



Munich Business School
shaping tomorrow

IMPACT REPORT 2023

**THIS YEAR,
IT'S ALL ABOUT THE PEOPLE**



A FEW WORDS FROM...

At Munich Business School, we are incredibly proud of the work we've done to develop our own model for societal impact. But this year, we want to highlight the people who make it all possible - our community.

It's our students, our dedicated staff and faculty, and our incredible partners who are all committed to creating positive change and inspiring the leaders of tomorrow.

As a small business school, we are continuously finding our place in the educational landscape. And with every step we take in our impact initiatives, it's becoming clearer – Munich Business School is, and must continue to be, driven by impact. We hope you enjoy reading our report on all the exciting things that happened in 2023!

And don't forget: **It's All About the People.**



Prof. Dr. Stefan Baldi
Dean
Munich Business School



Dr. Christine Menges
Chancellor
Munich Business School

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

MBS **IMPACT**⁺

TOWARDS A **REGENERATIVE** BUSINESS SCHOOL.
FROM NET ZERO TO NET **POSITIVE**.

Restoring environments and
communities and creating regen-
eration (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 employees, suppliers, communities,
customers, and even future generations and the
planet itself." (Polman & Winston, 2021)

RESEARCH & EDUCATION

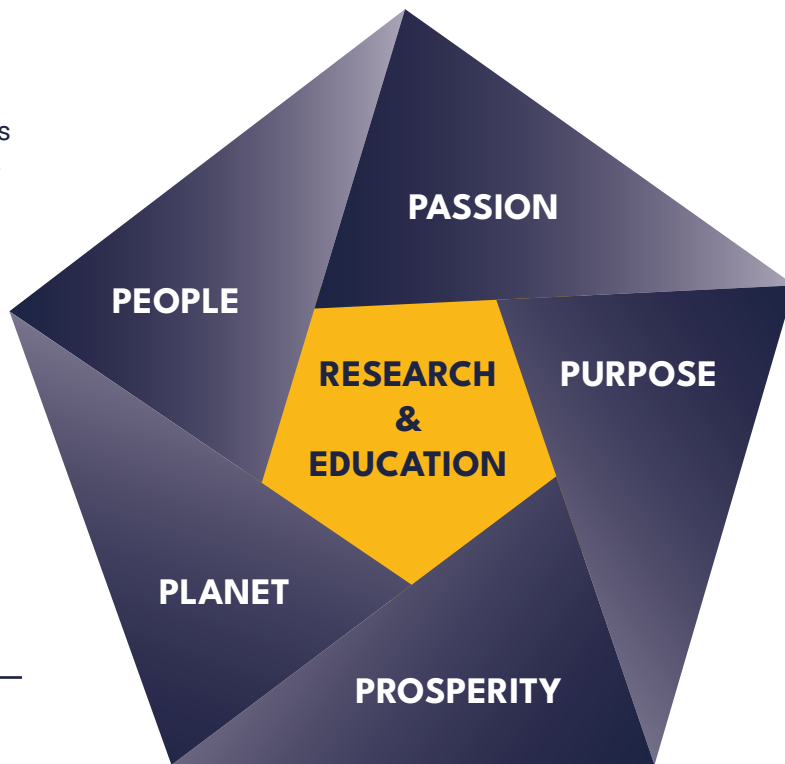
As a higher education institution, we bring our mission to life by integrating all our impact-driven endeavors into our very fabric – research and teaching.

PEOPLE

Focuses on fostering a diverse and inclusive academic community, ensuring equitable access to education and promoting the wellbeing of students, faculty, and staff.

PASSION

Relates to enthusiasm and commitment, inspiring stakeholders to engage deeply with the school's goals and values.



PLANET

Emphasizes environmental sustainability, minimizing negative impact on natural ecosystems and promoting ecological health.

PURPOSE

Centers on having a meaningful mission or vision that guides the school's actions and decisions beyond profit.

PROSPERITY

Pertains to economic success, including profitability and long-term financial viability for all stakeholders.

PLANET

PEOPLE

PASSION

PURPOSE

PROSPERITY

**RESEARCH &
EDUCATION**





MEET OUR COMMUNITY
**MBS PLAYS
 THE CLIMATE FRESK**



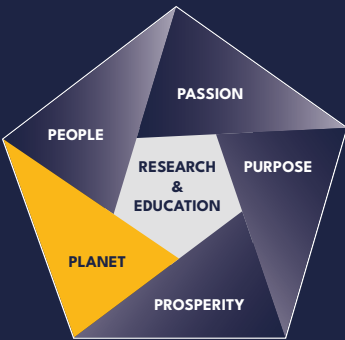
In order to take action and build solutions, we first need to understand the problem. Climate Fresk is a powerful tool for providing a quality climate education. It is accessible to anyone and can be scaled quickly within an organisation or community.

That's why we joined a long list of prestigious universities and business schools as well as well-known companies and non-profit organisations, in playing the Climate Fresk with our students and growing our understanding of the complex dynamics of climate change worldwide – and what we can do to change that!



Now Let's Act!

How can you impact the situation?



82

students participated across all 4 master programs, joining 1.7 million participants worldwide

12

workshops took place at MBS in parallel, with 6 external facilitators

3

MBS professors have since gone on to train and become facilitators themselves, joining 80.000+ facilitators worldwide



MEET OUR COMMUNITY

MBS & ORANGE OCEAN E.V. @WORLD CLEANUP DAY

For the third year in a row, Munich Business School has teamed up with non-profit organization Orange Ocean e.V. to register at the World Cleanup Day, the largest civic movement in human history! Meeting at the Chinese Tower in English Garden, we ventured out into the vast park to collect as much trash as we could find and inspire others to do the same. In the spirit of a global action, we also unite different nationalities and cultures from our diverse student, staff and faculty body, raising awareness for a cleaner environment!

In 2023, the "Let's Do It" Movement which coordinates global waste collection campaigns on a designated day, the World Cleanup Day, even won in the MOBILIZE category of the UN SDG Action Awards, also known as the "Oscars of the SDGs"!





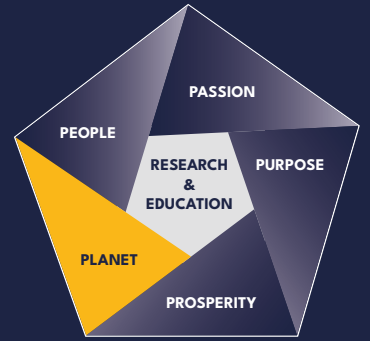
WORLD CLEANUP DAY
16 SEP 2023
.DE

für die Unterstützung des
World Cleanup Day 2023 danken wir

**Orange Ocean e.V. &
Munich Business School**

VIELEN DANK!

Holger Holland
HOLGER HOLLAND
Vorsitzender Let's Do It! Germany e.V.
(Trägerverein des World Cleanup Day in Deutschland)

35 +

participants from
MBS community

19.1

million participants
worldwide

219 k

tons of waste collected
around the world

PLANET

PEOPLE

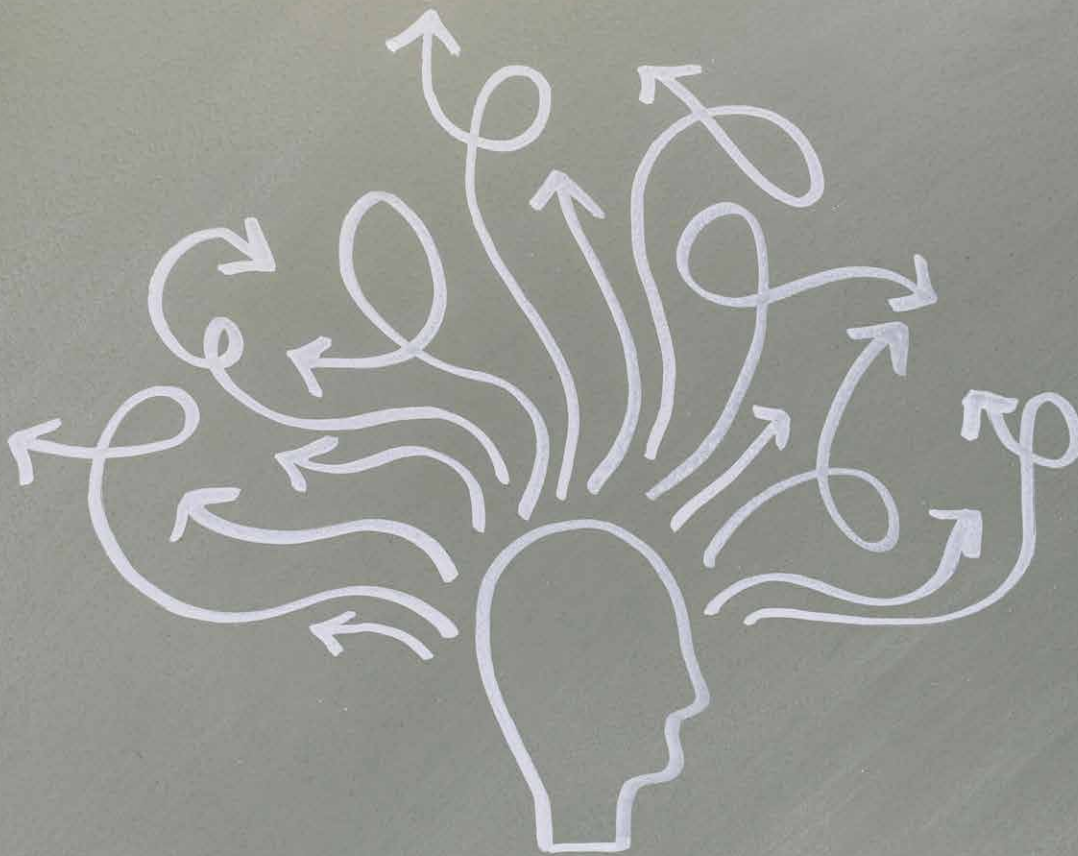
PASSION

PURPOSE

PROSPERITY

RESEARCH &
EDUCATION





MHFA
ERSTHELFER
Kurse für psychische Gesundheit

zi Zentralinstitut
für Seelische
Gesundheit


**MENTAL HEALTH
FIRST AID**
International
Licensed Provider

 Beisheim Stiftung

MEET OUR STAFF

MENTAL HEALTH FIRST AIDERS

At Munich Business School, we prioritize both physical and mental health of our students, staff and faculty. Throughout our work on the impact model, this topic was especially prominent in our conversations with stakeholders on what is important and where we can achieve immediate impact in our community.

As such, since 2021, several of our staff and faculty have trained to become Mental Health First Aiders, completing courses and obtaining the official certificate.

Mental Health First Aiders are trained to recognize crises, approach them with empathy, and provide meaningful assistance – even if they don't have a psychology background.



Béatrice Mellinshoff
Career Center &
Corporate Relations

"Being able to recognize signs, symptoms or patterns of a failing mental health allows us to support people who need help, without any judgment. In a mindful and respectful approach, we can gently take the individual by the hand and guide them towards professional help they might not seek on their own."



Prof. Dr. Nadine Chochoiek
Academic Director Master
Innovation and Entrepreneurship

"Caring about mental health leads to healthier, more productive individuals who can contribute positively to their communities, enhancing social cohesion and economic stability. By prioritizing mental health, we create environments where everyone can thrive, fostering innovation and resilience in the face of our ever-changing world and its challenges."



Maciej Kapron
MBA Program Manager

"Knowing that there is somebody who can listen to your concerns is particularly important when you are an international student. I wanted to provide a comprehensive service to my MBAs, should they need such support."



Nathalie Klinser
Admissions

"With a background in psychology, I am well aware that mental health can often be overlooked or neglected. Becoming a Mental Health First Aider enables me to make a tangible difference in people's lives."



Nicoletta Fabian
DBA Program Manager

"My background is very technical and specific, so I was not aware of how valuable awareness on mental health is. The way I perceive emotions, problems and stress has drastically changed, and I highly encourage every individual to be aware of how important mental health is."



Jelena Novkovski
Head of International Center

"I want to work towards reducing stigma and encourage early intervention, by creating a supportive and inclusive environment. Prioritizing mental health empowers students to overcome challenges, reach their full potential, and positively influence their future workplaces and environment."



Prof. Dr. Christian Schmidkonz
Academic Director Master
International Business

"MHFA gives MBS lecturers and staff the security of being able to react in the best possible way in mental crisis situations and offer appropriate help to students from all over the world as well as colleagues."



8 +

staff and faculty certified as MHFAs

20 +

events held by MBS staff, faculty and students, over the last years

90 +

hours of training spent by MBS staff and faculty, to become MHFAs



MEET OUR STUDENTS

SOCIAL SERVICE PROJECTS



As part of our undergraduate program Bachelor International Business, our students design and execute a social service project that is aligned with our core values **global mindset, innovative thinking and responsible action**. They detail their work in a final report, including how they raised money to support the project, carried out the activities and reflect on their impact afterwards.



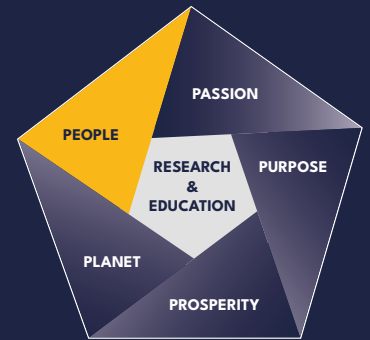


Top left: Unleash your inner creativity through painting, initiated by our students for a Munich orphanage.

Bottom left: Helping build a secondary school for children in Kenya, together with "Children of the Rising Sun".

Top right: Students organized events for elderly people at the senior citizens' home Friedberg, incl. a Bavarian breakfast and a game day.

Bottom right: For every donation, students handed out a chocolate Easter bunny.



4.000 +

EUR raised by students as part of the social service projects

15 +

social service projects carried out successfully in 2023

79

students participated in Social Service Projects in 2023



MEET OUR STUDENTS

CIVIC ENGAGEMENT



Ferdinand Bubacz
Head of Admissions,
Lecturer "Civic Engagement"

"I want to encourage our students to take responsibility for others and by doing so gain insights into often unfamiliar living environments, which not only open up a new perspective on unknown social problems, but also create a deeper awareness of one's own position in society."

We value engagement in any shape or form at Munich Business School and whilst social engagement is covered as part of our social service projects (see previous page), individual engagement in a non-profit organization is something we focus on in a module called "Civic Engagement".

Our Bachelor's students put their business studies into real socio-economic context by actively participating in the non-profit sector (change of perspective), reflecting on ethical questions that arise from a business context, and incorporating their role as an individual in a macro-economic context.

Social Problem

The issue with pets is that they are often **not spayed or neutered**, leading to uncontrolled breeding and ultimately resulting in animals ending up on the streets. Additionally, many pets are **kept inappropriately** as their owners often lack the necessary knowledge, space, and equipment to care for them properly.

Another significant problem is the **illegal smuggling** of baby puppies, which are highly sought after but often already sick, leading to a short lifespan or the spread of disease. However, the biggest problem is that people continue to **purchase new animals rather than adopting from shelters**. Speaking of shelters, they are typically only funded by donations and do not receive support from the government or other financial means.



Lucy ready for adoption



TIERHEIM UND TIERSCHUTZBUND ULM/NEU-ULM U. UMGEBUNG E.V.

Purpose of the Organization

The Tierheim in Ulm is a non-profit organization dedicated to addressing the problem of **animal abandonment and mistreatment** in the local community. With its mission to provide **shelter, care and support for animals**, the organization has become an integral part of the community's effort to protect animals from harm such as

Personal Experience

Working with animals was a lot of fun for me, especially since we have a dog at home, which made it easier for me to deal with them. The employees at the shelter were very friendly and did their job neatly. I was welcomed and quickly felt comfortable.



It also... well as... prote... program... launched in... to educ... welfare, and... vents to help...



MULTIKULTURELLES JUGENDZENTRUM NEUSTETTIN

ABOUT US

The Multikulturelles Jugendzentrum is a support center for children and individuals from diverse cultural backgrounds. It provides a secure and supervised environment for children to engage in a variety of activities after school, including trampolining, sports, basketball, art, street tennis, and other pursuits. The center also organizes weekend activities such as dance competitions and collaborates with other organizations to promote cultural exchange. Additionally, they have an overseas exchange program in partnership with non-profit organizations.

MISSION VISION STATEMENT

The Multikulturelles Jugendzentrum's mission is to promote a diverse, inclusive, and equitable environment by providing cultural and social activities that foster a sense of community, belonging, and well-being. We aim to create a safe and supportive space where individuals can learn, grow, and connect with others from diverse backgrounds. Our vision is to become a leading center for cultural and social activities, promoting inclusivity and social cohesion in our community.

The idea of the Jugendzentrum is to give underprivileged children the opportunity to learn and develop skills that they would otherwise not have. The social problems we are facing often are not accepted as such from and the Multikulturelles Jugendzentrum tries to overcome this difficulty by organizing activities together for the children. I believe that teaching children from an early stage of their life is a very important skill to develop. I have been aware of the issue because we are living in a world where people are less considerate of others, therefore, we collaborated closely with the team, providing recommendations in this respect regarding the current website. In the context of our identification, we addressed such as design limitations and its usability issues, and offered constructive feedback. As strong proponents of user-centered design, we conducted usability tests and provided the if (personnel with life experience) of how the website could be improved.

About Organisation

Sancaramar is an NGO with the primary objective of establishing a facility to serve as a venue for lectures, events, and courses focused on mindfulness-related topics. In addition to these offerings, the building will house a hospice and a palliative care unit, offering comprehensive care and support for patients. This includes a blend of conventional and alternative medical options, as well as services for their relatives, such as grief counseling.

Currently, the organization is actively seeking funds to construct this multifunctional building, with a planned fundraising period of the next 5 years. The strategy involves securing investments from parties that align with the mission and vision of the organization.

The main challenge facing Sancaramar is a lack of publicity. Making this multifunctional building, with a planned fundraising period of the next 5 years, is a complex task. Therefore, the organization's immediate focus is on improving its publicity as the primary objective.

Personal Reflection and experience

I feel a profound sense of accomplishment and satisfaction in contributing to the organization's mission of improving its publicity. It was gratifying to witness that my prior knowledge could be applied for a meaningful purpose. I have also learned that collaborating with like-minded individuals not only made the work process more effective but also enjoyable and fulfilling. The most significant takeaway from this experience is the realization that, at times, receiving payment for work is not essential, as fulfillment from the work can bring even greater happiness.

Purpose and Impact

As a volunteer at Sancaramar, I contributed to enhancing the website's public visibility, which is essential for making a significant impact on the community. My involvement has been focused on identifying areas where the website could be improved, such as its design, content, and user experience. Through my efforts, I have been able to attract more potential investors, which is a crucial step towards achieving the organization's broader goals, such as constructing the multifunctional building and providing comprehensive care for patients.

BUSINESS & SOCIETY III CIVIC ENGAGEMENT



WHY IS THE PROBLEM NOT BEEN SOLVED YET?

Challenges arise from deeply entrenched social norms that resist change due to cultural beliefs and traditions. Limited resources (time and money) hinder comprehensive animal welfare efforts and impact rescue and rehabilitation specialists for outreach, training, and adoption. Economic interests influence agendas. In addition, the lack of animal legislation due to the absence of a clear mandate makes it difficult to track abandoned animals. Due to the closure of the nearest animal shelter in Göttingen, the Duderstadt animal shelter is also reaching its limits.

MY EXPERIENCE

The members of the community of the Tierschutz - Verein Duderstadt are animal lovers from different age and thus bring their own experiences in keeping animals with them. I was generally sensitized to the topic because my family owns a dog, which we rescued from the animal shelter. The team welcomed me warmly and always helped me with questions. My main tasks were to walk the smaller dogs, clean enclosures, wash bowls, and feed the cats. It was fulfilling to see how the animals became more trusting over time and enjoyed the affection through playing and petting, even though the work was exhausting, especially on the hot summer days. This experience made me appreciate the volunteers' work even more. Hearing the animal stories from the staff moved me the most. The feeling of giving something back by making a positive difference in the animals' lives. Because the animals are often in a stressful situation, but seeing how much the staff care for the animals is very comforting. There are many people who are waiting for a new home. I wish more people would look in the shelter before going to a breeder. I enjoyed working there so much that I will continue to be involved there in the future. I can only recommend it to everyone!

PERSONAL LEARNINGS

During the engagement, I especially learned new things about dealing with abused and sick animals. Seeing animals in distress, dealing with sick or injured animals, or witnessing the loss of animals was emotionally challenging for me and required resilience. But it deepened my understanding of the importance of animal welfare and compassion, not only towards animals but also towards fellow human beings. Building a strong bond with the animals in the shelter was a rewarding experience. I understood why the helpers put so much effort into helping the animals. The commitment also showed me how important individual action is to making a difference.

1,120 hours spent on engaging in non-profit organizations

56 students engaged in Civic Engagement activities

36 different non-profit organizations received support from MBS students

THE ORGANIZATION

The Tierschutz - Verein Duderstadt und Umgebung e.V., founded in 1987, built the first animal shelter in Duderstadt in 1989. Today, it consists of a small office building, a cat emergency room, three cat houses with outdoor enclosures, a dog house with indoor and outdoor areas, and several fenced-in outdoor areas. Cats, dogs, small animals such as rabbits and guinea pigs, birds and sometimes even turtles are taken in and brought to safety here. Two main goals of the organization are to provide a safe place for the animals to be cared for while they wait to be adopted, and to find loving new homes for the animals.

VISION & MISSION

Tierschutz mit Herz und Verstand

The Tierschutz - Verein Duderstadt und Umgebung e.V. is a non-profit organization with the clear vision of protecting every single animal from suffering and pain. The association is committed to the respect and recognition of free-living animals as individuals as well as to the protection of their natural livelihood. In addition, the employees fight to ensure that no animal suffers for human benefit.

PRINCIPLES

The organization states as its central principle the rejection of violence against animals and humans. It describes itself as a society that rejects cooperation with those who oppose fundamental rights and liberal democratic values.

ROOT CAUSES OF THE PROBLEM

Insufficient understanding of the basic needs of animals leads to mistreatment or neglect. Lack of or weak legislation on animal breeding leads to increased risk of abandonment. In addition, commercial interests further exacerbate the problem. Many animals are surrendered to the shelter by their owners for reasons such as financial difficulties or changes in living circumstances. Another large proportion are lost and found animals; stray animals or pets that have gone missing and whose owners cannot be traced.

In some cases, animals are rescued from situations where they have been abused or neglected.

HELP OFFERED BY THE ANIMAL SHELTER

By providing adequate care, feeding, shelter, and medical care, animals are ensured optimal living conditions. In addition, overpopulation and unnecessary suffering are effectively curbed by promoting spay and neuter programs. Promoting the adoption of rescued animals not only creates loving homes but also reduces the need for euthanasia. To achieve long-term change, the shelter relies on comprehensive information and counseling to help pet owners keep animals responsibly. At the same time, awareness-raising and education on animal rights and welfare are promoted to foster a culture of compassion and respectful treatment of animals.

SOCIAL PROBLEM

The association addresses three central problems: First, the mistreatment and neglect of animals. Secondly, the overpopulation and the high number of stray animals. And thirdly, animal husbandry that is not appropriate to the species.

MEET OUR STUDENTS

FEMALE LEADERSHIP LOUNGE

As part of our longstanding engagement around female empowerment, the Female Leadership Lounge is a regular exchange with female C-level role models from international companies such as Microsoft, Ernst&Young, Siemens or Allianz. Selected students get the opportunity to exchange ideas exclusively for one year in order to develop personally and professionally.

Our five key ingredients for successful mentoring:

Personal Development

Students obtain firsthand advice and exclusive career insights for personal and professional development.

Leadership Insights

Students gain insight regarding gender-based business issues, leadership and workplace challenges.

Role Model Experiences

Students can reflect on their personal development opportunities inspired by experiences and stories of the role models.

Regular Exchange

Students have access to regular exchange in an informal and confidential atmosphere.

Networking

Students experience the power of networking.

Meet the 2023 Female Leadership Role Models



Bettina Dietsche
Chief People and Culture Officer,
Allianz Group



Dilek Bocuk
Chief Information Officer,
Siemens Mobility





12

students selected into the female leadership lounge in 2023

4

events with C-level representatives

720

minutes of C-level mentoring in total

PLANET

PEOPLE

PASSION

PURPOSE

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EDUCATION





MEET OUR STAFF: MANUELA SZABO A SOCIAL SERVICE FOR CHILDREN

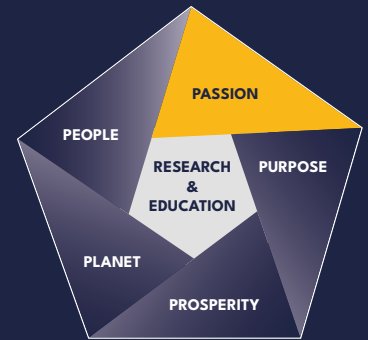
Kindergarten meets MBS

You can never start your education too early! That is why Manuela invited children from the "Haus für Kinder" kindergarten to Munich Business School for a tour, a treasure hunt, watching a movie and completing pre-school tasks.



Manuela Szabo
Program coordinator for the
Bachelor International Business

"Volunteering with children fills me with joy and purpose because I have the opportunity to support their development and bring a smile to their faces. It is a wonderful experience to witness their curiosity and enthusiasm and to know that I am having a positive impact on their future."



School library

40 weeks per year, each Friday Manuela volunteers at the local school library of Von-der-Pfordten elementary school in Munich. She makes sure kids can browse through the book selection, take selected books home and bring them back – a service that would not be possible without the help of passionate parents like her.



6,000 +

books handled at Von-der-Pfordten elementary school each year

Church service

For over 6 years, Manuela has been volunteering at the local St. Ulrich church in Munich, as part of the children pastoral team. She organizes children's services but also annual events like Palm Sunday, Easter egg hunt, Mother's Day, harvest festival and various Christmas activities.



250 +

children taken care of during activities and events

8 +

years of community service

MEET OUR STAFF: ARND ALBRECHT

HOW TO FIGHT BURNOUT AND FOSTER MENTAL HEALTH

Prof. Dr. Arnd Albrecht has been a professor for Human Resources Management and International Management at MBS since 2010. Time for us to ask him some questions about his passion: researching and teaching about mental health, in particular burnout and how to deal with it!



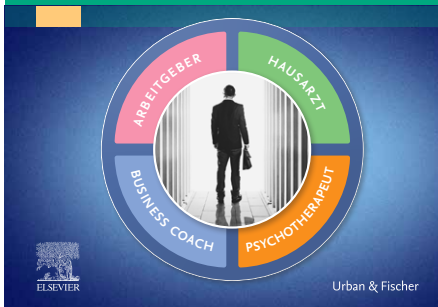
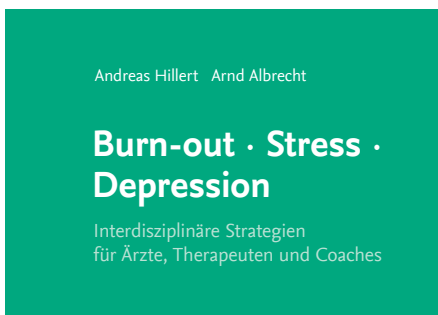
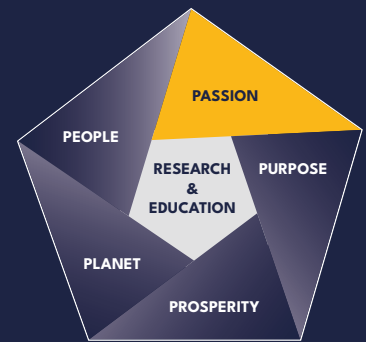
Prof. Dr. Arnd Albrecht
Professor for
Human Resource Management

Why did you decide to focus on concepts such as burnout and leadership, and how do you translate them into your teachings at MBS?

When I was a student, the general mindset was that you had to perform and succeed or be kicked out. When I graduated, competition on the labor market, long working hours and stress at work were dominating. Luckily, much has happened since and our society has changed towards pursuing more goals in life, including those of health and wellbeing. Ever since I have been appointed to Munich Business School, it has therefore been a true passion of mine to foster mental health awareness at our university. I want us to be a place that offers the chance for individuals to self-reflect and even at times doubt our own cognitive abilities. We need this in order to truly grow as humans and leaders and not just train our interpersonal but also our intrapersonal skills: understanding ourselves! Self-Leadership is one of the most critical success factors for excellent leadership!

How does MBS integrate concepts such as burnout into their leadership teachings – and is this reflected in our core values?

Mental health plays a massive role within our core values! Our global mindset stemming from our highly international student, staff and faculty body allows us to reconsider how we cognitively perceive facts. Different cultures can view the same fact in different ways and we need an open mind when we are exposed to such diversity. Moreover, actively dealing with mental health shows our desire to take responsibility for our own behaviors, making us understand the consequences of our actions and providing us with more empathy towards the people around us. This is reflected in our many courses offered across our study programs, such as resilience training or responsible leadership. Particularly the latter offers great opportunities for innovative approaches to understanding what it means to be a great leader: Listen to the other party, ask open and unbiased questions and don't assume you understand everything. At the end of the day, I want to encourage our students to not only understand but also develop their very own style of leadership.



top left:
Professor Albrecht's book on burnout which was published in 2020

top right:
Student project on remote working for Lösch & Partner Consulting

left:
AMS-Osram student project on leadership

10

publications on the topic of burnout and mental health by Prof. Dr. Arnd Albrecht

50

projects on mental health realized with students over the past 9 years

35

years of work experience in the field of mental health

MEET OUR STAFF: HEIKO SEIF

ELYSIUM INDUSTRIES

Together with his partners, Prof. Dr. Heiko Seif has helped develop the world's first algae oil-based carbon orthosis. Using biobased resources, they have been able to produce a medical product with a negative carbon footprint, very much in line with Munich Business School's claim towards regenerative business ideas – ideas that make the world better, not just less bad.

Together with project partners from Technical University Munich (Prof. Dr. Drechsler, Prof. Dr. Brück) and service provider Forward Engineering, they are working hard to provide medtech devices for humanity that outperform conventional solutions and are also used in the field of sports, e.g. for older people who want to remain active for as long as possible – for example by applying an e-bike effect for hiking.



Julian von der Neyen
Alpha Build GmbH
(Co-founder Elysium Industries,
Business Developer)

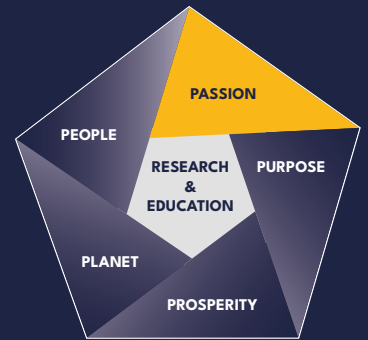
"The medical technology industry is fertile ground for innovation and we are seizing the opportunity to use new, sustainable materials and connectivity in orthoses to create pioneering functions that train, improve and reactivate human movement."



Nikolaus Bätge
Cofounder Elysium Industries,
CTO

"It means a lot to me when I can use my experience as an engineer for carbon fiber materials to help people maintain their natural movement."





2,500

patients can be supported per year in Germany

0

carbon foot print needed when producing the Elysium orthosis

5

medical technology B2B customers



Prof. Dr. Heiko Seif
 Professor for
 International Management

"For me, this is a real passion project because it showcases an example of successful company building with purpose – from humans for humans!"

PLANET

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MEET OUR EDUCATORS

TEACHING WITH PURPOSE

"WE LIVE EDUCATION SO THAT PEOPLE AND THE PLANET CAN FLOURISH!"

Sustainable business transformation

As a business professor, Prof. Dr. Nancy Landrum wants to help transform business and economic activity into something that is sustainable and non-destructive – one that leads to flourishing for humans, our social and economic systems, and nature. There are many opportunities for business to make a positive impact and she has set out to aid in that transition.

Her first career was actually as a children's mental health therapist. She still has the desire to help make the world a better place, but her focus is to do this through business now. Her research is therefore primarily focused on stages of sustainability, activities associated with each stage, and how to help businesses advance to the next stage.

"I try to teach students that there's a better way to run a business. One that does not require exploiting the environment or the people."



Prof. Dr. Nancy Landrum
Professor for Sustainable Business Transformation

How I teach sustainable business:

1. sustainability management simulation
2. apply a research-based change management model
3. determine a company's stage of sustainability and what is needed to help the company improve its sustainability activities





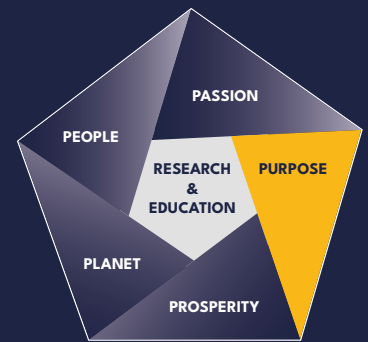
Prof. Dr. Christian Schmidkonz
Academic Director
Master International Business

"I pioneered the course over 10 years ago to give students more security, self-confidence and direction in life. And to support them in becoming good, respected leaders who can make the world a better place."



Success Factor Happiness

For over 10 years now, Prof. Dr. Christian Schmidkonz has been teaching the course "Success Factor Happiness" at MBS. Unsurprisingly, it is one of the most popular electives among master students. The purpose of the course is to spread awareness about how valuable it is to choose a path that leads to mindfulness. Since work is a big part of our lives, this course wants to help lead students to a healthy relationship with work and, in fact, find ways to make it our source of happiness! It also explores the current state of affairs in the topic, how companies change their cultures in order to adapt to the newest needs of workers, how marketing and branding are very powerful cognitive devices in business and their danger as well as critical thinking.



42

publications on sustainable business transformation (articles, books and book chapters) and 31 media mentions (articles, interviews) by Prof. Dr. Nancy Landrum

400 +

students have taken the Happiness course since its inception

1.2

average course evaluation "Success Factor Happiness"

MEET OUR EDUCATORS

TEACHING WITH PURPOSE

"WE LIVE EDUCATION SO THAT PEOPLE AND THE PLANET CAN FLOURISH!"

MBS Teaching Award

Dr. Hildegard Heindl received the award in 2023 for her longstanding commitment to teaching Chinese language, culture, and society at MBS as well as her excellent cooperation with students.

The MBS Teaching Award was established in 2020 to recognize outstanding teaching achievements. The winner is determined by the MBS Learning and Teaching Committee and selection criteria include the implementation of innovative teaching concepts, a sustained commitment to teaching, a consistent focus on student success, and outstanding support and encouragement. The award is endowed with prize money of EUR 2,500.



Dr. Hildegard Heindl
Lecturer for Chinese and Culture and Society of China

"The award inspires me to continue to pass on the enthusiasm I have for my subjects to my students with full commitment."

Previous teaching award winners:

2020: Prof. Dr. Christian Schmidkonz
2021: Prof. Dr. Florian Bartholomae
2022: Prof. Dr. David Wagner

Members of the Learning and Teaching Committee in 2023:

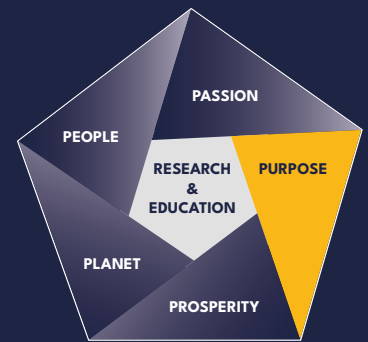
Prof. Dr. Alexandra Hauser
Prof. Dr. Patricia Kraft
Prof. Dr. Christian Schmidkonz





Alexander Nusselt
Coach and non-medical practitioner

"In the office environment, it is sometimes hard to understand that the people on the other side of the screen have actual feelings. I believe our session was very helpful because thanks to it, people were able to build bridges and deal with their emotions efficiently."



Workshop "Innovating our respectful and responsible team spirit!"

The world changes and we change with it. Different experiences, perspectives and attitudes sometimes make it even more difficult to achieve good results together.

To overcome these hurdles, Munich Business School held a workshop in October 2023, with staff and faculty, to develop and build bridges between different ways of thinking, seeing and working in administration and teaching. Using creative outlets, we built bridges between all of us so that we can better understand, respect, and support each other in order to meet the challenges of the future together.



10,000

EUR awarded for teaching quality so far

4

MBS Teaching Awardees since its inception

30

participants from staff and faculty took part in the team spirit workshop

PLANET

PEOPLE

PASSION

PURPOSE

PROSPERITY

RESEARCH &
EDUCATION



MEET OUR PARTNERS MBS START-UP SPIRIT

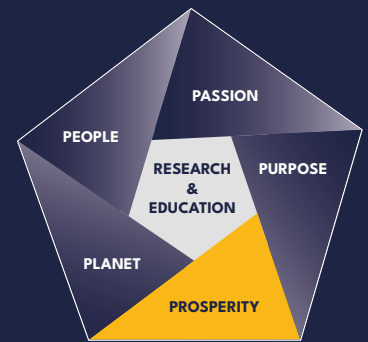


In 2023, we've held two start-up spirit events where our alumni gave insights into their entrepreneurial journeys. These events allow us to connect our alumni with our current students, enable exchange and foster partnerships for future entrepreneurial activities.

In our March event, we hosted Nazrin Rahimova, Patrick Löffler and Maximilian Pütz. The event was filled with astute advice, applicable not only for aspiring executives but also existing leaders and managers.

Our October event brought in Darius Göttert, Felix Schmitt and Virajsingh Kher to discuss all-in preneurs vs. side-preneurs, meaning those who give up everything to found vs. those who are still employed whilst founding.





MEET OUR PARTNERS

EMBA CONSORTIUM



We have been a proud member of the EMBA Consortium since 2021. The EMBA Consortium for Global Business Innovation is a collaboration between top business schools around the world. It aims to enrich

the educational experience of MBA students by offering a global portfolio of geographically focused programs. In September each year, the EMBA Consortium's member universities organize a simultaneous week-long program across all their sites and invite their MBA students to take part.

Fostering connections and completing a project focused on sustainability was the main goal of our 2023 week and teams have proven that intercultural environments are exceptional at coming up with innovative ideas to complex problems.



50 +

students attended
the start-up spirit events

7

guest speakers and
4 company visits organized
as part of the EMBA week

30

international Executive
MBAs welcomed as part of
the EMBA week, representing
20+ nationalities from 15
industry sectors

MEET OUR PARTNERS

MBS CONFERENCE "PERSPECTIVES SHAPING THE FUTURE OF UKRAINE"



The invasion of Ukraine has not only been one of the most significant shocks to society, the economy, and life since WWII, but it has also created the largest rebuilding effort. In a world shaken by this act of war and its far-reaching effects, one question has been at the forefront for us: "What does the future look like?" Therefore, as a result of many discussions with our students, their interest in but also fears and concerns for events in the country, we wanted to offer a look towards the future for Ukraine. Questions we have tried to answer in this conference include:

Which economic challenges exist? Which cultural issues persist due to the war? What do sanctions mean and do they help? Can Ukraine join the EU? Is a green recovery possible or is it even an opportunity? What will key industries in Ukraine need to do to survive? How can the government structure itself to offer long-term success? To address these questions, we sought out experts who graciously offered their time and knowledge to share not only with Munich Business School students, but all students interested in learning, more about what the future of Ukraine holds.



Klaudia Shevelyuk
Senior Consultant,
Ramboll Management Consulting

"It was an honor for me to speak about "Green recovery: the role of ESG impact on the future of Ukraine", presenting an outlook of how the EU Green Deal impacts Ukraine's reconstruction."





Prof. Dr. Gabriella Maraz
 Professor for
 Intercultural Management

"Together with Chris, when organizing this conference, I really enjoyed the lively discussions and the opportunity to hear about different perspectives."



Prof. Dr. Christopher Weilage
 Professor for
 International Business

"As a co-organizer of this conference, I wanted to help broaden our students' horizons and to make sure we do what we teach."

9

speakers from 7 different countries

300 +

participants in the online conference

6 +

hours of conference discussion



MEET OUR PARTNERS

COLLABORATING WITH INDUSTRY ON SUSTAINABLE MOBILITY SOLUTIONS

Sustainability as a business case

In 2023, MBA students were invited to play consultants for Microsoft. The big question that they were tasked with was: "How can you turn sustainability into a business case for the mobility sector?" They ended up developing KPIs for agile factories and customer experience that can be tracked via Microsoft tools, in order to push sustainability. Anna Kopp, CIO Microsoft Germany and Netherlands and member of the Munich Business School advisory board, even attended the final presentation with our students.



Prof. Dr. Michael Rüdiger
Professor of International Business
and Supply Chain Management

"Sustainability must become a core business strategy in Germany's automotive sector. I want to show our students that sustainable mobility can generate value and enhance competitiveness by integrating environmental, social, and economic factors!"



Making EV batteries better

In sustainability-related matters, it can often be difficult to visualize just how negative the impact of something is for the environment. The production of electric vehicles (EVs) is one of these challenges. With 43 % of CO2 emissions during the production of battery packs and 75 % of battery capacity that is typically wasted, new solutions are needed to make EVs truly sustainable.

In our Master's International Marketing and Brand Management, students took on the exciting challenge of supporting Bavertis, a start-up focused on prolonging EV batteries. The team was tasked with developing a B2B marketing campaign to highlight the impact Bavertis and its solution can have by increasing EV lifetime by up to 80 %.



Katrin Madden
Alumna

"Engaging in the e-mobility project with BAVERTIS was instrumental in deepening my understanding of B2B market dynamics and brand positioning. The experience specifically enriched my understanding of strategic communication and measurement, and it was a privilege to work on a project that highlighted the profound impact of innovative technology on sustainable mobility."

10+

guest lectures and 1 excursion (Munich airport) on sustainable transport and mobility events

28

seminar papers and final theses (BA and MA) on sustainable mobility

2

business projects on sustainable transport and mobility solutions

PLANET

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MEET OUR EDUCATORS

A GLOBAL MINDSET AT MBS



Prof. Dr. Heiko Seif
@ISC Paris

As part of the International Week, Heiko Seif was invited to partner university ISC Paris, giving lectures on artificial intelligence, autonomous systems and robotics. Together with colleagues from Lithuania, Indonesia, England and Greece, he provided the students with insights into the current state of science with a derived impact on practical applications in industry.



Prof. Dr. Sophie Hieke
@IPAG Business School, Paris

As part of the ERASMUS+ Exchange program, Sophie Hieke was invited to teach her course Psychology of Marketing during the summer school on luxury brand management and entrepreneurship at IPAG Business School.



Prof. Dr. Michael Rüdiger
@United Nations, Turin

With a 16 year long tradition, Michael Rüdiger has been teaching in the Master of Public Procurement for Sustainable Development which is jointly offered by the International Labour Organization (ILO) of the United Nations and the University of Turin, designed to equip professionals with the skills and knowledge needed to manage public procurement processes effectively and sustainably.





Dr. Ferdinand Bubacz
@Kozminski University, Warsaw

As part of the Erasmus+ program, Ferdinand Bubacz was invited to visit Kozminski University for lively discussions with different departments, mainly focused on Admissions and Marketing, and exchange learnings across universities and countries.



Prof. Dr. Thomas Röhm
@Business School Sao Paulo

Thomas Röhm was invited to co-teach with Prof. Aldo Brunaro in the Nanodegree on Business Strategy, as part of the MBA Program on Business Intelligence: Management & Analytics.



12,000

EUR funding received overall,
for international exchange

200 +

students have been impacted
by our international ex-
change activities

60 +

partner universities

MEET OUR EDUCATORS

TEACHING SUSTAINABLE FINANCE



Incorporating our values within the curriculum is an important differentiator in terms of the impact we make and the potential spillover effect this has when our students graduate. As such, we want to provide them with the opportunity to dive into the world of ESG, reporting, sustainability strategy and many other topics around sustainable financing, as part of the MBA program.



Steve Thomas Puttenveed

MBA candidate,
Munich Business School

"The guest lectures by industry experts provided valuable insights into the application of Environmental, Social, and Governance (ESG) norms across various sectors. As Sustainable Finance rapidly evolves to prioritize stakeholders' welfare and maximize accountability, we learned the crucial role these norms play in assessing the broader impact of business activities on diverse stakeholders."

"It is always a great pleasure teaching Sustainable Financing at Munich Business School. I particularly like the great interest shown by the students. It is important for most of them that sustainability is an important part of financial decisions."



Sandra Reich

Advisory Board Member for
TÜV Süd, GLS Bank, Talanx,
DEG Impact, Aurubis AG



Wiebke Cundill
Senior Risk Analyst Natural Hazards,
HDI Risk Consulting GmbH

"The last years I had the pleasure to give a guest lecture as part of the sustainable finance course at MBS. Sandra and the students are always very open and interested to learn about other aspects of sustainability and climate change. During my lecture about 'Climate Risk Assessment and Resilience' we always enjoy lively discussions."



Magdalena Podoska
VP, Head of Sustainability Reporting,
ABB Switzerland

"The students have been truly enthusiastic to discuss what companies report, to what extent it shows a true picture and how to manage all the new reporting requirements. I'm very happy to see that Sandra manages to help the students realize what a special time it is right now for sustainability reporting and how the increased transparency impacts companies' success."



4

years of teaching Sustainable Finance as part of the MBA curriculum

153 +

MBA students have participated since Sustainable Finance became part of the curriculum

29

guest lecturers from the industry shared their insights on Sustainable Finance to date



MEET OUR RESEARCHERS

CONSCIOUS BUSINESS EDUCATION



"Conscious Business" refers to conducting business that is purpose-driven, ethical, human-centered, sustainable, inclusive, and beneficial to all stakeholders – not only shareholders and managers. We believe businesses can be drivers for good, if they design, organize, and create their business consciously.

Coordinated by Munich Business School, the ERASMUS+ funded Conscious Business Education project aims to develop a conscious business education syllabus that offers courses spanning from conscious leadership, conscious marketing, impact entrepreneurship and ethical approach to risk and governance, and many more topics relevant for undergraduate, graduate, and executive education.

In four European conferences (multiplier events), these course materials will be explained and shared with business educators at public and private universities.



Project partners of MBS:



Supported by:



296,135

EUR total funding

130 +

downloads of course materials so far, reaching approximately 1.300 students

21

conscious business courses developed to date

MEET OUR RESEARCHERS

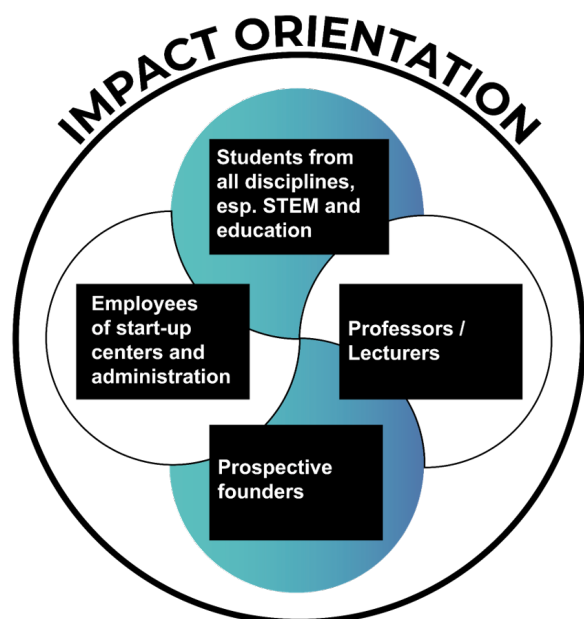
IMPACT FOR FUTURE



Impact for Future is a unique, interdisciplinary and cross-university project that brings together students and faculty from all disciplines to embed impact orientation and sustainability in university teaching. Together, they design context-related, individualized, sequential offerings: from curricular, application-oriented modules tailored to departments to train-the-trainer, a cross-university certificate and a master's degree program.

The main goal of this project which is funded by the Bavarian Ministry of Science is to close the gaps in Innovation and Entrepreneurship education, which is currently limited primarily to students in the humanities and social sciences. This will be achieved by developing a holistic teaching concept with the necessary breadth and depth to appeal to different target groups.

Ways in which we will measure our impact include monitoring the number of social businesses that are being founded by students participating in our courses, but also surveying them to see how prepared they feel to start their own business or how enthusiastic they are about social businesses in general.



Project partners:



Supported by:





3

project partner universities, 2 associated partner universities and SEA (Social Entrepreneurship Akademie)

2,924

students reached in 2023 with project offerings

35

curricular modules developed and 5 teach-the-teacher workshops held



Prof. Dr. Nadine Chochoiek
Academic Director Master
Innovation and Entrepreneurship

"As an associated partner in this project, we are incredibly happy to contribute to the goal of furthering impact orientation in teaching! I am impressed by the significant impact this collaboration has on inspiring and empowering our students to become socially conscious leaders."

TOWARDS A SUSTAINABLE WORLD



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



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



Engagement in innovative teaching practices and curricular development that incorporate sustainability and digital and AI literacy. Projects include the development of open educational resources and new learning methodologies in higher education.



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



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



Teaching, research and events on innovation, entrepreneurship, family businesses and responsible leadership.



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 towards healthy and sustainable diets, e.g. through alternative protein sources.



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



Offering courses in Business Ethics and Responsible Leadership, with faculty research exploring leadership styles that integrate ethical considerations. Projects include research on exploitative leadership and educational programs on conscious business.



Commitment to PRME, AACSB, German Diversity Charter, strong network of partner universities, companies and organizations supporting the implementation of SDGs.



Munich Business School
university of applied sciences

Munich Business School

Elsenheimerstr. 61 · 80687 Munich · Germany



impact@munich-business-school.de



munich-business-school.de/impact

Munich Business School GmbH

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