



COMMUNICATION ON
PROGRESS

This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

I U B H

April 2018

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MESSAGE FROM THE RECTOR OF THE IUBH

Dear Reader,

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We herewith present our second report - Communication on Progress (COP) – within the United Nations Global Compact Framework - since signing our commitment in December 2011. It shows some of our activities and initiatives during 02/2016 – 04/2018 and reflects our ongoing commitment to the UNGC as well as a number of recent academic challenges. This document is a key component of our commitment to the UN Global Compact and its well-known 10 Principles, deriving from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention against Corruption. We are delighted being a part of the world's largest corporate sustainability initiative within the United Nations Global Compact framework. We are also proud of being a member of the PRME D-A-CH chapter since almost 5 years.



The IUBH is one of Germany's leading private universities, preparing students for international careers in service management at 12 Sites in total from winter semester 2017/18 including three new Sites in Hanover, Dortmund, Nuremberg up and running in October (Dual Studies) - as well as various opportunities to combine work and studies due to our Distance Study programmes. Additionally we offer tailor made educational programmes for corporate companies.

We consistently achieve high ratings in assessment measures, including top marks in the CHE-Ranking 2014 in all relevant categories. Multiple awards, such as five FIBAA premium seals prove the excellent quality of our study programmes. We are also proud of having received top results in the categories "Overall Study Conditions" (Grade 1.6) and "International Orientation" (10/11) in the current CHE Ranking.

Due to immense growth, we once again re-formulated our vision, values and strategy as follows:

Vision 2021: IUBH is the most innovative and qualitative provider of career-oriented study and continuous education programmes for students and companies in Europe. As a pioneer in the digitization of job-related learning and personnel development, we improve the learning success in a sustainable, efficient and measurable manner compared to all competitors and distinguish ourselves with praxis-oriented and applicable research.

Mission: We provide our students with the best study results through tailor-made, individual offers and innovative technological support based on the current state of research and teaching in order to be successful in their jobs. We also support our business partners in the best possible way in achieving their goals.

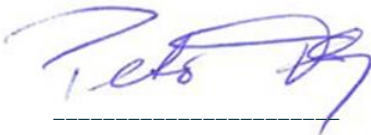
These are our **values**:

1. **Innovative:** We are always looking for new ways to improve our study and research offer and are open to feedback and suggestions for improvement from students, colleagues and partners.
2. **Courageous:** We are fast in reacting and taking calculated risks concerning further development of our offerings.
3. **Strong in implementation:** We always keep our goals in focus and implement new ideas in a consistent, structured and pragmatic way.
4. **Customer-oriented:** We respond to the needs of our customers. We are reliable and honest partners. We always provide our students and business partners with the best service and correct possible mistakes as quickly as possible.
5. **Cooperative:** We are passionate about each other and our goals, always working together cooperatively and having fun doing it.

We fully support the voluntary initiative based on CEO commitments within the above-mentioned framework to implement universal sustainability principles and to take steps to support UN goals. This report shows some examples of work being done in our university and we look forward to deepening this engagement as we steadily grow and move forward.

Enjoy reading!

Sincerely yours



Prof. Dr. Peter Thuy
Rector & CEO

Internationale Hochschule
International University of Applied Sciences (IUBH)
Muelheimer Strasse 38
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OUR COMMITMENT TO THE 10 PRINCIPLES OF THE UN GLOBAL COMPACT

We fully agree, that corporate sustainability starts with a solid value system and a principled approach to doing business, operating in ways meeting fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption. Responsible businesses enact the same values and principles wherever they have a presence, knowing that good practices in one area do not offset harm in another. By incorporating the Global Compact principles into strategies, policies and procedures, establishing a culture of integrity, we are not only upholding their basic responsibilities to people, but also setting the stage for long-term success. Herewith we add our name under every single Principle:

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HUMAN RIGHTS

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

LABOUR

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

The IUBH is delighted to submit this Communication on Progress for the United Nations Global Compact (UNGC). As a university, we are proud that our values of freedom, justice, truth, human rights and collective effort for the public good are at the heart of our institutional mission.



WE SUPPORT

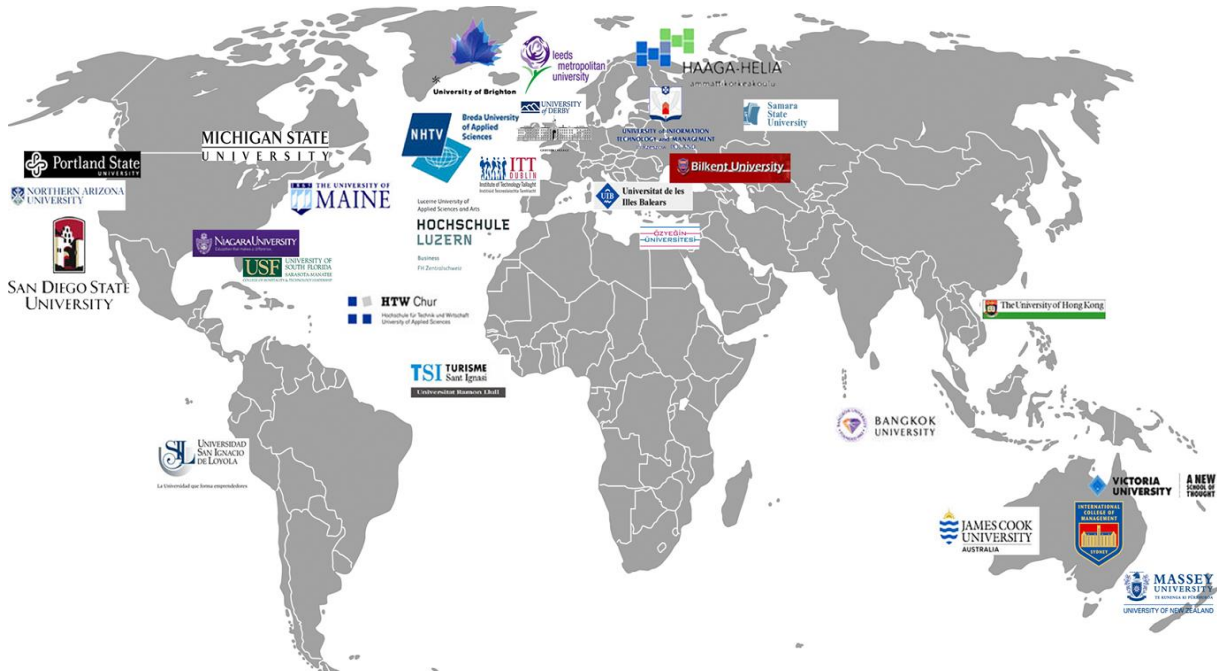
HUMAN RIGHTS

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Herewith we fully agree to support and respect the protection of internationally proclaimed human rights and to make sure that they are not complicit in human rights abuses, understanding them as inalienable fundamental rights "to which a person is inherently entitled simply because she or he is a human being," and which are "inherent in all human beings" regardless of their nation, location, language, religion, ethnic origin or any other status. In this context we fully support the Universal Declaration of Human Rights (UDHR, which is a milestone document in the history of human rights as well as the principles mentioned above.

In order to present how we promote human rights in a practical way we would like to mainly focus on internationality and show you some practical examples. Internationality is the heart of IUBH operations and its role is becoming increasingly important due to the challenges presented by today's multicultural business environment. At IUBH, we provide students with the management tools and leadership skills required to succeed on the multicultural stage that is today's global market. In a practice oriented learning environment, IUBH is helping to develop and strengthen intercultural competence enabling you to act and communicate effectively in an international environment. Successful IUBH graduate is able to develop and implement successful strategies in a global economy and use global networking opportunities, to facilitate dialogue across organizations and countries and forge sustainable partnerships but also deepen into the strengths, beliefs and values of other nations and build on them. As a business-focused university with a reputation for academic excellence, IUBH is giving a so-called kick-start required for a successful international career.



Every semester the IUBH is fortunate to welcome international students from our partner universities around the world for full study programmes and for exchanges of one or two semesters. The International Office is the first point of contact for all international students. International students benefit from the unique opportunity of being able to fully study in English in Germany. At the same time, they are able to learn or improve their German language skills and their understanding of German life and culture. Their presence on campus and their contribution

to the academic and social life here are an invaluable part of the international atmosphere and learning environment the IUBH prides itself on. A degree programme at the IUBH gives you connections. A strong global network of partner universities helps you to establish lasting contacts, achieve long-term goals and realize ideas. Meanwhile we have a large number of **partner universities** all over the world, which we would like to shortly introduce here:

IUBH Partner Universities in North America

Niagara University, New York: is a Roman Catholic university, located in the Town of Lewiston in Niagara County, New York. Lewiston is situated on the Niagara River, just across the river from Canada about a ten minutes' drive from Niagara Falls. Niagara University has 3,200 undergraduate students in 50 academic programmes. The College of Hospitality and Tourism Management, with whom IUBH has signed a dual degree agreement, is ranked 6th in the US among hospitality programmes. NU's College of Hospitality and Tourism Management is a founding member of Hotel Schools of Distinction, a partnership between 10 hotel schools and academic institutions with dedicated hotel management programmes, of which IUBH is the only German member.



Northern Arizona University, Arizona: lies in the direct vicinity of the Grand Canyon and other natural phenomena, and close to a skiing area. Students receive practical training at the "Inn", the university's in-house restaurant and hotel on the campus. The university's pride and joy is the nationally renowned course in Hotel and Restaurant Management.

San Diego State University, California: with its almost 33,000 students and about 6,400 employees is the oldest and biggest university in San Diego, the third biggest in California and one of the biggest in the Western USA. SDSU has been cited as "Doctoral/Research University-Intensive" by the Carnegie Foundation. The university is proactive in forming partnerships with industry as well as with the state of Florida and the US federal government.

University of Maine, Maine: is an educational institution rich in tradition and one of the top universities in New England. The university is located in the town of Orono on the banks of Stillwater River. Characteristic are its top-qualified lecturers, research of nationwide reputation, first-class facilities, a friendly and safe environment and fast access to some of the most beautiful day-trip destinations in the country.

IUBH Partner Universities in South America

Universidad San Ignacio de Loyola, Peru: is an excellent address in Lima, Peru, for Hotel and Tourism Management students. Knowledge of Spanish is required to study at this university.

IUBH Partner Universities in Australia

International College of Management, Sydney: was founded in 1996 and professionally prepares its international students for a successful career in their future occupations. The university is dedicated to providing its students with high-quality education and helping them to achieve their best performance individually. In cooperation with its strategic partner Macquarie University in Sydney, the university offers certificate, Bachelor's and Master's courses that meet the demands of a dynamic, global economy. The campus is located on Sydney's North Shore at Manly Beach and offers a splendid view overlooking the northern beaches. Its location is unparalleled.

James Cook University, Queensland

James Cook University (JCU), the second oldest university in Queensland and Australia's leading university in the tropics, offers excellence in teaching and research. JCU is a vibrant, multi-campus university with its main sites in the unique natural locations of the tropical Queensland cities of Townsville and Cairns. JCU's figures among the

most renowned tourism education institutions; its tourism programmes are recognized by the World Tourism Organisation (WTO).

Victoria University, Melbourne: is actively involved in the growing Australian tourism and hotel industry and won the "Victorian Tourism Award in Industry Education" in 1999. Students use the facilities of the university to gain an excellent education oriented to daily practice. Victoria University is equipped with cutting-edge technology and possesses a first-class library.

IUBH Partner Universities in Europe

Bilkent University, Ankara, Turkey: founded in 1984 as the country's first private, charitable university and rapidly established itself as an important center of research and teaching. The university employs renowned scientists from all over the world and is the educational center for many of Turkey's best and most capable students. The large, modern campus with accommodation facilities is located in the young and lively capital of Ankara which rises up on the Anatolian plateau. Ankara is the center of the government, hosts embassies as well as numerous international organizations and is thus the gateway to the world.

Breda University of Applied Sciences, Breda, Netherlands: was founded in 1966 as a school offering management courses in tourism and "leisure". NHTV is the world's major leading institution in this field.

HAAGA-HELIA University of Applied Sciences, Helsinki, Finland: comprised of the Haaga Institute School of Hotel, Restaurant and Tourism Management, the Helsinki School of Business, the Malmi School of Business and the Vierumäki Sports Institute. HAAGA-HELIA trains specialists in the fields of Hotel, Catering and Tourism as well as in Business Economics, Information Management and Sport and Leisure Science. English-language courses are offered in Hotel, Restaurant and Tourism Management as well as in International Business Economics.

Groupe Sup de Co La Rochelle, France: known in English as La Rochelle Business School, was founded in 1988. It is located in the Minimes area of La Rochelle. La Rochelle Business School is a prestigious Grande Ecole Business School, a member of the Conference des Grandes Ecoles and a recognized institution in the French Higher Education System.

HSLU, Lucerne, Switzerland: one of five universities which make up the University of Applied Sciences of Central Switzerland (FHZ). The University has about 800 full-time and about 1,400 part-time students or postgraduates. Courses are offered in the following subjects: Business Economics, Business Information Technology, Business Communications, Tourism and Mobility. Since 2005, it has also been providing Bachelor courses in Controlling & Accounting, Finance and Banking, Communications & Marketing, Public Management & Economics, Tourism & Mobility and Business IT.

HTW, Chur, Switzerland: founded in 1963, as an institute of technology. It was converted to its current form, as a University of Applied Sciences, in the year 2000. 1,400 students are currently studying there in five Bachelor study courses and several master programmes. The seven institutes at the university are actively involved in applied research and development to guarantee the knowledge and technology transfer to the Swiss economy.

The Institute of Technology Tallaght, Dublin, Ireland: established in 1992, today caters for a student population of 3,700 both full and part-time. It is one of 13 Institutes of Technology in Ireland. Ireland's Institutes of Technology are flexible and dynamic university-level Institutes focused on teaching/learning, purpose-driven research, and public service. They are recognized as a major success story in Irish education. Nearly half of tertiary level students in Ireland choose Institutes of Technology as their preferred educational institution for Higher Education.

Leeds Metropolitan University, England: is one of the major and most popular universities in England with more than 41,000 students and 3,000 employees. The beginnings of the university can be traced back to 1824. Leeds Met has a large international body of students, with more than 3,500 students from 120 countries. Leeds is a multicultural city with international flair and a friendly atmosphere. The City does its utmost to make you feel welcome, as does the university itself. In Leeds you can find places of prayer for all religious communities and encounter more than 70 languages.

Ramon Llull University, Barcelona, Spain: was founded on the 1st of March 1990 and proclaimed by unanimous vote by the Parlament de Catalunya (Catalan Regional Parliament) on the 10th of May 1991. It is a private, non-profit-making university providing a public service. Its aim is to offer quality in training to meet society's needs. The Ramon Llull University is formed by 10 federal institutions; one of them is TSI - Turisme Sant Ignasi. TSI has a mission to provide first-class training and education in order to offer top quality service in the tourism sector.

Universitat de les Illes Balears, Mallorca, Spain: is a public institution which is committed to the quality of its courses as well as research and cultural activities. The university is rooted in the culture, language and identity of the Balearic Islands, and feels it has a duty to its society. It is a modern, forward-looking university which is actively involved in a solid international network of universities and attracts a high number of foreign students. UIB is well equipped to meet the important challenge of being part of the European university landscape.

The University of Brighton, England: is renowned for its rich tradition of academic as all as practical training and is located on the south coast of England, in the town of Eastbourne. In 1999, it was presented with the award "University of the Year". Its courses enjoy a very good reputation and the Tourism course is considered one of the ten best courses in Great Britain.

University of Information Technology and Management, Rzeszów, Poland: is one of the oldest private universities in Poland. UITM is a charitable institution and is continually among the best performers according to an independent survey conducted nationally. The University offers English-language Bachelor and Master courses in the following subjects: International Management, Hospitality Management and Information Technology. Courses in Polish are offered in: Economics, Public Administration, Journalism and Public Relations, Tourism and Leisure Sciences, Information Technology, Econometrics, Public Health, Political Science and European Regional Science.

Özyeğin University, Istanbul, Turkey: founded in 2007 it is a young and dynamic university that continues to grow and currently has some 1800 enrolled students at its two state-of-the-art campuses in Çekmeköy and Altunizade, both of which are situated on the Asian side of Istanbul, Çekmeköy Campus being Turkey's first green campus. The University offers both undergraduate and postgraduate study programmes in English in diverse fields including Hotel Management and Gastronomy and Restaurant Management.

IUBH Partner Universities in Asia

The Hong Kong Polytechnic University: The faculty of Hotel and Tourism Management is considered as the number one location in Asia for Hotel and Tourism courses. It is the largest faculty in Asia and one of the biggest worldwide.

University of Hong Kong: was founded in 1911 and has a total of 17,000 students, of which 1,000 are international students. The university provides a very well equipped library with more than 2 million titles and Wireless LAN Hotspots. IT services are available 24 hours a day. The campus is located on Bonham Street (Pokfulam district) and is partially surrounded by old and new buildings of impressive architecture.

University of Bangkok: was founded in 1962 and has more than 20,000 students, of which 600 are international students from 30 countries. The courses of the international faculty are held in English and cover the subjects of Hotel and Tourism Management, Marketing, Communication Arts and Business English. The faculty of Hotel and Tourism Management offers a broad range of courses as well as training facilities on the campus (e.g. hotel rooms) and maintains a close network with hotels, airlines and travel agencies.



International Student Services: The International Office assists IUBH students heading for their placement abroad and is closely involved in advising and welcoming incoming international students and exchange students. The International Office is also responsible for the development and management of existing and potential partnerships with international universities and institutions.

Incoming International Students: The IUBH International Office is the first on-campus contact for all non-German students and provides a range of services to help international students adjust to living in Germany and studying at IUBH. It forwards important information about the start of the semester and key steps that need to be taken

on arrival in Germany. It also coordinates directly with other relevant IUBH departments providing student assistance, such as the Student Office and the Accommodation Services. Staff at the International Office are keenly aware of the challenges surrounding international student mobility, potential visa-related hurdles and culture shock issues. Their aim is ensure that all international students feel welcome at IUBH from the very word go.

IUBH Greeter Programme: Run by the International Office, this student volunteer programme celebrates IUBH's commitment to international students and aims to make the transition for newcomers as smooth as possible. As a first point of contact, IUBH greeters provide a much-needed warm welcome to international students. So far away from home the greeters facilitate integration into campus life offering support and guidance on academic and non-academic issues and on how to best jump the organizational hurdles facing them on arrival. This is a great opportunity for personal, social and intercultural interaction that benefits both greeters and students. This has been the starting point of many friendships. Grateful for this supportive network, many of those who have benefitted from this warm welcome go on to become greeters themselves.

LABOUR

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Being a renowned private university it is especially important for us to practically promote and to implement international principles on labour, upholding the freedom of association and the effective recognition of the right to collective bargaining, the elimination of all forms of forced and compulsory labour, the effective abolition of child labour and particularly the elimination of discrimination in respect of employment and occupation.

Therefore, we will focus on the so-called practical relevance, because we are sure that the close integration of theory and practice ensures excellent career prospects. It means that at the IUBH practical orientation is experienced firsthand. The curriculum has multiple facets, which reflect this, for example, the inclusion of internship semesters, discussions and lectures with experts from industry and excursions to companies. The integration of theory and practice is a daily reality for every student. In the context of its lectures, the IUBH offers project work and case studies. Many of the benefits of studying at the IUBH are possible due to the close cooperation that the IUBH and its faculty maintain with industry. Our faculty has contact to all DAX 30 companies, is recognized in the international market, and well connected in a network with over 1.000 business partners.

As already mentioned, we offer our students practical approach teaching success in life not only in the classroom. All IUBH professors must have successful professional business experience to be appointed at the IUBH. All courses are practically orientated; restaurants are run by students and industry projects are conducted by students and professors. The IUBH provides students with the skills for exceptional international careers. After 2 years, 80% of the graduates have management responsibilities and their salary rose 22%.

The success of students after graduation not only depends on skills, education, and assistance in the job search – but also on the job situation in the particular industry, they want to work in. IUBH courses are selected in growing industries that can provide jobs for our graduates. Approximately 75% of the graduates work in an international environment. Of course, skill is necessary but not everything to start a career: students need to be found by companies and institutions that appreciate their skills. The IUBH conducts "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.



The IUBH is dedicated to top quality in its teaching, student services and placement of students in well-paying jobs. On a global level, the IUBH is one of only 10 universities recognized by Hotel Schools of Distinction (formerly Leading Hotel Schools of the World), and has also proudly received recognition by the United Nations. On the national level, official institutions have paid tribute to the IUBH's quality by granting accreditation for 10 years. Worth mentioning

Our **Career Service Department** offers access to IUBH exclusive Job Teaser:

- Internships and job offers
- Career Days on campus
- Career Preparation Workshops
- Application training

Meanwhile we have round about **2000 corporate partners** and the following numbers speak for themselves:

- **87% of IUBH graduates have a job within 3 months**
- **72% of IUBH graduates work in an international environment**
- **70% of our graduates have managerial experience in their current job**

As already mentioned, being outstandingly praxis-oriented we prepare our students not only in the academic way – we help them to be professionally competitive. Therefore, we developed a strong network of the so-called Extra Curriculum Cooperation. Here is a list of some important examples:

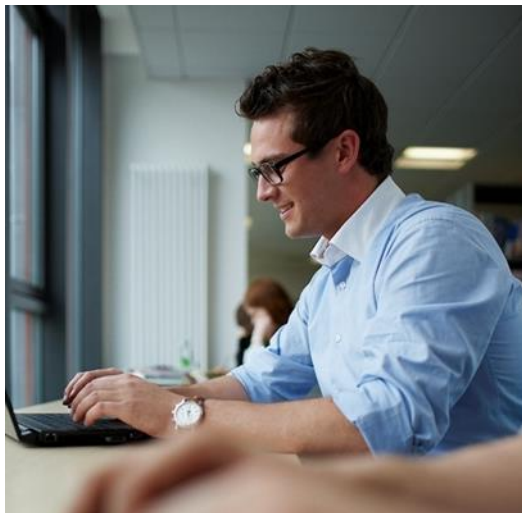
Aviation Management:

- Düsseldorf International
- Lufthansa Aviation Center
- Frankfurt Hahn Airport
- Köln Bonn Airport
- Fraport GmbH
- Eurocontrol
- AOPA
- EASA
- Airbus
- Bombardier Aerospace Germany GmbH
- Condor and Thomas Cook



Tourism & Event Management:

- Tourismus & Congress GmbH Bonn, Rhein-Sieg, Ahrtal
- Reed Exhibitions Deutschland GmbH
- Schloss Drachenburg gGmbH
- ECPAT (End Child Prostitution, Pornography and Trafficking)
- IMEX
- Köln Messe GmbH
- Geysir Andernach, Tourismus und Stadtmarketing.net
- Verband Internet Reisevertrieb e.V.
- ITB
- Köln-Bonn Airport
- WCCB World Congress Center Bonn
- Pro Sky AG



International Management:

- Dr. Vogt, Berater im Versandhandel
- Bankhaus Lampe KG
- Hochtief GmbH
- SEW Eurodrive GmbH
- ABB Transformatoren
- E-Bility GmbH
- Enterprise: Rent a Car
- Gutmark, Radtke and Company
- caruising® spritspartraining
- Kühne +Nagel
- MSS GmbH – Moderne Sonnenschutz-Systeme Glasarchitektur GmbH

Hospitality & Tourism Management:

- AIDA-Reisen
- Althoff Hotels
- AROSA / A_JA Resorts
- CJD Jugendsdorf Christophorus Schulen
- Deutsche Lufthansa AG
- Deutsche Post AG
- DRV e.V.
- Emirates Academy
- Ernst &Young

- Europaschule HLF Krens
- Flughafen Frankfurt Hahn
- Flughafen Köln-Bonn
- GlobeGround Berlin
- Helios Privatkliniken
- Hilton Worldwide
- Hotelschool The Hague
- IHK Bonn Rhein-Sieg
- Kempinski Hotels
- MCI Innsbruck
- Messe Berlin (ITB)
- Phoenix-Reisen
- Robinson Reise GmbH
- SAP University Competence Center
- Schloss Haagerhof
- SIXT AG
- Steigenberger Hotels
- Thomas Cook Reisen
- Zurich Global, Deutsche Herold

And many others.



ENVIRONMENT

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

We herewith promise to support a precautionary approach to environmental challenges, to undertake initiatives to promote greater environmental responsibility and to also encourage the development and diffusion of environmentally friendly technologies.

At the 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. Here are a few examples of the implementation of the curriculum integration:

- A module on Business Ethics and Corporate Governance (5 ECTS) within the programme MA in International Management
- A course on Sustainability in the Hospitality Industry (3 ECTS) within the programme BA in Hospitality Management
- Establishment of an organically certified vineyard on campus as a learning vehicle for hospitality-related courses
- Extracurricular programme 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 programme. 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



Strong 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”.

Network “Bad Honnef Learns Sustainability” is example for sustainability. 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”.

A good practical example of the above mentioned is the initiative “Bad Honnef Learns Sustainability”. Educational programmes in kindergartens and elementary schools, measures that adapt to the consequences of climate change and even degree programmes that teach about business practices in accordance with the guiding principles of ecological management and regional responsibility: “Bad Honnef Learns Sustainability” is a network that brings together educational initiatives in the region that focus on the topic of sustainability. The City of Bad Honnef, the Sewage Plant of Bad Honnef, the Bad Honnef AG and the IUBH University of Applied Sciences set up the network. Today in Berlin, Cornelia Quennet-Thielen, State Secretary at the Federal Ministry of Education and Research and Prof. Dr. Verena Metze-Mangold, President of the German Commission for UNESCO, gave an award to the City of Bad Honnef and the Network in recognition of their initiatives.

At the awards ceremony, State Secretary Cornelia Quennet-Thielen said, “We need role models to succeed in making the transition to a sustainable society. The award winners show how education for sustainable development can be part of everyday life. It is only through education that we understand the impact of our actions on our environment and future. The award winners make a decisive contribution to aligning our education system more closely with the principles of sustainability. In doing so, they provide an important impetus for the implementation of the National Action Plan “Education for Sustainable Development”.

In the context of the UNESCO World Programme of Action “Education for Sustainable Development”, the goal of the network is to raise public awareness about pressing resource issues and to use participatory formats to strengthen civil society’s competence as change agents. Network member work together with company managers, administrative employees of various municipal departments and professors at IUBH to develop competence oriented educational programmes. By doing so, they make an important contribution to sustainable development in the region.



ANTI-CORRUPTION

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

The IUBH is the center of competence for Business Administration and Service Management, working against corruption in all of its forms by promoting a high ethical standard both on campus and globally. It stands for well-founded, sound scientific study and focuses particularly on promoting the work ethic and service mentality of the students. Talking about anti-corruption measures, we fully agree that every business should work against corruption in all its forms, including extortion and bribery. We definitely see ourselves a good example of the implementation of such measures because of transparency of decision-making, equal rights for all, non-discrimination (socially, ethnically, physically etc).

Therefore we stand for equal rights for all, well-developed structure, non-discrimination, transparency in decision-making and improvement of ongoing processes. To realize such important goals and missions we have a well-developed structure:

Rectorate:

- Prof. Dr. Peter Thuy (Rector)
- Prof. Dr. Patrick Geus (Prorector IUBH Campus Programmes)
- Prof. Dr. Holger Sommerfeldt (Prorector IUBH Distance Learning)
- Prof. Dr. Claudia Bornemeyer (Prorector Quality Management)
- Prof. Dr. Karsten Leibold (Prorector Teaching, Examination and Further Studies)
- Prof. Dr. Kurt Jeschke (Prorector Corporate Programmes)
- Kathrin Brüggmann (Chancellor)

The Rectorate meets on a regular basis at least every month. Every session includes inter alia operational aspects of university management, academic issues and current problems as well as initiatives for further development of the university and measures to improve ongoing processes.

The Senate is the highest-ranking body at the IUBH and has the final competence in the academic administration of the university and is responsible for issues that affect the whole university or are of great importance.

The voting members of the senate are:

- a. All the prorectors and the chancellor.
- b. As elected members:
 - 3 professor representatives,
 - 2 other academic personnel representatives,
 - 1 non-academic personnel representative,
 - 2 student body representatives.

Elected members are elected by the members of their respective body. Every university employee has a nomination right and a passive voting right. If there are more candidates than available seats, the composition of the senate corresponds to the number of votes for the candidates. In the event of a tie, the decision will be made by drawing lots. The elected members of the senate serve for a term of two years. Student members serve for a term of one year. The chair of the senate is one of the prorectors, selected by the senate. The vote of the chair is the deciding vote.

Main responsibilities of the senate look as following:

- a. Dealing with basic issues of research, teaching, evaluation and cooperation.
- b. Responding to basic strategic university issues in the framework of the university development plan.
- c. Discussion of the academic report from the rector.

- d. Discussion of the evaluation report from the pro-rector Teaching Quality.
 - e. Recommendations and comments on issues of research, teaching and study opportunities that impact the university or are of fundamental meaning.
 - f. Advising on regulations and decisions that are to be issued.
 - g. Advising on the incorporation of affiliated institutes.
 - h. Confirmation of pro-rectors and chancellor on the recommendation of the rector.
 - i. Appointment of honorary senators according to § 16 of the university governance.
 - j. Confirmation of honorary professors according to § 17 of the university governance.
 - k. Changes to the university governance with a ¾ majority.
- The senate meets at least once per semester.

The newly elected - as of January 2018 - Senate of the IUBH looks as following:

Rectorate:	
1.	Bornemeyer Claudia, Prof. Dr., Prorector
2.	Geus Patrick, Prof. Dr., Prorector and Head of Senate
3.	Jeschke Kurt, Prof. Dr., Prorector
4.	Leibold Karsten, Prof. Dr., Prorector
5.	Sommerfeldt Holger, Prof. Dr., Prorector
6.	Kathrin Brüggmann, Chancellor
Professors:	
7.	Böhlich Susanne, Prof. Dr., On Campus, Bad Honnef
8.	Hummel Florian, Prof. Dr., On Campus, Berlin
9.	Richter Nicole, Prof. Dr., Dual Studies, Düsseldorf
10.	Schnorbus Linda, Prof. Dr., Dual Studies, Frankfurt
11.	Wachowiak Helmut, Prof. Dr., On Campus, Berlin
12.	Wernitz Frank, Prof. Dr., Dual Studies, Düsseldorf
Academic personnel:	
13.	Boller Ulrike, IUBH Distance Learning, Head of Academic Coordination
14.	Janson Kerstin, Dr., Research Coordinator
15.	Rempel David, Dr., Lecturer
Non-academic personnel:	
16.	Kaltenborn Tim, Head of HR
17.	Winkler Sandra, Examination Office
18.	Zellner Dominik, Head of Examination Office

Students body:
19. Franz Nils, Dual Studies , Düsseldorf
20. Nöhning Tim, Dual Studies , Düsseldorf
21. Pastoors Roman, Dual Studies , Düsseldorf

Advisory board

The close connection between the IUBH University of Applied Sciences and the international service sector makes a decisive contribution to keeping the contents of individual courses of study oriented to the actual needs and developments in this international area of business. Therefore, the advisory board of the IUBH University of Applied Sciences is composed of leading representatives from the tourism and transportation sector, such as tour operators, cruise lines, hotels and airlines, renowned academics as well as personalities from politics and society.

The goal of the expert advisory board and its top-level members is to use their extensive network and extraordinary pool of experience to promote the continual development of the IUBH University of Applied Sciences and to ensure that IUBH students are given the quality preparation necessary to meet the high demands of the service sector. The regular dialogue between campus and business is an essential contribution to tailoring the courses to the current needs of an increasingly globalized industry.

A full list of IUBH advisory board members can be found here:

<https://www.iubh.de/en/career-network/network/advisory-board/>

Academic Staff

The responsibilities of the university are carried out by full-time academic personnel (professors and lecturers with additional responsibilities), research assistants and other academic staff (freelance lecturers and honorary professors). The academic staff has qualifications required for this group by the state of North-Rhine Westphalia. Further qualifications (for example, professional experience) may additionally be required. Professors are employed by the rector in accordance with the requirements of the respective profession. Under the requirements of the HG NRW, university teaching staff have the following responsibilities:

- Development and continual improvement of materials used.
- Study advice in cooperation with department and subject heads.
- Participation in the qualification and selection of applicants for study programmes.
- Holding lectures and putting into action decisions of the university elements that ensure the teaching programmes.
- Module coordination, administration and invigilation of exams.
- Supervision of bachelor and master theses.
- Participation in research and development planning and the development of the study programme and further education options in agreement with the department and/or subject head.
- Participation in university self-administration.
- Providing official expertise including the necessary examinations if required by the university, without extra remuneration.

Today, we have more than 120 professors as well as over 130 guest lecturers teaching in German and English. Our world-class faculty, most of whom are also business practitioners with extensive industry knowledge and experience, ensures that IUBH students receive an unparalleled hands-on learning experience. Strong links to industry offer students unprecedented exposure to the right industry and excellent networking opportunities, providing a

strong foundation for nearly any career path. IUBH courses also give students the chance to gain practical skills, working directly with companies on projects such as:

- Google AdWords strategies for an international service provider
- Social media marketing, e.g. Facebook marketing for a start-up company
- Case studies in international marketing
- International congress management and evaluation for the United Nations Food Programme
- Communication strategy for the Youth Climate World Summit

Reputation & Quality

Numerous certificates and awards confirm the excellent IUBH reputation. Therefore, the IUBH achieves on a regular basis top scores in evaluations. Reputable accreditations, partnerships and memberships indicate the high quality of the university and its programmes.

In 2009, as part of its institutional accreditation, the IUBH received the highest seal of quality from the German Council of Science and Humanities (Wissenschaftsrat): unconditional accreditation for 10 years. The IUBH is accredited by the Foundation of International Business Administration Accreditation (FIBAA) and received for five of its study programmes five golden FIBAA premium seals so far. Therefore IUBH is one of the leading universities in Germany to be awarded five or more premium seals. In 2012 the IUBH also received the seal of quality from the Hanseatic Certification Agency which certified IUBH study programmes as a way to obtain vocational education and training. In 2012 the IUBH was also honoured as best cooperation partner of the Association of Internet Travel Sales (Verband Internet Reisevertrieb e.V./VIR).



The IUBH is a founding member of the global network "Hotel Schools of Distinction" (formerly "Leading Hotel Schools of the World") and the only German university in the network. It is also the first and so far only, German university whose double degree tourism study programmes have been certified by the United Nations World Tourism Organisation (UNWTO). The IUBH is a member of the academic network "Global Compact" of the United Nations, the "Council for Hospitality Management Education" (CHME) and founding member of the "Quality Circle Events Studies". In the field of business administration the IUBH consistently ranks in the top group. In the current CHE Ranking the IUBH achieved top scores: in the category "overall study conditions" (grade 1.6) and in the category "practical orientation" (1.7). We regularly receive top grades in university rankings. Recognized partners and memberships guarantee the top quality of the university and our programmes:

Focus Money DEUTSCHLAND TEST: The IUBH has been awarded the title "Top Business School" in the Focus Money DEUTSCHLAND TEST of educational providers. The award confirms the high level of student satisfaction with our university's services. A total of 116 providers from eight categories were put to the test.



CHE University Ranking: The CHE University Ranking is one of the most well-known rankings in Germany. In regular intervals the "Centre for Higher Education and Development" (CHE) rates universities according to their different specializations. In the current CHE Ranking IUBH achieved outstanding results:

- 1) Top score in the category "Overall Study Conditions" (Grade 1.6)
- 2) Top score in the category "International Orientation" (10/11)
- 3) Top score in the category "Practical Orientation" (Grade 1.7)
- 4) In direct comparison to the CHE Ranking 2014: Better ratings for "academic feasibility" (grade 1.4) and "support from professors" (grade 1.8).

Wissenschaftsrat: The German Council of Science and Humanities (Wissenschaftsrat) provides advice to the German Government on the structure and development of higher education and research. The council has granted us institutional accreditation for 10 years, the longest possible period. This is the best evaluation the council can award, and signifies that we provide services in teaching and research that meet established academic and scientific standards.



Innovation & Excellence Award: The annually Innovation & Excellence Award, presented by Corporate LiveWire, recognises businesses and firms who are setting industry trends with creative products and innovative ideas. In 2017 and 2018 IUBH won this award. Former winners of the award include Uber, Riot Games, Microsoft and Airbnb.

FIBAA: All IUBH study programmes are of course also accredited by an independent agency, namely by the Foundation for International Business Administration Accreditation (FIBAA). Accreditation is only granted when the content and structure of a study programme meets all the quality requirements of the accrediting agency. The FIBAA thus acts as a kind of official inspector for academic education. The accreditation is renewed every four to five years - a guarantee for the quality of our teaching. The FIBAA only issues its golden premium seal in very rare cases. The IUBH recently received this award for five of its study programmes. Therefore IUBH is one of the leading universities in Germany to be awarded five or more premium seals.



The "Hotel Schools of Distinction" (formerly "Leading Hotel Schools of the World") is a global alliance of renowned universities with specialisations in the field of Hospitality Management. It currently has ten membership institutions. This includes the IUBH as a founding member. The IUBH is the only Hotel School of Distinction in Germany.

The UNWTO.Tedqual certification is given to the world's leading tourism programmes by the United Nations' World Tourism Organisation. The IUBH was awarded the certificate as the first, and so far only, university in Germany for the study programmes International Tourism Management and Tourism and Travel Management.



Initiative Mittelstand: Since autumn 2016, IUBH is the only university in the world to offer online examinations that can be taken anywhere, at any time, without prior registration and with live supervision. For this innovation, the university was included in the top-best list of the IT-Innovation Award for medium-sized German enterprises.



CONCLUSION

We herewith once again confirm that we are proud being part of the world's largest corporate sustainability / corporate social responsibility initiative. We proclaim to also in future support two main well-known objectives:

- **Mainstream the ten principles in business activities around the world;**
- **Catalyse actions in support of broader UN goals, such as the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs).**

We are also proud of the success stories we are part of. UN Global Compact participants all over the world are changing the way they operate to implement responsible practices and developing innovative solutions to address poverty and inequality, and support education, health and peace, to name just a few areas.

Moving forward, as a signatory of the UN Global Compact we are deeply engaged and enthusiastic in supporting work towards the SDGs. Our plans for sustainable and socially responsible development for the future period look as following:

- To continue the development, implementation and promotion of the principles of sustainable and socially responsible development among the IUBH staff, its students and beyond the IUBH
- To increase the IUBH's participation in international organizations and associations, as well as the amount of events held jointly with partner organizations and associations
- To continue international efforts in attracting foreign students for enrolment in the main study programs of the IUBH
- To continue expanding the range of students' opportunities to get involved in practical work at enterprises of the relevant sectors and expanding links with the business enterprises
- To continue organizing and participating in conferences and seminars focused on sustainable and socially responsible development, as well as continue participating in grant programmes and projects
- To increase the number of research publications of lecturers on sustainable and socially responsible development in internationally recognized cited editions, retaining the amount of academic and research publications on sustainable and socially responsible development at the level of previous years
- To continue holding events focused on sustainable and socially responsible development on campus

- To continue improving the quality of the study process and the IUBH's administration based on the principles of sustainable and socially responsible development
- To continue holding meetings to discuss the problems of sustainable and socially responsible development at the Academy with the participation of students
- To prepare self-assessment reports of programmes and fields of study, taking into account the principles of sustainable and socially responsible development
- To enhance participation of the Academy representatives in events held by partner organizations and associations, as well as by business representatives
- To continue involving student activists in events focused on environment protection

“At the UN Global Compact, we believe it’s possible to create a sustainable and inclusive global economy that delivers lasting benefits to people, communities and markets. To make this happen, the UN Global Compact supports companies to:

1. Do business responsibly by aligning their strategies and operations with Ten Principles on human rights, labor, environment and anti-corruption; and
2. Take strategic actions to advance broader societal goals, such as the UN Sustainable Development Goals, with an emphasis on collaboration and innovation.”

That as well is our vision.

Following the September 2015 agreement of the United Nations Global Goals for Sustainable Development (SDGs), to be achieved by 2030, it is recognized that Universities have a key role to play in achieving the SDGs through their influence on current and future leaders and communities in business and society, principally through research, education, campus and extra curricula activities and external engagement.

And last but not least: the IUBH can identify its role in relation to a number of the Global Goals, for example the SDG's on Poverty, Health & Wellbeing, Quality Education, Inequalities, Decent Work, Climate Action and Peace & Justice. In moving forward, we recognize that the SDG Compass (published by the UN Global Compact, the World Business Council for Sustainable Development and the Global Reporting Initiative) will provide a useful guide for setting out our work and activities.

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

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