

## **GLOBAL COMPACT COMMUNICATION ON ENGAGEMENT (COE)**

**STEINBEIS UNIVERSITY BERLIN – INSTITUTE CORPORATE RESPONSIBILITY MANAGEMENT**

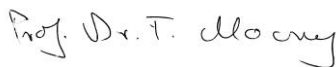
January 2016 – December 2017

To our stakeholders:

I am pleased to confirm that Institute Corporate Responsibility Management (ICRM) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'Prof. Dr. F. Mocny'.

Prof. Dr. Felicitas Mocny  
Director ICRM

## About ICRM

The Institute Corporate Responsibility Management (ICRM), founded in 2008 at Steinbeis University Berlin, has been devoted to developing executive education and doing research in the fields of Sustainability, Business Ethics and Corporate Responsibility Management. The city of Berlin has specifically been chosen as the Institute's center, as it offers great possibilities educating future leaders of the importance of Corporate Responsibility in the business world.

Our research objectives are based on the assumption that ethical principles are the foundation for Corporate Social Responsibility (CSR) related concepts. Therefore, ICRM focuses on the fundamental principles behind creating ethical guidelines that can be applied to develop consistent curricula changes. The objective is to establish a general, consensus-enabling basis for debates in order to implement ethical decision making in the field of corporate responsibility.

The Institute spent several years researching an adequate curriculum of an executive degree program *Master of Arts in Responsible Management* (MRM). The MRM was developed to respond to the emerging and imminent need for mainstream Corporate Responsibility Management (CSR), Corporate Ethics, Business Ethics and Leadership within postgraduate business education. The program provides students with an existing background in economy, social sciences and business management with the opportunity to focus on the core concept of responsible business behavior and to specialize in Responsible Management.

By developing the Master's Program as a double degree, in conjunction with "traditional" MBA programs, the Institute aspires to facilitate the practice of *Responsible Management* principles in mainstream business. In addition to the current partnerships with universities in England and Austria, the Institute is actively negotiating with several other overseas institutions as well. Since 2010 there are students from the private, governmental and non-governmental sectors studying towards the degree whilst working on the Responsibility Management-related projects inside their companies and organizations.

## ICRM and Global Compact: Description of Related Activities

As *Responsible Management* stands at the core of ICRM's work, the Global Compact principles related to Human Rights, Labor Standards, Environment and Anti-Corruption are well understood by the ICRM team and incorporated in all internal activities of the Institute. The promotion of Global Compact is mainly realized by delivering education and fostering postgraduate research on topics related to Global Compact and its Ten Principles. Additionally, by coaching students in implementing projects in the field of *Responsible Management*, ICRM has been contributing to the dissemination of the Ten Principles in practice as well.

Since May 2010, The Institute offers the executive degree program *M.A. in Responsible Management* (MRM). The curriculum consists of Responsible Management modules, General Management modules and elective modules. Responsible Management modules focus on Corporate Ethics, Corporate Responsibility Management and Sustainable Leadership. General Management modules teach the students how to implement Responsible Management in mainstream business functions such as Marketing, Supply and Process Management, Entrepreneurship, Human Resource Management, etc. By offering this program as a double degree, in conjunction with traditional MBA programs, ICRM aspires to facilitate the mainstreaming of Responsible Management.

The core of the research is to outline the need for an ethical framework and to provide examples of ways how to integrate the principles into single modules or the entire curriculum. The objective is to establish a general, consensus-enabling basis for debates in order to implement ethical decision making in the field of corporate responsibility. Special attention is given to discourse ethics, providing adequate proof and representation of claim by a generative stakeholder dialogue based on ethical standards. Parallel to this level of standards, ICRM is intended to offer practical communication tools, such as rules for argumentation integrity.

Further research objectives include questions:

- What recommendations ICRM provides for developing the capabilities of students in executive education programs to be future generators of sustainable value for business and society at large, and to work for an inclusive and sustainable global economy?
- How the incorporation of the values of global social responsibility into executive academic activities and executive curricula, as portrayed in international initiatives such as the PRME can be fulfilled?
- Which recommendations ICRM provides for engaging in conceptual and empirical research for executive degree programs that advance understanding about the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic values?

ICRM suggests beginning with recommendations focused on the integration of the human rights, labor, environmental and anti-corruption standards into executive academic activities and curricula. Moreover, ICRM offers continuing research facilities, contributing to further development of graduated, including practical implementation of their work in Responsible Management. This work is carried out within the *Postgraduate Competence Center*, established at the end of 2012.

The Program has welcomed students from over 40 nations and various educational and professional backgrounds. There are currently over 70 students from the private, governmental and non-governmental sectors studying towards the degree whilst working on the *Responsibility Management* related projects inside their companies and organizations.

In addition to that, between 2012 and 2014, ICRM has participated in the European Social Fund (ESF) Program led by the German Federal Ministry of Labor and Social Affairs (BMAS). In cooperation with the Association for Industry of Baden-Württemberg (LVI), ICRM has run the project "Implementation of

CSR measures in SMEs through Project Competence Concept". In the framework of the project, 14 SMEs have been trained and coached in developing and implementing their own CSR projects.

## Main Outcomes

In the framework of the Master's Program *M.A. in Responsible Management*:

- 51 enrolled students between January 2016 – December 2017 who have studied
  - Corporate Ethics Management
  - Environmental Sustainability
  - Corporate Responsibility Management
  - CSR Communication
  - Human Rights
  - Leadership
  - Project Management and Social Entrepreneurship
  - Integrative General Management
    - Supply Chain Sustainability
    - HR Management and Responsibility
    - International Management and Responsibility
    - Legal Environment and Responsibility
    - Sustainable Product and Business Model Development
    - Global Strategic Management
- 16 graduates between January 2016 – December 2017 who have conducted conceptual/practical study projects that were implemented in the organizations they work at
- 1 PhD student started his research in January 2016 in cooperation with Plymouth University
- 3 new members registered to ICRM Postgraduate Competence Center who engage with academic work in related topics

## Contact

Prof. Dr. Felicitas Mocny: [fmocny@steinbeis-icrm.eu](mailto:fmocny@steinbeis-icrm.eu)

Boris Bulatovic: [bbulatovic@steinbeis-icrm.eu](mailto:bbulatovic@steinbeis-icrm.eu)

### Address:

Steinbeis University Berlin  
Institute Corporate Responsibility Management  
Guertelstr. 29 A/30  
D-10247 Berlin

### Phone:

0049-30-29 33 09-291

<http://www.steinbeis-icrm.eu>