

"MAKE SUSTAINABILITY THE NEW NORMAL" – CBS INTERNATIONAL BUSINESS SCHOOL



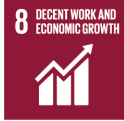
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Concerned SDG(s): 4,8,12,17

HEI name: Cologne Business School

Type of HEI: Business School, University of Applied Science



CHALLENGE

As a business school, CBS understands its **responsibility to educate young leaders for their future roles in business and society**. Since the world is facing major challenges today and the old paradigms of business education coming with a »business as usual« approach do not work when being confronted with e.g. digitalization, climate change or growing distrust towards democratic politics. In order to strengthen young people's understanding and capabilities to become responsible leaders, HEIs are faced with the **challenge of incorporating newest trends and practices into teaching** and act as role models in order to guide students on their path to becoming capable and well-equipped responsible leaders of tomorrow.

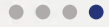
It is CBS's vision to develop its students to become competent and responsible decision-makers who take their role within society seriously and find solutions for economic problems of our time. CBS is aiming to fulfil a pioneering role for a **new management approach**. Hereby, CBS has the goal to integrate sustainability into business management and to provide a future-oriented management education for current and future leaders in **»Making sustainability the new normal«** through three pillars:

Envision
business management as a
business solution for global
challenges

Encourage
an alternative
management perspective

Empower
relevant competencies
through open spaces and
opportunities

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Implementation and approaches

In order to live up to their vision and to integrate sustainability and responsibility into their teaching and to live sustainability within the institution, CBS is engaging in a variety of different activities throughout the university:

Dr. Juergen Meyer Endowment Chair of International Business Ethics and Sustainability & Center for Advanced Sustainable Management

In October 2010 CBS started its cooperation with the Dr. Juergen Meyer Foundation to actively promote sustainability and CSR within and outside the school. Besides its heavy involvement into the implementation of the topic into the curriculum, it is moreover a big part of CBS's approach to actively seek to exchange ideas and discuss challenges with other academics, policy makers, and business professionals – domestically and internationally.

Stepping up its sustainability engagement, CBS established the Center for Advanced Sustainable Management (CASM) in 2016. The center is heavily involved into developing and improving sustainability measures within the school and has become an important partner in many national and international networks and partnerships.

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SUSTAINABILITY IN TEACHING



4 QUALITY EDUCATION



Through its various activities and curriculum changes, CBS contributes to the development of a more holistic and responsible management education of business students.

8 DECENT WORK AND ECONOMIC GROWTH



To sustain prosperity and decent work in the future we need to rethink how we do business. Through its activities, CBS raises students' awareness for future challenges and aims to foster a more sustainable growth.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Through campus activities, CBS promotes awareness within staff and students on what one can do to live more sustainably and how consumption patterns are related to global challenges. Within CSR and sustainability classes the school fosters understanding on sustainable production practices and teaches about CSR implementation within various sectors and industries.

17 PARTNERSHIPS FOR THE GOALS



A strong focus of the Center for Advanced Sustainable Management at CBS is collaboration and knowledge-transfer. Through a growing network of partners, CASM advocates for sustainability beyond its institutional borders. Hereby, the center also has a strong connection to developing economies.

Through the 'Corporate Social Responsibility' course, sustainability management principles and education have been mandatorily integrated into the curricula of all CBS students. No student leaves the school without at least having once attended a class on the subject. Further, educators are encouraged to integrate sustainability topics within their lectures.

Moreover, CBS encourages students to actively engage in sustainability topics through the university's CSR Student Team, the Sustainability Days, an international CSR summer school as well as "Sustainability Masterclasses" that are held each semester in cooperation with practitioners from international corporations at CBS. In the upcoming fall semester, CBS is moreover introducing a CSR-track within its General Management study program.



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NETWORKS, PARTNERSHIPS & KNOWLEDGE EXCHANGE

Prof. Lisa Fröhlich was announced speaker of the PRME chapter DACH. CASM further holds various international partnerships in the area of sustainability and CSR. Last year, CBS organized and hosted the “8th International Conference on Sustainability and Responsibility”, bringing together over 400 high calibre sustainability experts and change-makers from academia and business from over 40 countries in Cologne.

As editor of the Springer CSR book series and the International Journal of CSR, the chair counts numerous publications on a variety of international CSR and sustainability topics.

SUSTAINABILITY ON CAMPUS

In 2016, CBS underwent the Eco Profit Certification process which has been achieved under the efforts of the CBS Sustainable University project. Moreover, CBS just implemented a Reusable Cups project together with the cafeteria which gives students and staff the option to purchase hot beverages in reusable cups with a 1€ deposit which they get back once they return the cup at the counter.



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Required resources

Benefits and contributions



In order to establish and run institutional units as well as activities aimed to develop and integrate sustainability within university teaching and operations sufficient funding, including the means for staff, are required. Further, those resources are necessary for dissemination and networking activities as well as for research projects.

In addition to **financial and human resources**, support from top level management are significantly important. Resource allocation within the university needs to be discussed and awareness for the topic needs to be fostered on all levels, as sustainability should be understood as an opportunity to benefit the organization as a whole. Only through **support of university directors and management** the successful integration of sustainability topics and procedures into the institutional structure can be successful. This includes both, the academic and teaching side (curricula integration, new courses and programs, faculty awareness and support) as well as the operations (staff awareness, green campus/office projects,...). Lacking acceptance within the university can be a major obstacle in developing a sustainability program throughout the institution.

Sources

1. <https://www.casm.cbs.de/en>
2. <https://www.international-csr.org/wp-content/uploads/2018/06/CASM-Report-2016-2017-web.pdf>
3. <http://international-csr.org/>

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Required resources

Benefits and contributions

Through its various activities and teaching approaches, CBS can function as a best practice on how to integrate sustainability and CSR into the HEI's curriculum and promote the topic within and outside campus. The school therewith contributes to **accelerate the transition towards a more sustainable and responsible business education** within Germany.

CBS's engagement into sustainability and CSR help the university to more clearly position itself among the German HEI landscape.

Moreover, it allows for a variety of **new and valuable partnerships and collaborations** for the school. The CASM actively cooperates with big cooperation's, innovative social startups and (inter)national networks, therewith strengthening CBS's standing and connectivity within the academic community, esp. in the area of sustainability and responsible management.

CBS's sustainability and CSR activities have resulted in many valuable contacts and projects with the **business sector**. The institutions can mutually learn from each other and bridge the gap between theory and practise. Moreover, through presentations, joined BA or MA thesis, or Executive Masterclasses, businesses get the opportunity to introduce and position themselves as future employers to CBS students.

By educating responsible current and future leaders, CBS aims to **contribute to good societal impact** by graduating students who are aware of tomorrow's challenges and will work towards societal value creation. Apart from leadership development, CBS is also involved in charitable projects and volunteering activities in its local community.

Sources

1. <https://www.casm.cbs.de/en>
2. <https://www.international-csr.org/wp-content/uploads/2018/06/CASM-Report-2016-2017-web.pdf>
3. <http://international-csr.org/>