

IP programme Combining Ethics, Environment and Profitability in Business (CEEP) in Germany, Kleve (Wasserburg-Rindern)

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: Kleve, Germany

Time of the IP: 30 March - 12 April, 2014

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

Cost covered by the program: breakfast, lunch cost is covered ,as well as accomodation and travel costs

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 13th of December to Kornélia Lazányi (lazanyi.kornelia@kgk.uni-obuda.hu).
- Personal interview and language assessment on the 16th of December.

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 Program:

		a.m.	p.m.	evening		
30. March	Sunday	arrival				
31. March	Monday	Welcome	Introduction of IP's goals Practical information	Introduction of participant countries	Teambuilding	Get together evening
01. April	Tuesday	Key-note CSR		CSR practice	Niederrhein CSR presentation	German evening
02. April	Wednesday	Key-note Business ethics		Ethics practice	Poznan presentation	Poznan evening
03. April	Thursday	Key-note Environmental management		Environmental management practice	Finland presentation	Finland evening
04. April	Friday	Key-note Green marketing		Green marketing practice	Óbuda presentation	Óbuda evening
05. April	Saturday	Key-note Profitability Analyses		Bocholt presentation		
06. April	Sunday	Social Programme – free time :D				
07. April	Monday	Introduction to Global Challenge business simulation game		Global challenge simulation		
08. April	Tuesday	Global challenge simulation		Analysis of students' survey of personal values – keynotes on worklife balance – panel discussion		
09. April	Wednesday	Industry visit: „daylight cole mine“ / NRW state government – ministry for energy ...				
10. April	Thursday	Designing guidelines for future energy generation/consumption. - What should companies, politics and we personally change – and why?				
11. April	Friday	Presentation of the strategic approach for energy generation/consumption		Feedback to students	Closing remarks	Farewell party
12. April	Saturday	Departure				

If you are interested, please contact Kornélia Lazányi at:

lazanyi.kornelia@kgk.uni-obuda.hu