

RME Research Conference 2016

# University Management and Business Practice

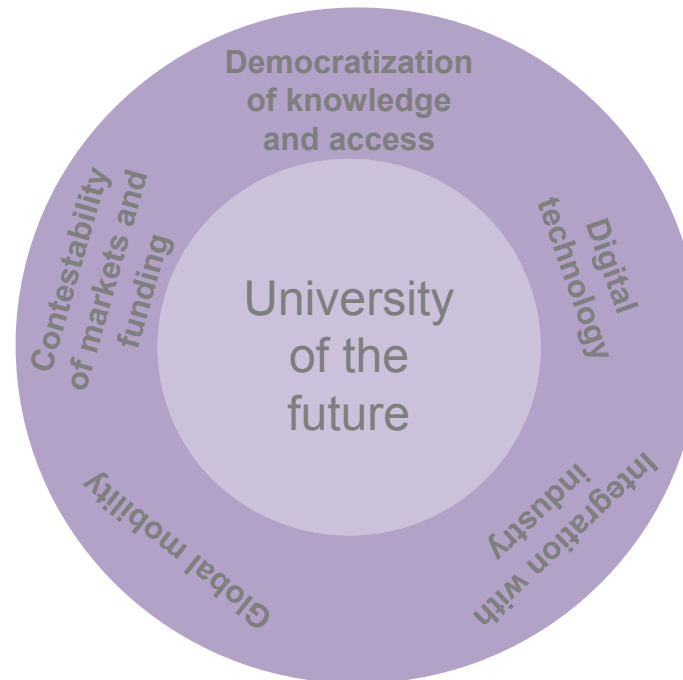
Professor Dr. Lisa Fröhlich



# Key Leadership Challenges

## Market forces

- Globalization
- Increase in scale and global footprint
- Diversity
- Increasing deregulation



## People issues

- Changing employee-employer relationship
- Diversity is a productive reality and source of creative energy
- Human capital is the prime ingredient of business success

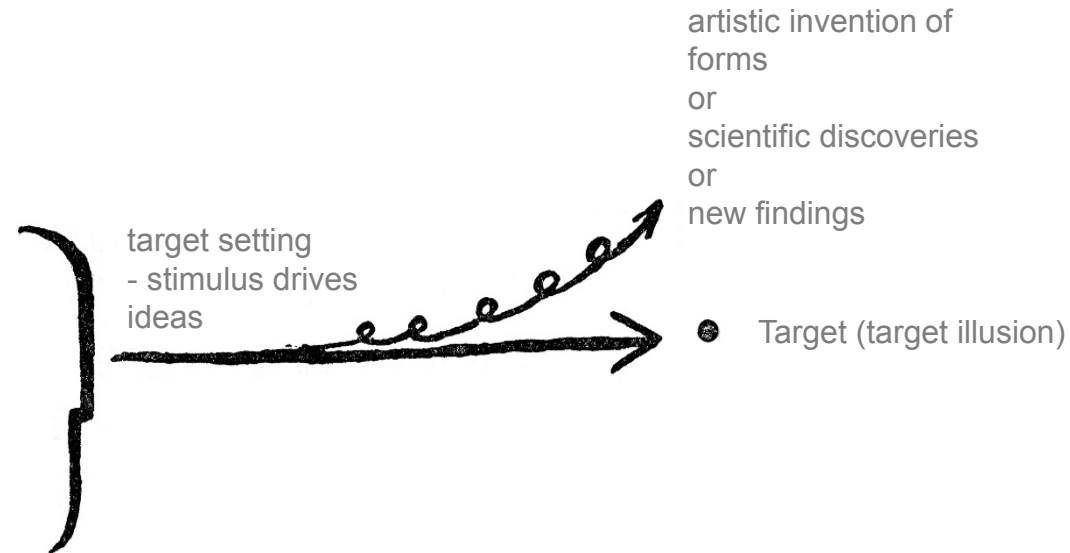
## Leadership compliances

In a dynamic environment managers have to be

- able to develop and articulate a value proposition
- able to remain true to core values
- by demonstrating agility and empathy

Nevins, Stumpf 1999; EY 2012

# “The Creative Angle”

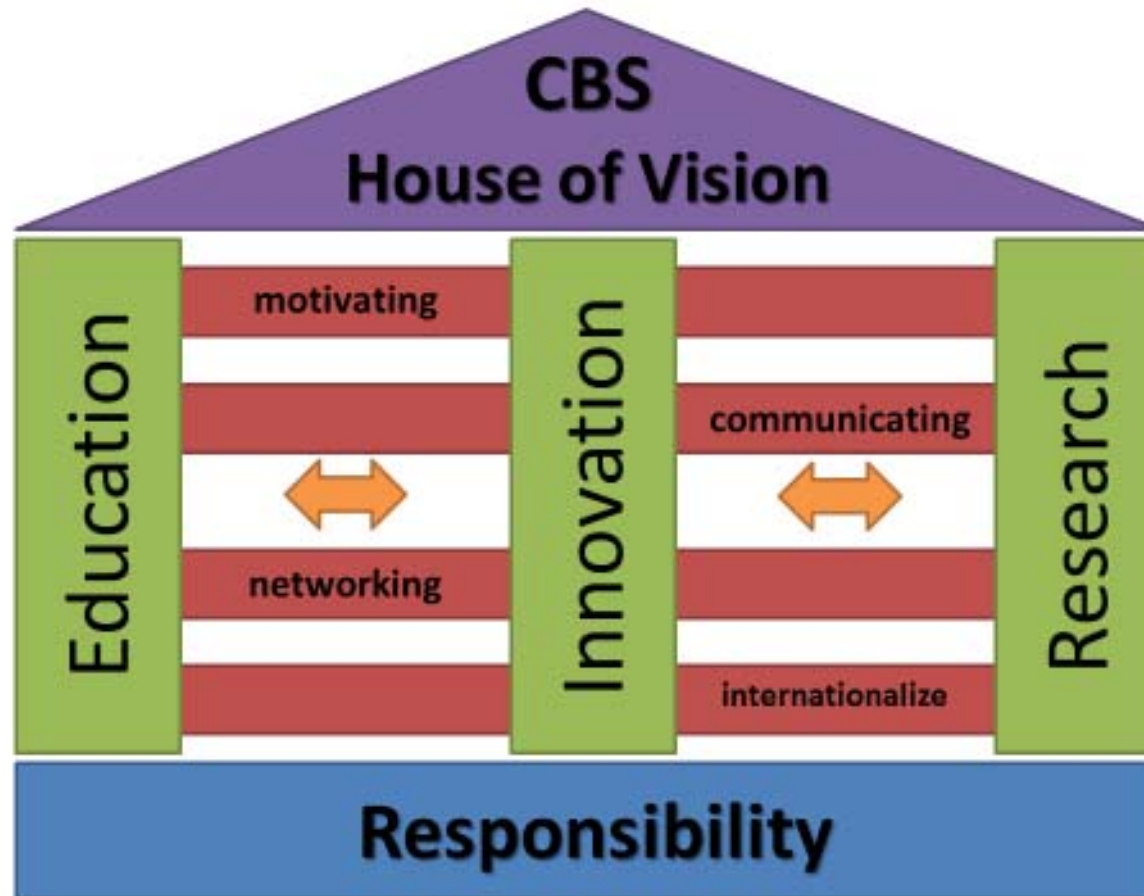


Willi Baumeister, 1947

„We as educating institutions have two jobs: to prepare students to enter the profession but also to prepare them as human beings and citizens“.

Iacovou, 2016

# CBS House of Vision



# Vision vs Requirements of a BS



Based on Kolb, 2016



# Vision: CBS measures implemented

Implementing Knowledge	Transferring Knowledge	Creating Knowledge
<p>CSR is integrated part of the new curriculum</p> <p>Integrated Business Projects</p> <p>Capstone Courses</p> <p>Online CSR-Certificate</p> <p>Case Study Competition</p>	<p>IHK</p> <p>GRADUATE DIPLOMA OF "SUSTAINABLE MANAGEMENT"</p> <p>EXECUTIVE MASTERCLASS „Sustainable Management“</p> <p>ABC – Art Based Creative Management</p> <p>Aif Innovationsforen</p>	<p>International Journal of Corporate Social Responsibility</p> <p>CSR CONFERENCE COLOGNE 2016</p>

**Responsibility**



PRME



CEEMAN



ABIS  
The Academy of Business in Society



CASM  
CENTER FOR ADVANCED SUSTAINABLE MANAGEMENT



CBS SUSTAINABLE UNIVERSITY



ÖKOPROFIT

# Impact of BS on SDGs



Direct impact on



Innovation fosters



Will lead to



# University Management and Business Practice

GUIDLINES

Analysis

CLIMAT + ENERGY.

WORKFORCE

CO-OPERATION

ESTABLISHING KNOWLEDGE

+ CAPABILITIES





Thank you very much  
for your attention

