



KATHOLISCHE UNIVERSITÄT
EICHSTÄTT-INGOLSTADT

WFI | INGOLSTADT
SCHOOL OF
MANAGEMENT

Sharing Information on Progress (SIP) – Report on the Implementation of the Principles of Responsible Management Education

WFI – Ingolstadt School of Management
Catholic University Eichstätt-Ingolstadt, Germany
August 2017

PRME

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



Contents

I. Ingolstadt School of Management at a glance	1
II. Letter of renewed commitment.....	2
III. Principle 1	3
IV. Principle 2	5
V. Principle 3	9
VI. Principle 4	12
VII. Principle 5	14
VIII. Principle 6	17
Future Perspectives.....	19
Appendix.....	22



I. Ingolstadt School of Management at a glance

Ingolstadt School of Management (Wirtschaftswissenschaftliche Fakultät Ingolstadt, WFI) is one of eight faculties of the Catholic University Eichstätt-Ingolstadt (CU), the only catholic university in the German speaking area. As the youngest faculty of the CU, the WFI was founded in 1989 and has been in a constant process of development since then. Today, around 1,100 students study at the campus in Ingolstadt. Despite its short history, the Ingolstadt School of Management is one of the leading institutions for business management education in Germany. Numerous top placements in university rankings confirm this.

The Mission Statement "small, fine and sophisticated" subsumes the most important key aspects, making the WFI as special as it is. The Ingolstadt School of Management prepares its students for their future professional life by teaching innovative business theories and promoting practical experience. The students are enabled to fulfill managerial and specialized duties in a domestic and international context in a responsible, socially competent and professional manner. In doing so, the WFI follows established catholic educational traditions while keeping up with the times. To ensure a challenging learning environment, the

WFI demands the highest performance standards from all its academic teaching and research staff.

In a few words, studying at the WFI

- provides students with a solid scientific background and highly relevant practical skills
- hones students' cognitive abilities.
- prepares students for the future challenges of professional life.
- exposes students to the context of catholic educational traditions.
- teaches students to aim high.

As part of the Catholic University Eichstätt-Ingolstadt, the WFI is committed to academic as well as catholic tradition. This means that we are open for students of all faiths and creeds, that our degrees grant the same rights as those from state colleges and that the freedom of research and teaching is guaranteed. The catholic fundament stands for an education and research which questions critically theoretical results with an open-minded attitude, while fostering dialogue between disciplines and religions. The CU aims to be an academic community which mediates expert knowledge and social competence. Thus, we take pride in equipping our students not only with theoretical concepts, but also with the social skills and knowledge they need to play a responsible role in business and society.



II. Letter of renewed commitment

For over 25 years the WFI has been involved in the education of current and future managers. We started with about 500 students and now teach almost 1,100 students on campus.

The WFI is committed to engaging in a continuous process of improvement in the application of the Principles for Responsible Management Education, reporting on progress to all stakeholders and exchanging effective practices with other academic institutions.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students. Furthermore we would like to encourage other academic institutions and associations to adopt and support these principles.

We know that academic research, as well as education, is an ongoing process. Hence we are glad to present our current activities and future plans to all persons of interest. We would like to invite you to contact us with any questions or comments concerning our current activities or future plans.

We are looking forward to educating and empowering students to act ethically in a competitive and globalized business world.

Prof. Dr. Max Ringlstetter
(Dean | Ingolstadt School of Management)

III. Principle 1

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.

1. Student initiatives

1. Apart from implementing the values of global social responsibility in academic activities and curricula, the WFI actively supports student initiatives. Among them are the UNICEF student group as well as the student organization "DenkNachhaltig!" e.V. (think sustainably!), which organizes and coordinates the "Dialogue on Sustainability" – one of the biggest conferences in ethics and sustainability in the German speaking world. In these organizations students apply the theoretical concepts learned in class and learn to take practical responsibility. This strengthens their personality and teaches them to work individually as well as in a team.



Each year, the UNICEF campus group arranges several events to collect funds for UNICEF projects. In 2016, the UNICEF student group, which currently consists of more than 50 members, organized a charity Christmas concert for the benefit of children in Syria, at which

several student musicians and regional professionals performed. Furthermore, there was a choreography by a group of ballet dancers, a tombola and a charity fashion show.



In 2017, the UNICEF group staged the 12th edition of the "Beats for Charity" party, at which the professors from the WFI deejayed. The collections of this event were in favor of children in Syria, too.



The UNICEF group also organized the "UNICEF Firmenlauf" (UNICEF corporate run), at which more than 600 employees



from local companies collected money for every completed round, to fight starvation in Africa. Throughout these events, together with the superior UNICEF Group of Ingolstadt, over 25.000€ have been collected.



UNICEF Campus Group Charity Christmas Concert



IV. Principle 2

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.

1. *Master in Entrepreneurship and Social Innovation*
2. *The overall concept of ethical education at WFI*
3. *Topics of lectures and seminars in general*
4. *Bachelor Courses at the Chair for Christian Social Ethics and Social Policy*
5. *Master Courses at the Chair for Christian Social Ethics and Social Policy*
6. *Master in Tourism and Regional Planning*

1. In the Winter Term 2014/15, the WFI implemented the new master program "Entrepreneurship and Social Innovation". This program focuses on the areas of entrepreneurial innovation, sustainability and ethical responsibility and their social implications and effects. In the mandatory ethic module for this Master "Sustainable Entrepreneurship" this focus is particularly clearly: The students will be taught a comprehensive knowledge in these areas.

The course specialization "Entrepreneurship and Social Innovation" is interdisciplinary. Thus, students can choose modules in the fields of entrepreneurship, innovation and service management, ethics and the economics of inno-

vation. They learn to look at topics not only from a business perspective, but also from the legal and economic point of view.

The increased practical orientation is produced by integrating lecturers and speakers from the corporate practice and by appropriate teaching and learning methods, for example: Workshops, practical projects or case studies. This ensures that the academic performance of university perspective focuses on the qualification requirements of practice and conforms to the expectations of potential employers.

2. In order to integrate concepts of ethics and sustainable management in our teaching, the WFI can make use of two - in the near future three - chairs for ethics with different focuses in teaching and research. Our primary objective is to implement economic and managerial approaches into a comprehensive concept of Catholic social ethics. Accordingly, the ramifications of distributive justice, human dignity, solidarity and subsidiarity, are analyzed and applied to social as well as entrepreneurial issues. The importance of an ethical education within business studies and its position in the field of economics can be underlined by the following formulation found on the homepage of the chair of economic and business ethics:



„The concept of Business Ethics seems to be a contradiction in itself. This is due to the judgement that, in the domain of Economics, acting according to moral standards and following given norms are irrelevant, or rather: They are in opposition to the realization of personal and entrepreneurial aims.

In contrast to this, we believe that Ethics is no antithesis to Economics; they rather support each other, which neither means that Economics is subordinate to Politics, nor that Economics is defined as superior to Ethics. Actually the challenge of Business Ethics is the consistent integration of ethical norms in economic paradigms. Thus economic efficiency is a necessary, however not a sufficient requirement for a just economic and social order.”

An essential aspect of the curriculum in all programs provided by the WFI is a mandatory lecture in ethics. This lecture exposes our students to concepts of business, economic and social ethics - often for the first time in their student life. In these mandatory courses, the PRME are substantial components of the subjects taught. Students learn theoretical concepts as well as their real-life practical consequences. Thus they develop a basic understanding on which further courses can build by examining specific topics and practical ramifications.

3. During the last few years there have been lectures on diverse topics and fields of interest, such as:

- Advanced Business Ethics
- Advanced Economics Ethics
- Case studies in business ethics

- Cross-Cultural Management
- CSR in an International Context
- Diversity Management: A German and Arab Perspective
- Entrepreneurial Practice and Corporate Ethics in the Arab World
- Intercultural Communication
- Management and Corporate Social Responsibility
- Social Innovation and Social Entrepreneurship
- Sustainability @ Leading Companies
- Sustainability Project
- Sustainable Entrepreneurship
- Sustainable Supply Chain Management
- Theory and Policy of Economic Order.

4. The Bachelor seminar “Ethical Aspects of International Business” aims at sensitizing students to cultural differences and the associated opportunities and challenges in the business context. This includes aspects of operational management (international recruiting, expatriate management), strategic entrepreneurship (Corporate Citizenship, Social Entrepreneurship and Microfinance) as well as the institutional analysis of host country environments (Varieties of capitalism and the Social Market Economy). This seminar mainly addresses international students at WFI and is currently being integrated into the curriculum for the international fall term at WFI, which is particularly suited to the needs



of exchange students spending their semester abroad in Ingolstadt.

The course “Sustainability at Leading Companies” takes place as a cooperation between the Chair of Auditing and Management Controlling, held by Prof. Max Götttsche, and the Professorship for Christian Social Ethics and Social Policy of Prof. André Habisch. It is designed to provide Bachelor students with a fundamental understanding of Corporate Social Responsibility in business practice with particular emphasis on CSR reporting. In the process of developing a paper on the CSR reporting of a major stock-listed company and the presentation of the results, students should appreciate the relationships between sustainability and its implementation in reporting practice.

As part of an interdisciplinary study program at the Catholic University of Eichstätt-Ingolstadt, a new technology-enhanced entrepreneurship module will be offered at the Professorship for Christian Social Ethics and Social Policy. The module “Changemaker – Enacting Social Innovation” aims to enable students to design entrepreneurial approaches towards solving social challenges and execute change projects in self-organized teams. Students are required to develop and document their own project idea for implementing social change. It combines project sessions and a Social Innovation

Camp with online seminars, in which the students acquire the knowledge they need for developing their project ideas autonomously. In this teaching format, lecturers mainly act as moderators and coaches rather than teachers in a conventional sense. All student projects can be handed in for the national idea competition “Yooweedoo”.

5. The course “Advanced Business Ethics” is particularly designed for master students with no or limited ethical knowledge from previous courses. In this introductory course, they learn a comprehensive and critical approach to basic concepts of business ethics and acquire basic knowledge of concepts such as ethics and morality, business and spiritual traditions, corporate social responsibility, corporate citizenship as well as sustainability and environmental management.

The course “Social Innovation” provides an overview of interdisciplinary concepts of innovation and societal innovation, social entrepreneurship, social business models and corporate social responsibility. Students develop an understanding of the social conditions of entrepreneurial activities with particular emphasis on entrepreneurial innovation. As part of the examination, students work on real-life case studies, which they present in class in order to comprehend the practical applicability, as well as chances and



challenges of social innovators. In the course of the seminar, students learn to understand their own role as future entrepreneurs and managers in the context of processes of social cooperation. The weekly meetings are further complemented by a three-day blocked seminar, in which students acquire leadership skills and techniques through different types of group works and peer coaching exercises.

The master seminar “Sustainable Entrepreneurship” provides an overview of dimensions of sustainability and puts them into a practice-oriented case study context, in which the students are required to solve specific business challenges related to corporate sustainability issues. The conceptual part of the seminar deals with aspects of strategic planning, sustainable governance, as well as sustainability communications and marketing. The practical part consists of the solution of real-life business cases, for which the course administrators collaborate with the online platform Telanto, which serves as an intermediary between students and businesses that look for solutions to their challenges in the fields of sustainability and corporate social responsibility.

5. Apart from the study program in business administration, the WFI also engages in the master program "Tourism and Regional Planning – Management &

Geography” which is offered by the department of mathematics and in joint collaboration with the WFI. The program combines a course of study in the fields of human geography, economics and tourism.

As the competition for travelers constantly increases, innovative products, sustainable spatial planning and flexible management concepts are needed. To meet these challenges a tourism professional needs to be able to assess the chances and risks and must be skilled at problem solving. This international, practically oriented master’s degree program therefore offers students the chance to examine the theoretical, interdisciplinary and spatial context of the extremely dynamic field of tourism and, as future tourism professionals, to assess its global and regional dimensions.



V. Principle 3

Principle 3 | Method

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

1. *Course program in ethics*
2. *Partnerships for Research on Sustainability in China*

1. The foundation of our educational framework in the field of responsible leadership is a mandatory lecture in ethics, where the students gain knowledge about relevant basics. As described, the excellent student-teacher ratio in the advanced courses allows for ethical deliberation and discussion. Our aim is that students not only learn the relevant facts and concepts but rather internalize their background and implications. The chairs at WFI constantly try to develop their course offer in regard to the topics discussed in the academic world. Responsible leadership and sustainability are two of those subjects. For this reason, the WFI established the new master program “Entrepreneurship and Social Innovation”. The outlines of this program were presented in the chapter on values.

2. In fall 2016, Prof. Habisch founded the Competence Center Sustainability in China (CCSC), a multi-functional center for German-Chinese cooperation in the field of sustainability. The foundation of CCSC aims to demonstrate and increase

German-Sino competence and cooperation in business and research. It provides expertise in the field of sustainable business for project or program support, functioning both as research organization and network platform for business partners from Germany and China.

There are many sustainability centers in German-speaking countries, however CCSC is the only one with specific focus on China. With the involvement of partners from both countries, it promotes German-Chinese research and cooperation in the field of sustainability. While aiming to expand the network of universities and research institutes, as well as partners from the medium-sized economy, CCSC will also be the starting point for deepening already existing contacts with China. CCSC creates a network for all parties to join in activities relevant to sustainable business in Germany and China by applying their knowledge and competence.



Prof. Habisch opens the first CCSC workshop

All activities taking place within the CCSC framework, like workshops, excursions, and cooperative PhD programmes, provide room for study exchange for both German and Chinese students as well as (junior) researchers. In its initial phase, the competence center organised two workshops at the WFI campus.



Ms. Ren Peng introduces CCSC

In December 2016, the opening seminar of CCSC was held successfully with guest speeches from representatives of the Audi Confucius Institute Ingolstadt, the medium-sized German local disposal company Büchl, and a researcher from Chongqing University. The seminar ended with a SWOT analysis for sustainability business in China developed by the students. After the CCSC seminar, Prof. Habisch and the group of German and Chinese students visited the city of Nuremberg and the famous Nuremberg Christmas market.



Developing a SWOT analysis

In March 2017, Prof. Habisch accepted an invitation by the Chinese government to visit WFI's partner university, Sun Yat-Sen University in Guangzhou, as a foreign expert. As part of his visit, Prof. Habisch also held a workshop together with colleagues and PhD students in the field of sustainability research at Tongji University in Shanghai. New contacts for further research projects on sustainability-related topics were established and the relationship with both WFI partner universities in Shanghai and Guangzhou was intensified with the aim to facilitate exchange programs for German and Chinese students with WFI in the future.

The second CCSC seminar took place in June 2017, bringing together Chinese and German students to engage in a discussion with guest speaker Dr. Xiaoying Gu of Büchl on waste disposal models in China and Germany. More precisely, the applicability of the German waste

disposal system in China was discussed, along with obstacles and opportunities in the Chinese waste management business.



Students at the second CCSC workshop

For further information on research activities and events on sustainability in China, please refer to the CCSC website <http://www.ku.de/wwf/segp/ccsc/>.



German and Chinese students in Nuremberg



VI. Principle 4

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.

1. *New Chair in business ethics*
2. *WFI at the 3rd International Conference on Sustainability, Ethics and Governance in Cologne*
3. *Conferences "Solidarity in Open Societies" and "Laudato Si - Business in the Service of Life?"*

1. WFI is expanding its' orientation towards ethics by setting up a new chair in business ethics with a focus in corporate governance. We hope to appoint our new colleague in the near future.

2. From 1st to 3rd August 2016, Prof. Dr. André Habisch and his team attended the 3rd International Conference on Sustainability, Ethics and Governance in Cologne to present the state of research on different topics currently discussed and developed at his professorship.

The conference was organized by the Dr. Jürgen Meyer Endowed Chair for International Business Ethics and CSR at Cologne Business School together with the Global Corporate Governance Institute and the Cologne Chamber of Commerce. Researchers as well as practi-

tioners from sustainability and business-related fields from all around the globe got together to present and discuss recent research topics and projects around the main theme "Sustainability as a New Business Paradigm".

Within the different panels presented at the conference, Prof. Habisch chaired the topic panel "Practical Wisdom", in which his PhD students Laura Sasse and Claudius Bachmann, who completed his PhD in May 2017, presented their research in the fields of Practical Wisdom. Eva Vosen, who had recently graduated from Cologne Business School and joined Prof. Habisch's team as a research assistant, introduced her work on Data Science Education in Developing Countries. Franz Wenzel, researcher at WFI and Ingolstadt-based entrepreneur, presented the status of his research activities in the fields of Megatrends, Small and Medium-Sized Enterprises and Action Research. Bing Zhu, a researcher and PhD candidate from Assumption University in Thailand, gave insights into her research area of Sustainability and the Green Economy, with particular emphasis on Responsible Consumption.

Moreover, in the plenary session on 3rd August, Prof. Habisch gave a key-note-address on his research topic "Practical Wisdom and the Cultural Roots of Sustainable Management", evoking interest-

ed and engaged responses from the large auditorium.

In cooperation with the Dr. Jürgen Meyer Endowed Chair for International Business Ethics and CSR and the Center for Advanced Sustainable Management (CASM) at Cologne Business School, WFI is currently working on a joint Graduate School of Sustainable Management. This program aims at providing PhD students in the fields of sustainability with academic skills for their research, as well as insights from practitioners and access to a wide network of universities, researchers and companies.

3. Prof. Dr. Althammer and his team co-organized the international and interdisciplinary conference “Solidarity in Open Societies” (October, 18-19 2016, Munich). This conference on the principle of solidarity in cosmopolitan and open societies welcomed scholars from different disciplines. They presented papers on various aspects related to the principle of solidarity, such as solidarity and the refugee crisis, solidarity and globalization, the philosophical foundations of solidarity, solidarity in Europe as well as the relationship between solidarity with health care, religion, and globalization.

The chair of Prof. Althammer also co-organized the “Laudato Si - Business in the Service of Life?” conference (May 12th, 2017). Taking inspiration from Pope Francis’ encyclical letter, the conference

and its’ public discussion revolved around the moral and ethical dimensions of economic development. The conference was organized in cooperation with the CU, the Federation of German Scientists, the Institute for Advanced Sustainability Studies, Potsdam, the German Bishop Conference as well as the Club of Rome.



The chair of Economic Ethics and Social Policy is member of eben (European Business Ethics Network) and its’ German branch DNWE. The network’s mission is to promote ethics and excellence in businesses, to increase awareness about ethical challenges in the global market-place and to enable dialogue on the role of business in society.

An overview on the regular research taking place at the ethic chairs of the WFI can be found in the appendix.

VII. Principle 5

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 meet these challenges.

1. Partnership with the Association of Catholic Entrepreneurs (BKU), its Global network UNIAPAC as well as the Global Jesuit Case Selection
2. Corporate presentations concerning Social and Environmental topics
3. WFI Talent Fair and Company Day
4. Summer Challenge

1. Starting in 2009, the WFI/CU teamed up with the Association of Catholic Entrepreneurs (BKU) to launch the „Eichstätt Colloquia Economy – Church – Academia” (Eichstätter Gespräche Wirtschaft – Kirche – Wissenschaft). The annual conference invites high-level practitioners from business, church and academia to discuss current relevant ethical issues. More information about the Colloquium will be given in the chapter on Principle 6: “Dialogue”.

2. In the context of partnerships with local and national enterprises, several guest lecturers from corporate practice enriched the instruction of students concerning various topics of social and environmental responsibility of companies.



Among the several guest lecturers that contributed to the course program offered by the Chair for Christian Social



Ethics and Social Policy was Thimo Valentin Schmitt-Lord. He's the Managing Director

of the Bayer Science & Education Foundation, which focuses on fostering progress in Life Science, medicine and science, as well as the Bayer Cares Foundation, which supports social innovation and the development of new solutions for a better living. In the master course “Social Innovation”, Schmitt-Lord gave insights into innovative projects in the fields of medicine and science currently implemented to improve medical care in developing countries.

Loring Sittler is a senior consultant in the fields of corporate citizenship and societal change. For many years, he was a



manager of the Generali insurance group's former department "Generali Zukunftsfonds" in Germany, where he was involved in numerous projects with actors from civic

organisations, businesses, and the government. As part of the master seminar "Social Innovation", Sittler provided the students with examples of cross-sectoral cooperation and new perspectives on societal change.

Michael P. Sommer is responsible for International Business and Sustainable Finance in the German bank "Bank im Bistum Essen", which bases its operations on the principle of fair banking and defines its role as a financial service provider for churches, social and relief organisations as well as foundations.



Sommer has already given a number of guest lectures in the fields of Sustainable Finance and Microcredits during the seminar "Sustainable Entrepreneurship" and is furthermore engaged in developing a certificate programme in Sustainable Finance at WFI together with Prof. Habisch.

3. The annual WFI Talent Fair took place on November 3, 2016 on the WFI campus. Several prestigious partner companies participated: Commerzbank, EY (Ernst & Young), KPMG, PAYBACK, PwC, and ZF Friedrichshafen. All of these companies organized info desks that offered advice for WFI students on their career start and on career opportunities. Most of the WFI's partner companies also offered students the possibility for individual interviews.

MANAGEMENTPRAXIS COMMERZBANK ERNST & YOUNG
BLITZKARRIERE QUALITÄT
NACHWUCHSKRÄFTE COMMITMENT
 BERUFSCHANCE KARRIERE-EVENT ANDERSCH AG
 RECRUITING BUSINESS PWC TOP-PERFORMER
 PERSÖNLICHKEIT KPMG CAMPUS UBERZEUGUNG

COMPANY DAY 2016
INTERVIEWS ERFOLG TALENTE
 NETWORKING PAYBACK ZF INFORMELL PUBLICITY
 GET-TOGETHER MOTIVATION MEDIA-SATURN
 AUDI CONSULTING COMPANIES EXKLUSIVITÄT
 MULTILINGUAL

28. JUNI 2016

WFI-COMPANY DAY	PRÄSENTATIONEN
10:00 Uhr – 13:00 Uhr Einzelgespräche, individuell terminiert Anmeldung bis zum 14. Juni 2016 Bewerbungsmodalitäten unter wfi-talente.de	10:30 Uhr – 10:50 Uhr Ernst & Young 11:00 Uhr – 11:20 Uhr Andersch AG 11:30 Uhr – 11:50 Uhr KPMG 12:00 Uhr – 12:20 Uhr Commerzbank 12:30 Uhr – 12:50 Uhr PAYBACK
10:30 Uhr – 16:30 Uhr Unternehmenspräsentationen Hauptgebäude EG 013	– Pause – 14:00 Uhr – 14:20 Uhr ZF Friedrichshafen 14:30 Uhr – 14:50 Uhr PwC 15:00 Uhr – 15:20 Uhr Media-Saturn 15:30 Uhr – 15:50 Uhr Audi Consulting
14:00 Uhr – 16:30 Uhr Networking, Informationsstände der Partner	

Ab 16:30 Uhr: Get-Together bei Gegrilltem und bayerischen Kaltgetränken

Kontakt: info@wfi-talente.de • 0841 937 73092

WF | 16

Andersch Audi Consulting EY KPMG PwC ZF MEDIA-SATURN PAYBACK

Thus, our students were able to get better acquainted with the companies and their fields of work and many also managed to catch the companies' attention as prospective job candidates. In addition,



tion, there was a panel discussion on “Digitalization in the job application process” in which Thomas Sattelberger (former Chief Human Resources Officer, Continental as well as Deutsche Telekom) and Katharina Lemmerz (Recruiter, EY) gave our students very helpful advice on how (not) to apply for a job. Afterwards there was a get-together during which our students exchanged thoughts and experiences with the company representatives.



In May 17, 2017 the WFI organized its annual Company Day. In addition to info desks by several partner companies (Andersch, Commerzbank, EY, KPMG, MediaMarktSaturn, PAYBACK, PwC, ZF) as well as guest companies (ABOUT YOU GmbH, Hays AG, PSI Automotive & Industry GmbH, Zumtobel Group), the WFI Talente team organized elevator pitches that gave our students the opportunity to present their skills and their CV to a professional recruiter in less than two minutes. Besides, Prof. Dr. Stephan Kaiser (Bundeswehr University, Munich), Alexander Bellin (ABOUT YOU, Director Online Marketing & Marketing Intelligence), Prof. Dr. Habisch, Andreas Stiehl (Commerzbank, Head of HR IT), and Michael Larsen

(Tridonic [Zumtobel Group]), Senior Director Global HR Tridonic & RnDthere) took part in a panel discussion on “Digitalization in Human Resources Management: Chances and Risks”. The Company Day ended with a table football tournament and a barbecue, both of which enabled the WFI students and company representatives to get in touch with each other in a relaxed and cosy atmosphere.

4. Every year the WFI Summer Challenge e.V., a registered club formed by WFI students, mobilizes about 1,000 participants from WFI and other business schools to engage in sports activities: “Recruiting once athletic”.

However, one of our biggest events, organized entirely by students, offers more than just the opportunity to enjoy a weekend of physical exercise and company. It gives students the chance to get in contact with renowned companies in a relaxed atmosphere. The Summer Challenge organization has left its mark for more than a decade on the partnerships the WFI and its students have with international and national companies – and also strengthens the solidarity between students and alumni.



VIII. Principle 6

Principle 6 | Dialogue

We will facilitate and support dialogue 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.

1. *Dialogue on Sustainability*
2. *Eichstätter Gespräche: A Platform for Discourse on Business and Catholic Values*

1. “WFI Dialogue on Sustainability” (DoS) is the largest student conference on sustainability in the German-speaking world.



Further information about the dialogue of sustainability, especially about the application process for participants, is available on www.denknachhaltig.de.

2. The “Eichstätter Gespräche” (Eichstätt Dialogues), an event organized by the Catholic University of Eichstätt-Ingolstadt (KU) in cooperation with the Association of Catholic Entrepreneurs (BKU), brings together on a yearly basis around 100 selected people with prominent leadership personalities to discuss current economic and business ethics questions. The objective of this program is to create an intensive and inti-

mate dialogue between leading representatives from economy, church and science.

The Eichstätt Dialogues concentrate on the keyword “good leadership”. How can leadership personalities perform well and successfully in their roles as leaders? How to shape a valuable management and company culture? What kinds of contribution can Christian values and the Catholic Social Doctrine bring for this fast-developing world? What can business and church learn from each other? The results and impulses of the Eichstätt Dialogues should prospectively be integrated into the academic training concepts for (young) executives, the economy and the church.

The main theme of the 2016 Eichstätt Dialogues between the church, business and science was “Rethinking the Economy: Spirituality and Innovation”. In view of the ever-increasing technological dynamism in the economy and a further internationalizing competition, the ability to be innovative becomes the core competency of future executives and the central criterion for future-oriented and successful sustainable entrepreneurship. Against this backdrop, the participants of the event discussed the role of spirituality as a motivation, orientation and meaning-creating resource for innovation and creativity in business life. The questions raised to the leaders are: How do I stay creative despite everyday stress and impressions? Is it possible that values and beliefs in everyday life do not act as an obstacle to innovation, but rather as a driver? In particular, what contributions can Christian values and the Catholic Social Doctrine provide for

an innovative as well as responsible corporate leadership?

Representatives from the church, business and academia addressed these and other questions from different perspectives. The partnership-orientated focus of the Eichstätter meetings by the BKU and the KU combines practical entrepreneurial experience and academic reflection. The cooperation with the Catholic Social Science Center (KSZ), the Cusanuswerk, the Hanns Seidel Foundation and the Association of Bavarian Economy enriches the joint commitment to this concern.



Speakers at the opening event of Eichstätter Gespräche 2016



Future Perspectives

1. *New double degree programs*
2. *International Fall Term program for exchange students*
3. *Summer School*
4. *EQUIS accreditation*

1. Our new double Master's degree in international business administration is a special study program in cooperation with distinct international partner universities. If students complete their studies successfully, they are awarded with the academic degree of "Master of Science" at the WFI as well as a postgraduate degree by one of the partner institutes: ESC Toulouse - Toulouse Business School (France), UTC Toulouse - School of Management (France), Rajagiri Centre for Business Studies, Kochi (India).

Students complete the first two semesters at the WFI and then continue their studies depending on the chosen partner university. At the WFI, students can specialize in one of the four key aspects of the Master's program: MARKET, FACT, ENTRE and Management Science or gain knowledge in all four focuses. Thus, this double Master's degree offers students an unforgettable intercultural study experience as well as a perfect preparation for an international career.

The cooperation with TBS and the RCBS has been very fruitful in the last years and thus we are looking forward to our cooperation with the IAE Toulouse

School of Management and to welcoming the first students of our mutual double Master degree International Marketing starting in Winter Term 2017/18. Meeting future challenges requires leaders who were educated by study programs across country borders. Thus, this new program offers the possibility to obtain two internationally accepted degrees without prolonging studies. This unique opportunity will be given up to five chosen students. Compared to other programs, this double program offers the chance to gain a high degree of specialization within marketing and service management.

In addition, we are striving to starting new double programs at master's level with other international universities. These programs will help us in further internationalizing the WFI.

With those cross-border alliances the WFI wants to enable all students to gain new cultural and academic experiences. The strong believe that international academic exchange helps growing attentive and creative young leaders and managers encourages the faculty members to develop and continuously improve those programs. Not only students going abroad will benefit from these programs but also everyone that will have contact to different ways of teaching and learning business and ethics in this context.

2. “International Fall Term”

Starting in Fall 2017, the WFI will annually offer an “International Fall Term” program. The program has been especially designed for international students and enables them to obtain 30 ECTS from mid-September to mid-December (instead of having to go through the usual German session which lasts until February). Nevertheless, the participants enroll in the same courses and take the same exams as their regular fellow students.

nomics and ethics which can be chosen from a variety of options.

3. Summer School

Since 2016 the WFI has been organizing a biennial international Summer School with approximately 40 participants. Courses are held by faculty as well as external international professors and offer a unique opportunity for an international exchange to Master's and advanced Bachelor's students.



The “International Fall Term” curriculum consists of German language classes, a module “Culture and Society” as well as four elective courses in business, eco-

The first Summer School in 2016 centered on “Firms in Society”. The two-week program featured 13 courses by renowned researchers in business eth-



ics, economics, business administration and law as well as company visits, practitioner's talks and a vibrant social program. International students from all over the world gained insight into several aspects of the topic from the theoretical, empirical and practical perspectives of management science and economics. At the same time they participated in and contributed to an inspiring and exclusive event.

To help develop the summer school, students were encouraged to submit ideas and suggestions. These ideas form the backbone of the program, which is currently being revised for the upcoming summer school in 2018.

4. The biggest goal for the future of the WFI is to become more international and achieve EQUIS accreditation. Being a part of this leading international network will enable our School to strengthen the environmental and social imperatives in business teaching.



Appendix

Publications of the WFI ethics chairs

Althammer, Jörg: Alterung und soziale Sicherungssysteme: Auswirkungen des demografischen Wandels auf die Stabilität der Sozialsysteme und die soziale Gerechtigkeit. In: Ernst, Stephan (Eds.): Alter und Altern - Herausforderungen für die theologische Ethik. Fribourg u.a.: Academic Press Fribourg u.a., 2016, S. 167-178.

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