

IP programme Combining Ethics, Environment and Profitability in Business (CEEP)

Main objective of the IP: is to combine students' theoretical knowledge of economics, ethics, environmental protection and profitability with a creative approach in developing innovative solutions in and for a multicultural environment. Added value of the IP is to bring together engineering and business students to study topics which are normally not considered or part of their curriculum.

Who can apply: students of engineering, information technology and business administration, who have finished at least one year of university studies at the Bachelor level (BA).

Location of the IP: Budapest

Time of the IP: 8 - 20 April, 2013

Participants: Students and professors from Finland, Germany, Poland and Hungary

Cost covered by the program: Lunch cost is covered

Application criteria:

- CV in English
- English essay of 3-5 pages with your opinion on ethics, CSR, environmental management, profitability measures, HRM and strategy formulation submitted till the 29th of November 10 a.m. to Kornélia Lazányi (lazanyi.kornelia@kgk.uni-obuda.hu).
- Personal interview and language assessment on the 30th of November.

Acceptance: 5 credits will be acknowledged in case of successful work during the IP

Methods used during the IP: In guided workshops students are expected to make use of the theoretical education given during the variety of lectures and discussions prior to and during the IP. They will be prepared for it by exercises for team development. By use of an environmental and business simulation tool students will get a practical understanding of the dependencies between profitability social and ecological affairs and state legislation. As a research task students have to analyze selected companies from three different perspectives: ethics, profitability and environment. Finally students should work on a real business case and develop a sustainable strategy for a selected company, which integrates an ethical and environment protective attitude.

Planned timetable:

7. April Sunday	Arrival of guest students and teachers
8. April Monday	Welcome Introduction of IP's goals Team building Introduction of participant countries
9. April Tuesday	Introduction to CSR
10. April Wednesday	Introduction to Business ethics

11. April Thursday	Introduction to Green marketing
12. April Friday	Introduction to Environmental Management
13. April Saturday	Students workshop on development of company's strategic options in balance with ethical and ecological values and profitability
14. April Sunday	Flexi
15. April Monday	Introduction to Profitability Analyses Introduction to Global Challenge simulation game
16. April Tuesday	Global Challenge simulation game
17. April Wednesday	Industry visit
18. April Thursday	Development of company's strategic options in balance with ethical and ecological values and profitability presentation
19. April Friday	Presentation of the developed strategies Closing remarks Farewell party
20. April Saturday	Departure of foreign students and teachers

If you are interested, please contact Kornélia Lazányi at lazanyi.kornelia@kgk.uni-obuda.hu