation our students need to fulfil future international management responsibilities in our dynamic, ever-changing global economy.

Graduates of the IUBH are in high demand on the job market, and the results of our survey of graduates in 2012 speak for themselves: 75 percent of our [graduates](#) find a job within the first three months and after two years 80 percent already have management responsibilities.



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.

Research plays an important role for the IUBH to enable a better understanding of corporations in the creation of sustainable social, environmental and economic value.

On our web-site you can find a selection of publications by the IUBH School of Business and Management, such as:

- Bad Honnef Series on Service Management – Covers contemporary issues by focusing on specific questions in management.
- Best Thesis Award – Since winter semester 2008/2009 the Best Thesis Award has been presented to graduates, who achieved outstanding accomplishments in their final paper.
- Working Papers – Document the research results of lecturers at the IUBH.
- Conference Papers
- Other Publications



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.

The IUBH School of Business and Management is always open for new partners and fruitful cooperations. 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 be more than just a written document.

Our faculty has contact to all DAX 30 companies, is recognized in the international market, and well connected in a network with over 300 business partners.



Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

The IUBH Management develops the so called mission statement and coordinates on this basis appropriate program strategies for the Bachelor and Master programs. The above mentioned is discussed with department heads within the faculty management conference. They are encouraged to review the quality and practical relevance of the courses on a regular basis and to propose suggestions for improvement to the university management.

The Senate acts on the overall university level. On the level of the IUBH School of Business and Management, there are the following key actors: the department head meeting as well as the semester conference, making main decisions on strategies and developments in teaching and research.

The Department Heads and the Prorector of the IUBH School of Business and Management form the Department Head meeting – the meeting is coordinated by the Prorector. The Department Heads gather at least

once per semester and advise the Prorector of the IUBH School of Business and Management on matters of teaching and research. They formulate the guidelines of the substantive development of the study programs and coordinate the course offers in consultation with the Rector.

In addition, there are regular Department meetings convened, where department affairs, evaluation of teaching quality and the further development of study programs and courses are discussed. The Module Coordinators help to assure the quality of the modules. Adaptations and optimizations of study programs and separate modules (including mathematics, statistics, scientific work, micro / macroeconomics, etc.) are also subject to the Department Heads meetings.

Additionally, the Semester Conference is held once at the beginning of each semester and foresees the participation of all members of the IUBH School of Business and Management. All outcomes of quality evaluations, quality assurance measures in teaching and research, plans for future developments and other relevant issues are presented and discussed with the participants.

An intensive dialogue with students is ensured by the Students Representatives elected regularly each semester. They gather several times a semester with the representatives of IUBH Students Support Services. Moreover, a selected student interest organization (Students Common Room) is working on the development of a common campus spirits by offering events for all students and discussing new ideas.

Conclusion

The IUBH started with a vision of creating truly global leaders offering German quality and setting international standards. From its inception, that leadership has been defined as ethical, enlightened, responsible, and accountable. As an institution we remain committed to that goal, and as educators, we are dedicated to its realization and sign up under each of the 6 principles explained above.

Next PRME report will be delivered in August 2015.

IUBH School of Business and Management
Muelheimer Strasse 38
53604 Bad Honnef
GERMANY
Fon: +49 (2224) 9605-200
Fax: +49 (2224) 9605-199
www.iubh.de

