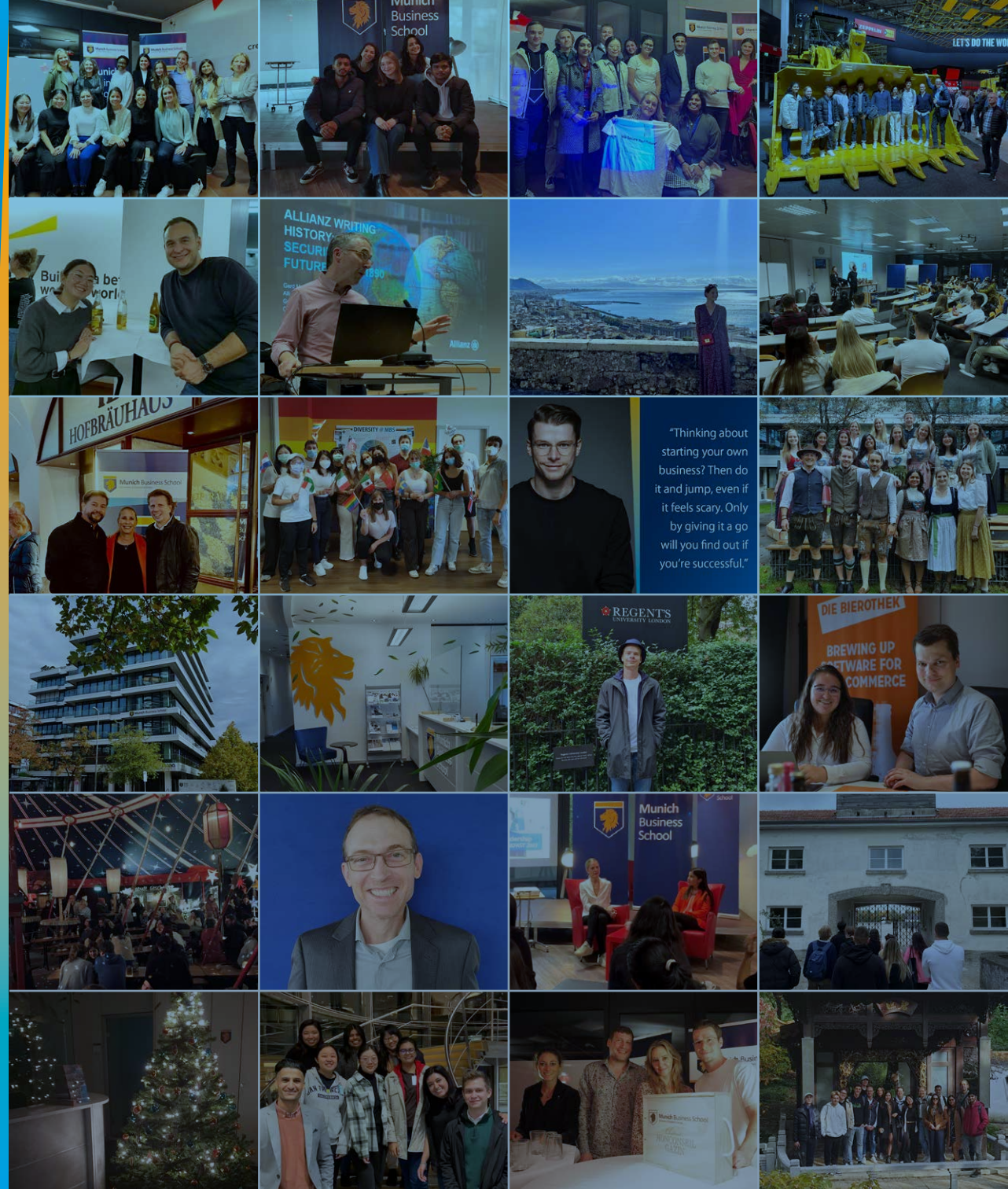




Munich Business School
University of Applied Sciences



IMPACT REPORT 2022



A letter to our community

2022 has been a year of growth, of learning and listening.

We have embarked on a journey towards impact, here at Munich Business School, wanting to develop our own, unique impact model - much like our mission and our values are unique to us. Following the Theory of Change process, we have made room for a bottom-up approach, talking to and listening to our community about what they think is important. And we have collaborated together, among staff, faculty and so many more, to jointly discuss and develop a framework that suits us, that is reflective of our values and that allows us to systematically create impact over the following years.

We are especially proud of the fact that our work this past year is a reflection of our engaged community. Reading their comments and listening to their creative ideas has reassured us that we have a strong network around us, with people who want to create positive change around them. It takes a village, they say. Well, if you want to develop your own path towards impact, it certainly takes your entire community to get there.

Together with you, we are excited to share our work over the past year, listen to the needs of our community and create lasting impact as a business school, an educational institution – and a hub for innovative solutions!



"Personally, I have learned that it is important to listen to what others have to say. I may have my own ideas but without the joint input from all stakeholders, I will never get anywhere, alone."

Prof. Dr. Stefan Baldi,
Dean Munich Business School



"I acknowledge that our journey in the educational landscape is unfolding. Each stride we take in our initiatives reinforces my understanding that Munich Business School is not only already an impact-driven institution but also positioned to intensify this commitment further. This extends to the transformative learning experiences we offer to nurture responsible leaders of tomorrow, as well as the sustainable networks we cultivate within our business community and among our esteemed alumni. Our dedication to learning and growth is evident in every facet of our impact-driven endeavors."

Dr. Christine Menges,
Chancellor Munich Business School

THE MBS IMPACT MODEL

MBS impact⁺

Towards a regenerative business school. From net zero to net positive.

Our claim.
From eliminating negative effects
to creating positive outcomes.

Restoring environments and
communities and creating regeneration
(e.g. virtuous cycles).

"Improves well-being for everyone it
impacts and at all scales – every product,
every operation, every region and country,
and for every stakeholder, including em-
ployees, suppliers, communities, custom-
ers, and even future generations and the
planet itself." (Polman & Winston, 2021)



Impact Statement

Munich Business School is an impact-driven business school, where societal, environmental and economic challenges inform our educational approach. We educate the leaders of tomorrow and it is our goal to inspire and foster responsibility in all our learners – from students to staff to partners. We call ourselves the first Quintuple Bottom School, building on the Triple Bottom Line model which we have extended and formed into our own impact model.

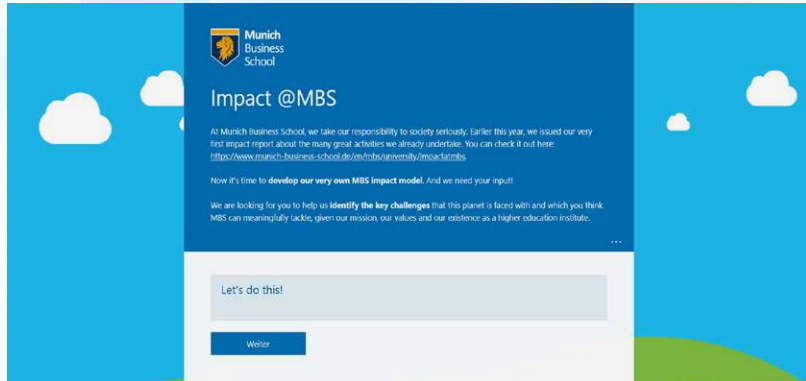
THEORY OF CHANGE

...and how we got there

Stakeholder survey

February to April 2022: Sent to all internal and external MBS stakeholders (students and alumni, staff, advisory board, faculty, external lecturers, partner universities, business network, building management, other partners (e.g., graffiti artist) etc N = 51 participants.

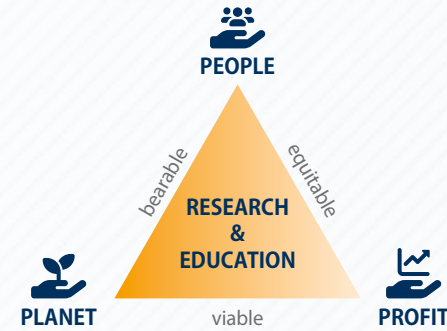
A summary of the results is available on our website:
www.munich-business-school.de/en/mbs/university/impactatmbs



As the world develops and responds to new circumstances, we will repeat this process in the future, to account for new priorities and new ways that MBS can and needs to create impact.

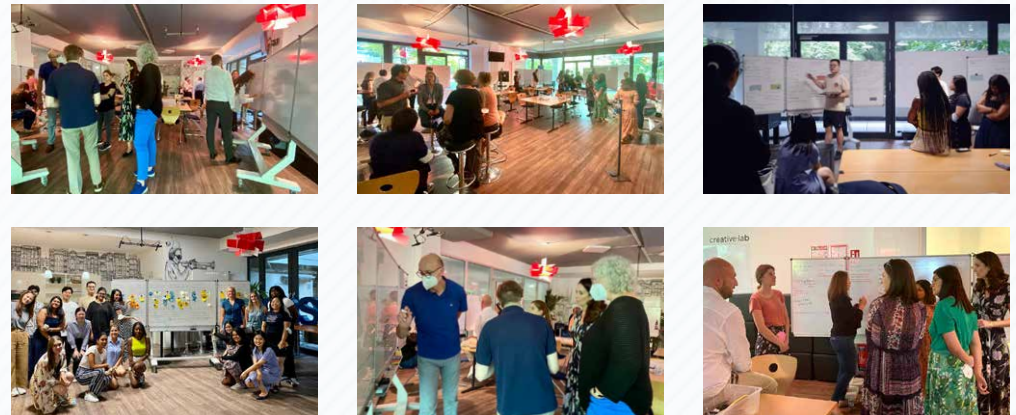
Priority topics

May 2022: Following the idea of the Triple Bottom Line model (Elkington, 1994) all input received during the stakeholder survey was structured into impact topics relevant to the MBS community. Of the many themes identified, those that received the most mentions, are most closely related to our existing experience and capabilities and are likely to produce first results in a foreseeable timeframe, were selected as priority topics (in blue).



Workshops

July to August 2022: In two workshops (students & alumni, and staff & faculty), the priority topics were discussed and using a Theory of Change template, tangible ideas, activities to achieve the goals, relevant target groups and expected outcomes were developed.



THREE BEACONS OF IMPACT



All Access: Education

- Put focus on accessibility of MBS to all pupils, regardless of background (social, physical, mental, spiritual)
- Set up full scholarships
- Initiate collaboration with Arbeiterkind.de, ChancenEG
- Run student-led projects and initiatives
- Visit schools in disadvantaged districts

GLOBAL MINDSET



"Less is More" Initiative

- Eliminate single-use plastic items (see ideas from zero plastic theme)
- Turn as many procedures as possible digital (e.g. forms, classrooms etc.)
- Develop new procurement guidelines for purchasing recyclable materials
- Install recycling and waste management systems

RESPONSIBILITY



MBS Impact Pitch Night

- Large annual event
- Creativity incubator for next gen ideas to create impact
- Opportunity to invite highprofile entrepreneurs, leaders, experts
- Can have different themes (responsibility, sustainability, leadership)
- Network opportunity (alumni, MBS network etc.)
- Great communication tool

INNOVATION

Based on the Theory of Change process we have undergone in 2022 and the MBS impact model we have subsequently developed, together with our community, these three beacons were identified as impact priorities at Munich Business School. They represent the values of our community, having been requested – even demanded – throughout the stakeholder survey and intensely discussed during the workshops.

All three initiatives cover more than one of the pillars of our impact model and as such represent a combination of our priority areas. In some of these, MBS is already very active and will continue to expand its impact footprint. And in other areas, we vow to become more active, as our community clearly sees a need there. Lastly, all three beacons are linked to our values: global mindset, responsible actions and innovative behavior.

PEOPLE

DIVERSITY @MBS

In our MBS study lounge, we have put up our diversity wall, highlighting the seven dimensions according to the Charta for Diversity e.V. (2020) and detailing the many things we already do to support each area but also offering students the opportunity to provide new ideas.

We have also introduced genderless bathrooms on the second floor which allows people regardless of their gender identity to use all facilities.

A diverse and inclusive environment requires the understanding and compassion of all parties involved and our Diversity and Inclusion Officer held a workshop for all staff and faculty in May 2022, as part of the MBS Diversity Day, to share insights and help create more awareness through various interactive tasks.



"As the newly appointed Diversity and Inclusion Officer, I strive to make MBS an even more inclusive place. As part of my tenure, I will provide yearly diversity trainings for all faculty and staff, ensure a broad inclusion of diversity topics within our overall curriculum here at Munich Business School and develop a strategy that will allow us to obtain (external) funding to ensure greater diversity within the student body."

Dr. Chris Weilage,
Professor for International Business,
Diversity & Inclusion Officer



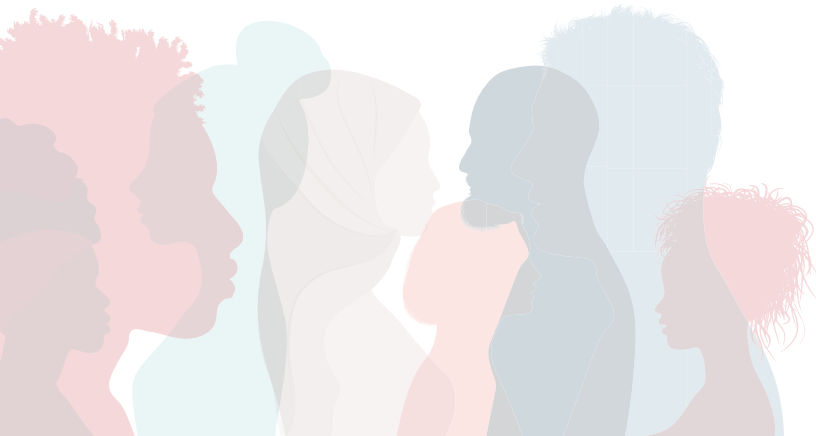
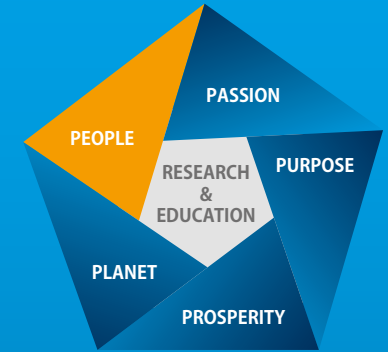
Mission at MBS: promoting greater understanding of diversity among students, staff and professors.



Students of MBS come from abroad, making it Germany's most international business school.



Nationalities, cultures, ethnicities and diverse backgrounds represented in the MBS student body.



PEOPLE



WOMEN IN LEADERSHIP

At MBS we recognize the importance of encouraging everyone but especially women and members of minority groups to speak openly about their work accomplishments, sharing experiences and tips from successful (female) business professionals!



WOMEN IN LEADERSHIP DIALOGUE

three workshops with Isabell Hitzer ("The Power of Networking"), Dr. Barbara Wolf ("The Power of Personal Goals") and Claudia Irsfeld ("The Power of Negotiation")



#IamRemarkable workshop

as part of the Google initiative, students were invited to reflect on their own accomplishments and share their experiences as well as new ideas



FEMALE BUSINESS BREAKFAST

with People Manager at Google, Livia Mitschke-Collande



New Initiative

As part of our endeavours to champion female leadership at MBS, we have created a new initiative – the Female Leadership Lounge – where selected students are mentored by high-powered female leaders. Led by professor Patricia Kraft and chancellor Dr Christine Menges, twelve students have been officially welcomed into this program and will enjoy regular exchange with successful women leaders.



Anna Kopp,
CIO/CDO Microsoft Germany

"I love empowering and mentoring our female future – it feels great giving back to such a vibrant community as MBS is!"



Dr. Rita Niedermayr,
Partner Ernst & Young, Managing
Director Controller Institut

"This initiative is everything I wish I had had when I first embarked on my professional journey."



📅 4

Major Women in Leadership Events in 2022 (Female Leadership Lounge, Female Business Breakfast, Her Career Talks, Women in Leadership Dialogue)

👥 150+

Attendees of Women in Leadership events

👤 12

Mentees selected for the Female Leadership Lounge

PLANET

GREEN WEEK 2022

In a week dedicated to earth sustainability, Munich Business School hosted its first ever Brezn and Business event, open to the public, to discuss with luxury watch maker Panerai and NGO Orange Ocean what needs to be done to help save this planet while creating value in business. The highly attended event was followed by our yearly participation in the World Clean Up Day, meeting at English Garden and spending a Saturday collecting trash and cleaning up the banks of Isar river.



 **50+**

Bags of trash collected during World Clean Up Day

 **160+**

Participants at Brezn & Business with Orange Ocean and Panerai

 **3,013**

Trees planted, so far, as part of MBS' collaboration with Ecosia search engine

PROSPERITY

IMPACT PITCH NIGHT

In May 2022, students from all programs at MBS were given the chance to pitch their impactful ideas to a jury of MBS alumni who have a career in entrepreneurship, investing and management.

The winning team

HEATY

took the audience by storm with their idea for a heatable herbal pad that can be inserted into underwear for women, to help with PMS symptoms such as cramps and other abdominal pain. The enthusiasm for the subject, the awareness of this monthly challenge that befalls more than half of the global population and the willingness to look for a Chinese supplier of the herbal extract made this a unique and very well-received pitch that was met with enthusiasm from the audience. The Heaty team have been awarded with a one-on-one mentoring session by MBS alumna Rupert Schläfer from Nunatak Group.



Meet the runner-ups

As part of our endeavours to champion female leadership at MBS, we have created a new initiative - the Female Leadership Lounge – where selected students are mentored by high-powered female leaders. Led by professor Patricia Kraft and chancellor Dr Christine Menges, twelve students have been officially welcomed into this program and will enjoy regular exchange with successful women leaders.



LIFENESS

Fitness app where all sports offers available in one city can be accessed and booked

SHARE FOODERY

Demo restaurant for future restaurant owners and chefs to pre-test their gastronomic concept

V TRAVEL

Platform and network for travel lifestyle influencers, foto-/video-graphers, hotels and restaurants

PRIEX

Multi-generation house for elderly citizens and children daycare

PROCLUB

Tracking device for soccer players in the amateur soccer league



 22

Students participated in all pitches, including the pre-selection

 80+

Attendees of the impact pitch night event at MBS Lounge

 4

MBS alumni (founders, investors, business angels) agreed to be on the jury.

 1,000

EUR worth of prizes were handed out to the winning teams.

PROSPERITY

MBS ENTREPRENEURSHIP CLUB

Established in fall 2021: MBS students have created this club to attract all those interested in entrepreneurial learning, start-ups and sustainable business creation.



START-UP SPIRIT EVENT

organised by the
MBS Entrepreneurship Club



GAME SIMULATION

to develop innovative ideas
for a more sustainable MBS



MBS ENTREPRENEURSHIP CLUB FOUNDERS

winning the Rudolf Gröger award
at the MBS semester opening
ceremony



"I love to inspire others to reach their full potential and change the status quo. I believe we all can achieve anything, if we work hard enough."

Sofia Restrepo,
MBS Alumna, Founder and
Former President of the
MBS Entrepreneurship Club



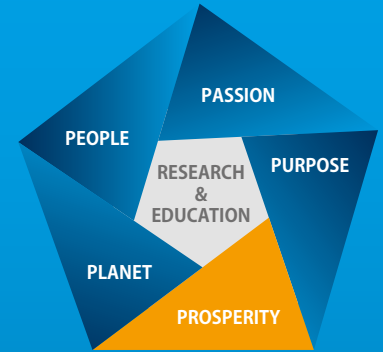
"The club gives students the freedom to explore new ideas and opportunities in a safe space so that they can develop their entrepreneurial spirit."

Sunit Mehta,
MBS Alumnus, Founder and
Former President of the
MBS Entrepreneurship Club



"With the financial support from the MBS Empowerment fund, we were able to develop the Idea Space at MBS - a place where students can let their creativity flow freely to come up with new solutions for business and society!"

Jessica Astudillo,
MBS Alumna, Senior Manager Customer Engagement, Sky Deutschland



Vision for MBS students: "Encourage MBS students to use their entrepreneurial skills to solve complex problems in the real world."



Mission of the MBS Entrepreneurship Club: "Stimulate entrepreneurial learning through activities, events, and projects, with the goal to develop innovative, creative, and managerial abilities that will help solve complex problems in the real world."



Active student participants of the MBS Entrepreneurship Club since its founding.

PURPOSE

3 QUESTIONS FOR CHRISTIAN SCHMIDKONZ

Why have you chosen this field of research?

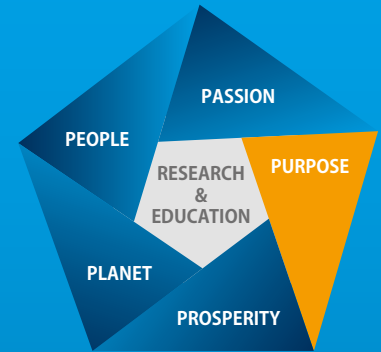
"There is only one factor that maintains or increases the quality of human life and generally ensures the survival of mankind - and that is nature. As a trained economist, I am particularly interested in how business and economic activities can be designed in such a way that it not only (often superficially) increases people's prosperity and thus benefits societies, but also preserves their natural basis of life, respects ecosystem services and regenerates ecosystems damaged by humans. It is relatively easy, uninspired and dangerous to be financially successful at the expense of the environment and people. In my opinion, however, actual success takes into account the impact that our individual actions as part of economic activity has on the environment and society and works with solutions that are 'net positive' when these influences are taken into account. Accepting this challenge can be all the more rewarding, sustainable in the long term, increase personal life satisfaction and ultimately create true, lasting prosperity."

What inspires you?

"Inspiration is actually essential life energy for me. I find a lot of inspiration in nature, sometimes in particular in the macro perspective. How is it possible that this tiny fly on the table (less than 1 mm 'big') has wings and feelers, a body with organs - and can fly? Apart from nature, interesting, courageous people, known or unknown, inspire me. And of course art in all its forms and from all parts of the world. Incidentally, teaching can also be very inspiring: You can immediately see what moves, interests and motivates the students. And from this you can develop course content and publication topics, the impact of which goes far beyond the classroom."

If there was something you could tell our students, what would that be?

"Use your time as a student to discover the world with open, curious eyes. Be bold enough to try things that you would like to try but are unsure if it's 'right' for you. But don't try to imitate others, just let them inspire you and be yourself. Be brave enough to stand up for your values and be open to discuss them with others, who think differently because of who they are. Don't overlook those who don't have the same opportunities as you do and support them. And, unfortunately, you will need to fix some things that previous generations have destroyed and are destroying. Hold them accountable! And don't forget to enjoy the beauty that the world has to offer!"



"Designing economic activities for true success means considering the impact on both prosperity and the environment."

Dr. Christian Schmidkonz,
Professor for International
Business, Academic Director
of the Master International
Business



PURPOSE

OUR VERY OWN PURPOSE STATEMENT!

"We live education so that people and the planet can flourish!"

In April 2022, the senate of Munich Business School, our centrally elected governance body where decisions on matters of fundamental importance are taken, decided to develop our very own purpose statement. Thanks to the people featured below, representing the different stakeholder groups at MBS (staff, faculty, students and university management), we did our

research, went through existing teaching materials on the subject matter and discussed various versions until we found the one that best represents us and what we want to stand for. In September 2022, Munich Business School's official purpose statement was formally approved and will now be used as our guiding North Star – in all we do!



Dr. Christian Schmidkonz,
Professor for International
Business, Academic
Director of the Master
International Business



Dr. Ferdinand Bubacz,
Head of Admission, Lecturer
for Civic Engagement,
German Culture and Society



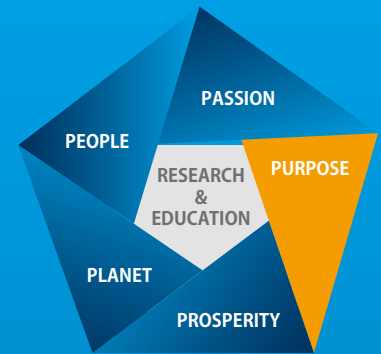
Dr. Alfred Gossner,
President
Munich Business School



Dr. Anne Tryba, Professor
for Entrepreneurship and
Innovation, Academic Direc-
tor of the Master Entrepre-
neurship and Innovation,
Vice Dean for Teaching



Meg Hoechsmann,
Programm Manager for
all Master Programs at
Munich Business School



 6

Articles, books and conference sub-
missions published by MBS faculty
on purpose-related topics so far

 2

Courses held specifically on the topic
of purpose in life ("Happiness" elec-
tive, MA) and in business ("Conscious
Business" module, MA)

 280+

Students have so far participated
in purpose-related teaching at
Munich Business School.

PASSION

HELPING UKRAINE

When Russia attacked Ukraine in March 2022, our international community was shook to its core. Quickly, the desire for support formed and Russian, Ukrainian and many more students of MBS initiated a series of donations for Ukrainian refugees in Munich, supported by MBS faculty and staff.

Inspired by the courage of our students, we also took an official stance as Munich Business School, indefinitely pausing our formal relationships with all Russian universities, while continuing to welcome students despite their nationality and supporting them with financial aid. Throughout all of our communication, it was important that we include all nationalities and make every single student feel welcome, regardless of their home country.



"HOW ARE YOU?"
MENTAL HEALTH FIRST AID AT MBS

We at MBS are absolutely shocked by the current situation in Ukraine. Responsibility is one of our core values and so we want to take action and stand by your side.

If you feel that you or a friend of yours need help, please reach out to our MBS Mental Health First Aiders!



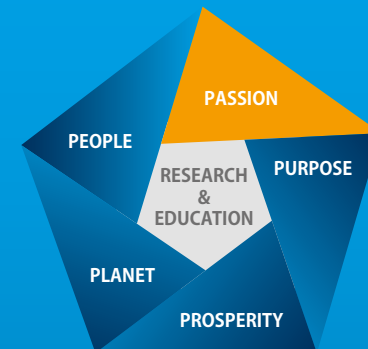
Helping kids!



Organized by MBS alumna Nataliia Bieliaieva, Ukrainian refugee families were invited to MBS in July 2022 for intercultural afternoons of crafts and play, making use of empty space during the semester break and mingling with MBS families to allow especially the children to escape their traumatic experiences for a short while and enjoy a simple, peaceful and fun time playing, creating and spending time together.

"As a Ukrainian I have helplessly observed what is going on at home and am so grateful I could use my alma mater to host this beautiful event and give these kids a little peace of mind, even if just temporarily."

Nataliia Bieliaieva,
MBS Alumna,
Business Developer Providata



 30+

Boxes of donations collected at MBS and sent to Bahnhofsmision München, for Ukrainian refugees.

 45+

Kids and their parents attended the intercultural afternoon of crafts and play at MBS.

 15+

Ukrainian and Russian students from MBS came together to initiate or actively support our activities.

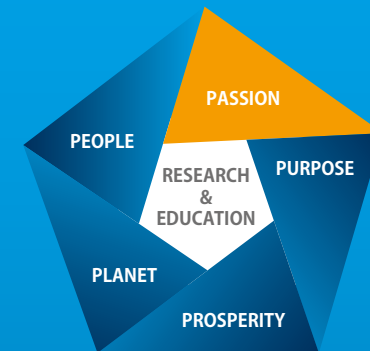
PASSION

TEAM SPIRIT @MBS

We believe in the power of passion to drive excellence and innovation. Over the course of 2022, we have actively worked to infuse this passion into the fabric of our institution, creating a community that thrives on shared enthusiasm, teamwork, and trust.

Our team activities range from offering yoga sessions for mental and physical health, participating in Munich's B2B run and holding a team day where we built rafts and then sailed down the Isar river to simply enjoy each other's company at the Oktoberfest or Germany's traditional Christmas markets – maybe with a mulled wine or two.

Team spirit is the heartbeat of any successful organization, and at Munich Business School, we prioritize the cultivation of strong, collaborative teams. By this, we hope to create a community that not only excels professionally but also finds joy in shared pursuits, ultimately contributing to a workplace where individuals thrive and partnerships flourish.



 22

Events, workshops, training and personal development opportunities offered to MBS staff and faculty in 2022.

 1,5

MBS staff and faculty score in the satisfaction survey, when asked about working climate and cooperation in the team.



Flexible working conditions (remote working, home office, flat hierarchies, variable time management) mentioned as a reason for staff and faculty satisfaction.

RESEARCH

RESEARCH PROJECTS @MBS

#YoungEntrepreneursSucceed

Project: exploring the most effective initiatives to support young entrepreneurs and the young unemployed as they enter the labor market and develop a transnational, sustainable, replicable and scalable set of support methods.

Duration: 2018 – 2022

MBS: partner

www.youngentrepreneursucceed.com

SOCIAL X CHANGE

Project: promoting the internationalization of teaching and learning on the topic of social entrepreneurship at universities by establishing a network of centers for social innovation and social entrepreneurship.

Duration: 2022 – 2025

MBS: partner

www.munich-business-school.de/social-x-change



Project: developing a syllabus on the topic of conscious business for bachelor's and master's programs as well as for the field of executive education. The course materials will be tested by the participating universities as part of their curricula.

Duration: 2021 – 2024

MBS: coordinator

www.consciousbusinesseducation.com

EASE

Project: supporting women affected by domestic violence in their regeneration and professional reintegration, through training and mentoring programs in the start-up/entrepreneurship field.

Duration: 2021 – 2024

MBS: coordinator

www.easeproject.eu



Project: closing the gaps in IoE education, which is currently limited primarily to students in the humanities and social sciences, by developing a holistic teaching concept with the requisite breadth and depth to appeal to different target groups.

Duration: 2022 – 2025

MBS: partner

www.seakademie.org/en/impact-for-future



Project: pooling entrepreneurial knowledge and find solutions to (gender-specific) challenges in order to increase and promote the start-up activities of future female entrepreneurs. Specifically, a university course on entrepreneurship for women in the Maghreb will be developed.

Duration: 2021 – 2024

MBS: coordinator

www.wemag.org



 10

European collaborative research projects run so far, at MBS

 350,000 +

EUR of funding received from ERASMUS+ and other funding initiatives

 40 +

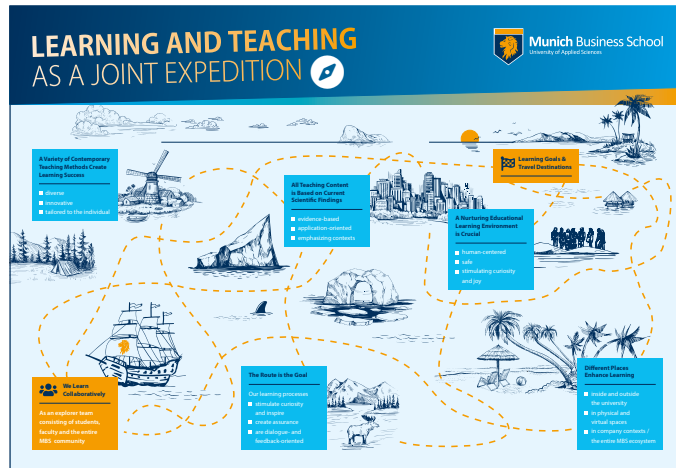
Partner universities and institutions working with MBS

EDUCATION

EDUCATIONAL TOOLS FOR IMPACT

Inverted Classroom: When students stop passively absorbing course content and start actively shaping class through their own presentations and tasks, the learning experience becomes more engaged and inclusive!

Simulations: Games and business simulations allow students and instructors to recreate real-life scenarios in which team work and practical experience meet, and diverse teams often create more value.



Digital solutions: Many digital education tools have been developed during the pandemic but continue to enrich classroom discussions and see active use at MBS now: Ment.io, Miro, Kahoot, Mentimeter, Slido, Canva etc. allow for interaction, gamification, asynchronous learning and – ideally, a fun learning experience!

Fishbowl Method: In fruitful course discussions, it is important to create an environment that allows for all perspectives to be heard, included and integrated. This and other methods strive to make different perspectives visible, ensure they have a seat at the decision-makers' table and teach how to actively integrate them.



ANNUAL LECTURER MEET-UP

in the fall semester, where faculty and external lecturers meet and exchange ideas around teaching and education



TEACHING DAY AT MBS

with several workshops and an improv group helping faculty develop innovative teaching methods



INSPIRATIONAL TEACHING SESSION

titled "The Greatness of Being a Lecturer", designed to provide room for out-of-the-box-thinking around teaching styles



"The world of teaching is changing rapidly! Generative artificial intelligence is creating numerous new opportunities – but also just as many challenges. Our task as educators is to keep an eye on both and to keep learning ourselves. Our motto must be: development instead of stagnation, impact instead of insignificance."

Dr. Alexandra Hauser,
Professor for Responsible Leadership



RESEARCH & EDUCATION



OUR GLOBAL PARTNERSHIPS

ERASMUS+ is the EU's program to support education, training, youth and sport in Europe. The 2021-2027 program places a strong focus on social inclusion, the green and digital transitions, and promoting young people's participation in democratic life.



Two of our long-term partner universities, Boston University Metropolitan College (BU MET) and Regent's University London, came to visit MBS in 2022, to work on our partnership, discuss existing and new framework agreements and develop new ideas for exchange.



Our International Office, represented by Jelena Novkovski and Lisa Schmidt-Reitwein, attended the annual conference of the European Association for International Education (EAIE) in Barcelona, in September 2022, to network with existing and potential partner universities, exchange ideas and establish new framework agreements for students and staff!



"The Erasmus+ program gave me an excellent opportunity to exchange ideas with colleagues and students at ISC Paris, during their International Week, on the latest influences of artificial intelligence on the business world."

Dr. Heiko Seif,
Professor for International Management, Vice Dean for Research



60+

Partner universities across the world have established framework programs with MBS, to foster exchange for students, faculty and staff.

6,000

EUR budget was available in 2022, from ERASMUS+, to send MBS faculty and staff abroad for exchange on research and teaching.

75

Different agreements exist with our established partner universities, allowing for a variety of study abroad experiences along the different programs.

TOWARDS A SUSTAINABLE WORLD



Teaching and research on happiness, burnout and resilience management, student initiatives supporting mental and physical health, corporate health care offers, events and workshops.



Balanced share of female students and female employees, research on female leadership, Women in Leadership initiative, use of genderinclusive and gender-neutral language and bathrooms.



Teaching and research on responsible management and labor law, a sustainable financing strategy, unlimited labor contracts, flexible and family-friendly working conditions and remote working.



Teaching, research and events on innovation, social and sustainable entrepreneurship, family businesses and responsible leadership. Impact-driven entrepreneurship pitch events.



Broad scholarship scheme and individual payment options, social service projects and initiatives supporting underprivileged communities, research on social entrepreneurship and social finance.



Teaching and research on sustainable supply chain management and consumer behavior, particularly food waste and alternative proteins.



Social service projects and events, business projects and initiatives on environmental sustainability, environmentally friendly operations. Sustainable business transformation professorship.



Commitment to PRME, AACSB, German Diversity Charter, strong network of partner universities, companies and organizations supporting the implementation of SGDs as well as Diversity & Inclusion.



SUSTAINABLE DEVELOPMENT GOALS


Our contribution to the UN Sustainable Development Goals for improved health and education, reduced inequality and sustainable economic growth.


Logo and Icons: United Nations, 2015




Munich Business School

University of Applied Sciences

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Munich Business School GmbH
All information is subject to change without notice. January 2024.