

IMPACT REPORT 2021



Munich Business School
University of Applied Sciences



IMPACT AT MUNICH BUSINESS SCHOOL

Business is increasingly expected to take the lead in finding solutions to big societal problems such as the climate crisis, social inequality and global health.

Business schools as educators of tomorrow's leaders carry a significant part of this responsibility and, consequently, impact has become a relevant measurement for management education legitimacy.

We believe that business schools should be evaluated by the impact they create. As a proud member of the UN Principles for Responsible Management Education (PRME), we take this responsibility for society seriously.

Too many business models fail those in need. At MBS, we teach our students more inclusive strategies and inspire our graduates to choose work opportunities with societal impact. The growing number of social entrepreneurs among our alumni shows us that we are on the right path.

But more can be done. And with this first of many impact reports, we publicly acknowledge our commitment by documenting our progress.



"Management education can act as a custodian of society and we are ready to embrace that responsibility."

Prof. Dr. Stefan Baldi,
Dean Munich Business School



"The role of business in society has changed and expanded – and so should that of business schools."

Dr. Christine Menges,
Chancellor Munich Business School



"Science should provide insights to societal issues because this will support institutional decision-making."

Dr. Alfred Gossner,
President Munich Business School

OUR VISION



Munich Business School wants to be the preferred business school in Germany for globally minded, responsible and entrepreneurial individuals from all over the world in their lifelong pursuit of knowledge and personal development.



Responsible

Munich Business School makes its contribution to the economy and society by creating an inspiring academic environment in Munich for personalities who, in their pursuit of entrepreneurial success, treat their fellow human beings with respect and use natural resources responsibly.



Innovative

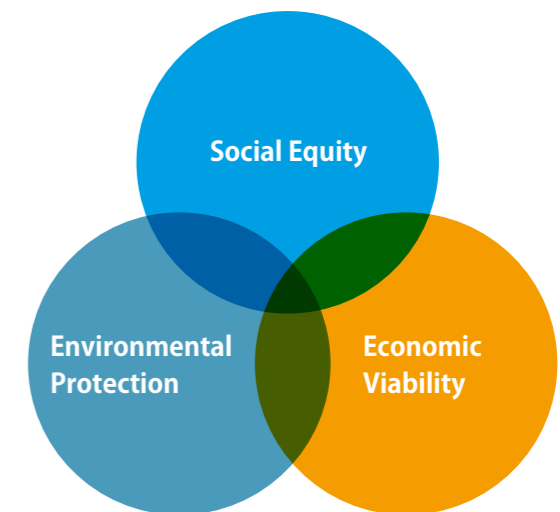
With a holistic approach, we support people in applying their business knowledge competently in the understanding of their social role and in developing it further throughout their lives. We offer students from all over the world an academic and professional perspective in Germany and beyond.



Globally minded

Together with our international partner universities, we provide in-depth insights into the global economy and diverse cultures. Together with our partners in practice and science, we create a platform on which motivated, entrepreneurial and curious people can meet, exchange ideas and learn from one another. In all of our activities, we are committed to practical relevance and high quality.

OUR IMPACT MODEL



We have adopted the widely accepted concept of sustainable economic development by Barbier (1987) and divided our impact into three pillars: social equity, environmental protection and economic viability.



Social Equity

A society in which everyone can participate, prosper and reach their full potential. People are not forced into equality but differences are welcomed and celebrated. Procedures and measures applied are impartial, fair and just to all. All stakeholders are given equal opportunity to participate in the planning and decision-making process.



Environmental Protection

Any activity to maintain or restore the quality of life on the planet. This includes preventing the degradation of the natural environment which is affected by increasing population, technology and overconsumption. As such, this responsibility lies with all individuals, organizations and governments alike.



Economic Viability

The benefits of doing business need to exceed the cost of doing business for society as a whole. This includes using resources efficiently and responsibly to operate in a sustainable manner. Businesses acknowledge their societal and environmental responsibility and create new solutions for a healthy planet.

SOCIAL EQUITY



Without diversity and inclusion, there is no social equity. For a fair and just treatment of all, we need to ensure that everyone is and feels welcome (diversity) and has a seat at the table (inclusion). To make our impact measurable, we have adopted the seven dimensions of diversity (German Diversity Charter) in organizing our engagement with and for business and the broader society.

Embrace cultural differences, be open and learn from each other.

Acknowledge the value of generational knowledge across all age groups.

Offer equal opportunities to all people, regardless of physical and mental (dis-)abilities.

Create an environment in which all gender identities feel welcomed, accepted and represented.

Ensure equal access to education, independent of social background.

Respect different religions and beliefs and give space to let people celebrate them.

Foster an organizational culture in which no one has to justify his or her own sexual identity or orientation.





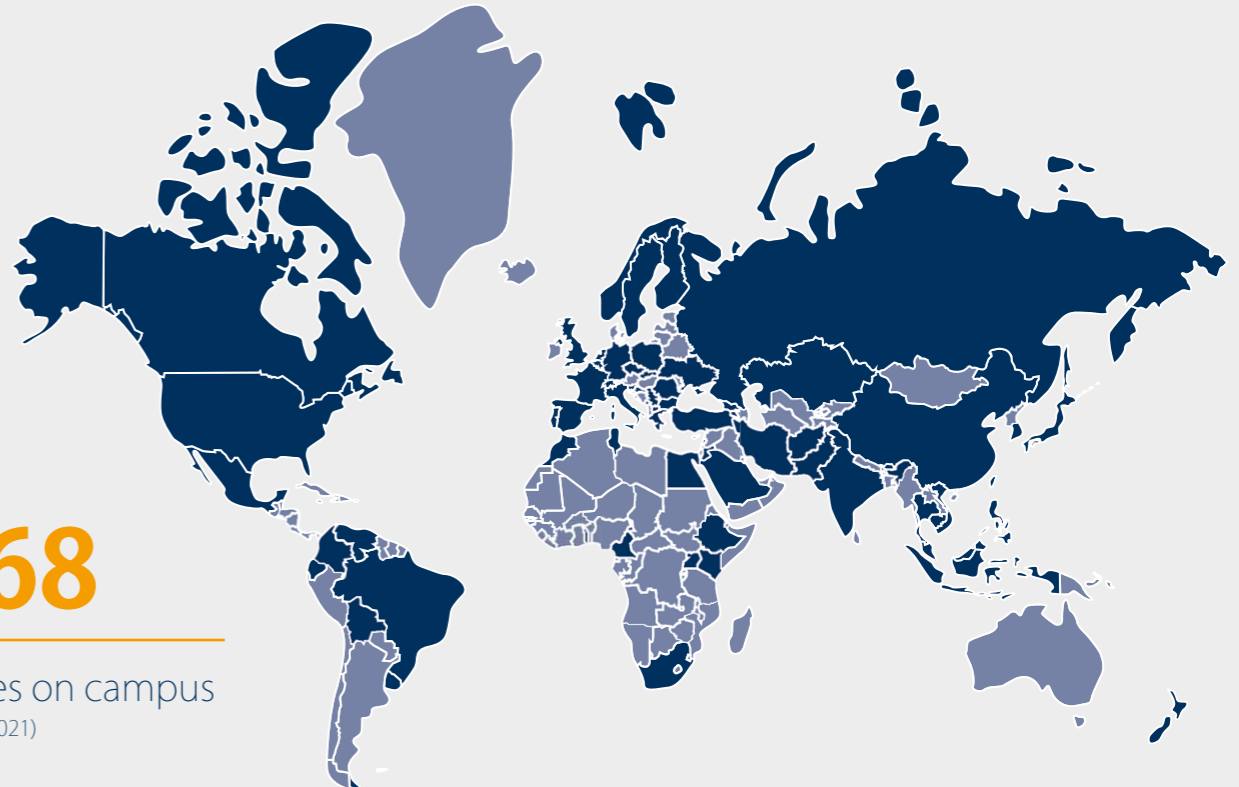
charta der vielfalt

Signing the German Diversity Charter: Christoph Schlottmann (Diversity and Inclusion Officer), Dr. Christine Menges (Chancellor), Prof. Dr. Stefan Baldi (Dean)



68

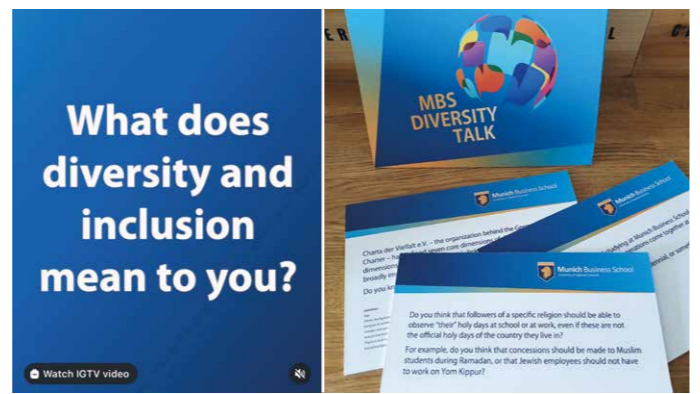
Nationalities on campus
(spring semester, 2021)



OUR COMMITMENT TO DIVERSITY

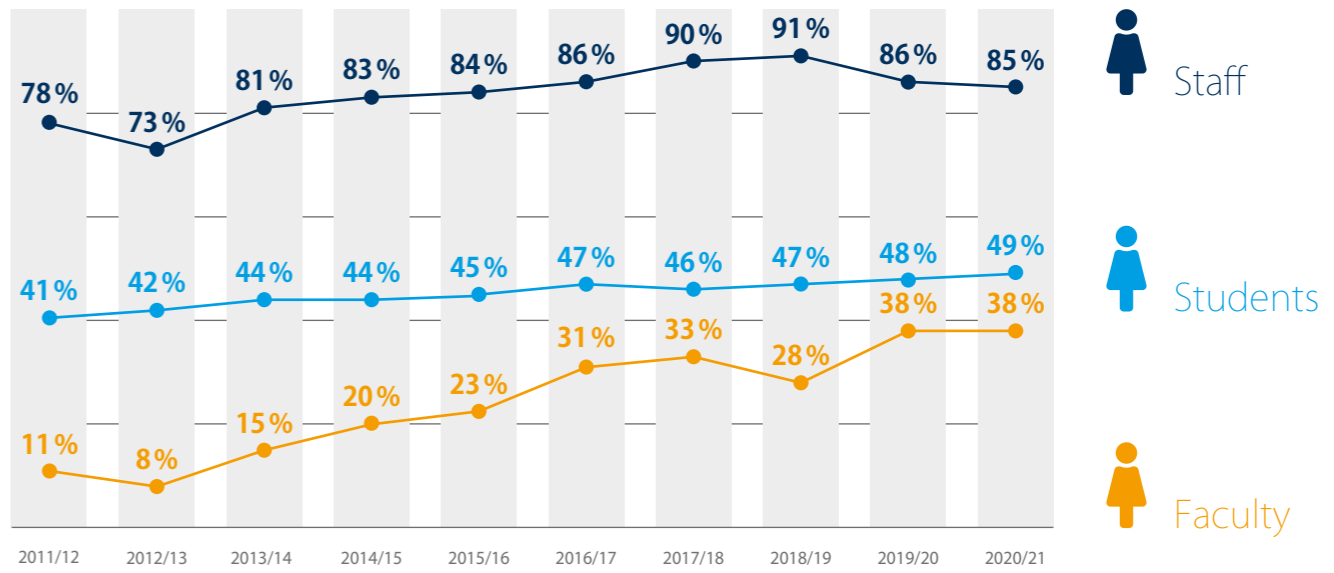
While we have always celebrated diversity through our international student body and initiatives such as "Women in Leadership", we lacked a systematic model for these events. This changed when we signed the German Diversity Charter in 2020, a corporate initiative founded in Germany in 2006 and currently under the patronage of the German Chancellor. It marks the final milestone in our strategic agenda to give societal impact at Munich Business School a foundation and a guiding framework for future activities.

When the tragic events unfolded in May 2020 in Minneapolis, MN, and racially infused demonstrations turned into a global movement of solidarity beyond color and border, Munich Business School realized that despite our many activities and events, we need to amplify our efforts to listen to the marginalized, and augmenting our fight against inequality and injustice. We decided to make diversity a core topic for our business school, setting up a diversity task force that plans and organizes all activities around the seven diversity dimensions.



"What do diversity and inclusion mean to you" video | Submission to the Diversity Challenge 2020: "MBS Diversity Talk" card game

A Decade of Developing Women at MBS



1,000+

Views of our diversity and inclusion video with students, faculty and staff.

1

Diversity and Inclusion Officer appointed in 2019.

1.63

Student course evaluation for "equal treatment of everyone in class", in the academic year 2020/21 (German grading system).

40,000+

Total plays of the livestream event for Christopher Street Day 2021, including the MBS feature as an inclusive business school.

13

National heritage-related events held since 2019, including Black History Month but also spiritual events such as Diwali or Christmas season.

15

Diversity-related events held since 2019, including the Pride Talk with journalist Julian Wenzel and a diversity panel discussion with Allianz and ZF Friedrichshafen.

17-67

Age range of MBS staff members including core faculty members, professional staff, research associates and trainees (spring semester, 2021).

17-54

Age range of MBS students (spring semester, 2021).

CREATING IMPACT THROUGH DIVERSITY

Responsible

MBA Responsible Leader Scholarship

Awarded to students incorporating ethical and sustainable considerations into their personal and professional lives.

Innovative

MBA Smart Entrepreneur Scholarship

Awarded to students with an entrepreneurial mindset with the ability to create innovative and creative solutions.

Globally minded

MBA Global Thinker Scholarship

Awarded to cosmopolitan students with intercultural competence and sensitivity.

MBS Sports Scholarship

Aimed at high-performing and committed students completing their master's degree in Sports Business and Communication.

MBS Explorer Scholarship

Aimed at students who do not have the economic prerequisites to be able to afford private studies in the bachelor's and master's programs.

MBS BEST Scholarship

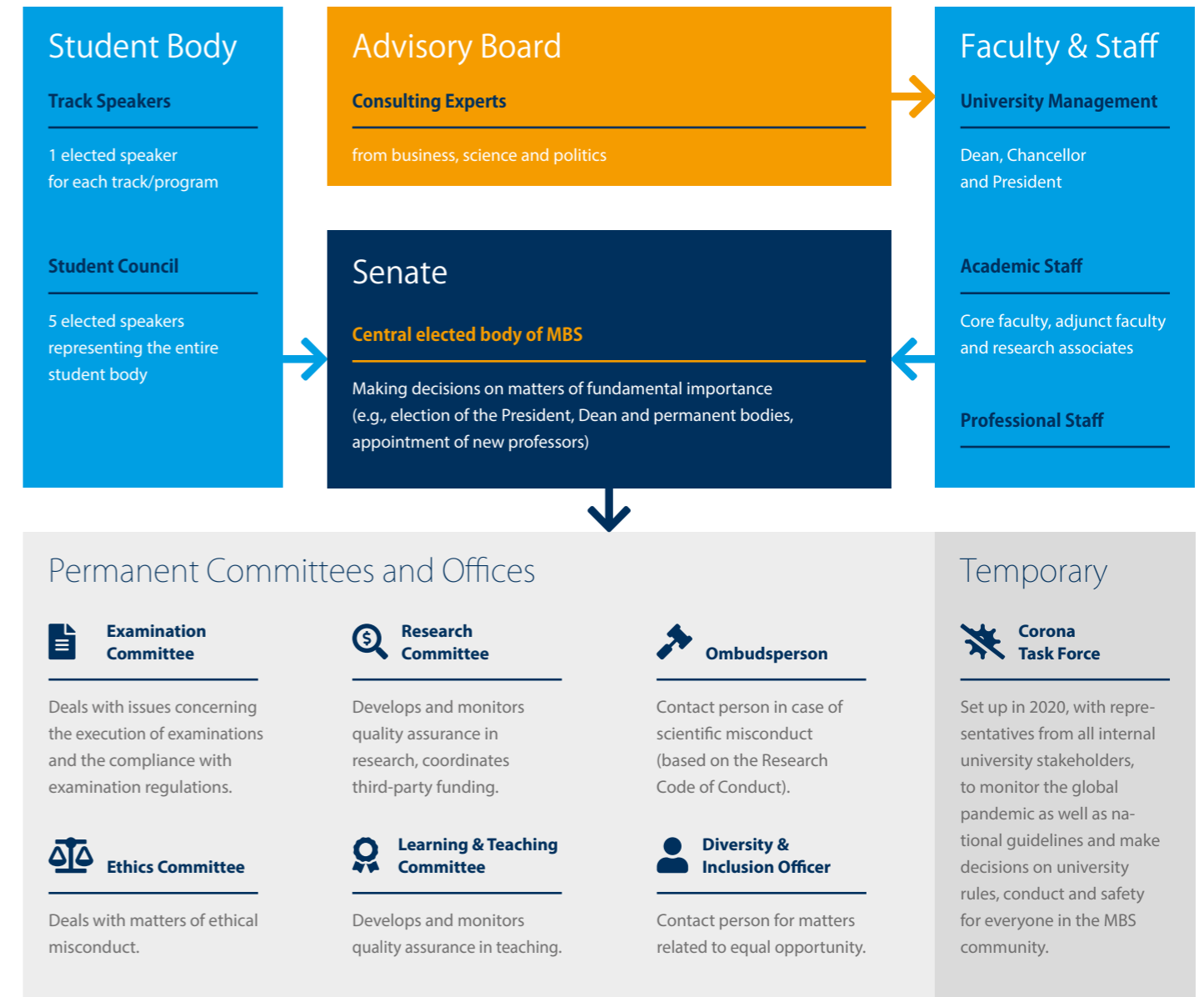
Aimed at particularly high-performing and committed students in the bachelor's and master's programs.

MBS Bavarian Scholarship

Aimed at talented and committed students completing the bachelor's in International Business (Bilingual Track).

CREATING IMPACT THROUGH INCLUSION

An inclusive participation in the university self-governance must ensure equal access for all individuals to the various decision-making bodies, committees and offices. At MBS, internal (students, staff and faculty) and external stakeholders are given a voice in this process, through fair and transparent election mechanisms.



MBS Empowerment Fund

Since October 2020, alumni and supporters of Munich Business School can purchase this public fund and become investors at MBS. This innovative third-party fundraising opportunity founded by MBS lec Dr. Laurenz Czempel has been designed to help finance disadvantaged students, new professorships and student projects. The investment concept of the Empowerment Fund emphasizes equity and prioritizes alternative investments such as real estate or hedging transactions in order to achieve a more stable return in the medium to long term run.

120,000+

Total funding in EUR, for scholarships awarded to students in 2020/21.

83

Scholarships have been awarded to students across all programs, for their studies at MBS in 2020/2021.

980+

Current balance in EUR, of the MBS-owned Empowerment fund managed by Conservative Concept Portfolio Management AG.

8

Student clubs and initiatives, including MBS International to help newcomers or MBS buddy to pair students from different backgrounds, and many other opportunities for students to get engaged in and actively shape university life.

600+

Minutes of "Coffee chat with the dean", offered during summer 2021 to cope with the pandemic, ask questions, voice concerns or simply talk: bookable through an online calendar by all MBS students, faculty and staff.

74+

Meetings held between the eight academic directors and all of their current students / track speakers in 2020/2021, to offer a platform for discussion, answer questions and gauge students' (mental) health situation, e.g. by using the Mood Meter.



"My job as Diversity and Inclusion Officer is to make differences visible, noticeable and get them changed."

Christoph Schlottmann,
Diversity and Inclusion Officer (2019-2021)

MEET CHRISTOPH, OUR DIVERSITY AND INCLUSION OFFICER

Tell us about your position and what this means for MBS staff, students and faculty.

What is the impact you hope to have on people?

"I joined Munich Business School in 2019 as a Study Advisor for the master's programs and found it to be a diversity forward institution. Being actively involved in promoting diversity on an individual level myself, I realized that MBS has immense potential to make itself even more inclusive and diverse. I approached the Dean and the Chancellor with a handbook of my recommendations and they immediately set up a position and a budget for me to work on my ideas."

What are some of the things we are doing at MBS to foster more equity, diversity and inclusion?

"We basically made our (big) entrance on the International Day Against Homophobia, Biphobia and Transphobia in 2020 when we posted loudly and proudly on our social media that everyone is welcome at Munich Business School. From there on, we have initiated a range of activities, including workshops and events around diversity topics. We also make sure these are much more prominently communicated now. Most recently, we have decided to switch to gender-neutral/-inclusive language at MBS. In this context, we have introduced new email signatures displaying our pronouns so others clearly know how to address us."

What other initiatives are you planning or would you like to see happening at MBS in the future?

"I want other dimensions of the diversity wheel to be visible on an operational level at Munich Business School. MBS is working towards making the restrooms wheel-chair friendly. We also plan to make all name/sign plaques gender-neutral. Mental health is yet another topic we want to address even more. Students, faculty and staff need access to psychological support."

Gender inclusive language

In 2021, Munich Business School has decided to switch all communication to gender-neutral or gender-inclusive language, in order to avoid bias towards a particular sex or social gender when addressing students, faculty and staff.

How can YOU apply gender-neutral or inclusive language? Here are a few tips:

- Switch your greetings from 'Hello guys' to 'Hello people / Hello audience', unless you address an exclusively male audience.
- Welcome a gathering by saying 'Welcome guests' instead of 'Welcome ladies and gentlemen'.
- Address people by their full name, e.g., Christoph Schlottmann instead of Mr. Schlottmann, unless you know which gender they identify with.
- Give examples that break stereotypes such as male nurse or female professors.

WOMEN IN LEADERSHIP

Our Women in Leadership initiative addresses the issue of diversity in management positions. We believe that (more) gender diversity is key to leveraging the full development potential in organizations as well as society. And we want to foster a strong network for female leaders at MBS, supported by both men and women.

Events and Workshops

Regular events at Munich Business School allow students, staff and faculty to interact and network with successful female leaders. At panel discussions, breakfast sessions and networking events, alumnae and other stakeholders share their experiences and challenges along their journey. The recent "I am Remarkable" workshop, a global Google initiative, received particular enthusiasm from the students.



Participants of the "I am Remarkable" workshop

Empowering Female Education

A new initiative has been set up in cooperation with esteemed Wellesley College, Massachusetts, giving female bachelor's students the opportunity to participate in a four-week summer program. Highlights include intensive seminars, portfolio activities and networking events on female leadership, along with a key component on personal leadership development.

The program is designed for students who want to learn about gender dynamics in an international setting. MBS offers special scholarships to students who want to attend this summer program at Wellesley College, ensuring equal access to this opportunity for all, regardless of background and means.



Wellesley College, Massachusetts



"MBS's Women in Leadership initiative, to me, shows not just a sincere effort to represent the interests of the diverse stakeholders, but also that MBS indeed walks the talk in its commitment to diversity, equity and leadership."

Tebogo Mazibuko,
Alumna MBA General Management

MISSION FEMALE

As part of our ongoing collaboration with the German career network Mission Female, MBS has published the study "International Female Leaders and Their Way to the Top", comparing barriers and success factors for female leaders in the U.S., Sweden and the Netherlands.

📅 12

Events and workshops held since 2019, including the Role Model Talk with Anna Kopp (IT Director Germany, Microsoft) and the "I am Remarkable" workshop with Google Zukunftswerkstatt.

👥 490+

Students, staff, faculty and external stakeholders have participated in female leadership events and workshops since 2019.

🤝 6

Active cooperation partners, ranging from businesses to female networks to universities, continue to engage with the MBS community through speaking events, mentoring and other opportunities.

SOCIAL RESPONSIBILITY

Social responsibility is firmly anchored in the values of MBS and is also reflected in various social projects and actions that characterize the academic year. Students and employees of the university are equally involved.

The Social Project

The Social Project is an integral part of the bachelor's program in International Business at Munich Business School. In the second and third semester, students work in groups on a charitable project in cooperation with an organization. The project can pursue a social, integrative, international or educational purpose. Here are some examples of recently completed projects:

guterhirte

Christmas gift donations to the "guterhirte" (approx. "good shepherd") children's home in Ulm, Germany.



Students preparing Nikolaus gifts for a children's home

Bike Your Planet

Building of a sustainable pump track in Brussels, Belgium, in cooperation with Bike Your Planet, a bike shop supporting local social projects.



Social Project "Sustainable Pump Track in Brussels"

Green City e.V.

Organization of the Green Talks event in October 2019 as well as a Zero Waste Workshop in April 2021.

Café "Berg & Mental", Munich Association against Depression

Organization of a fundraiser and a public talk on mental health together with Café "Berg & Mental" (Germany's first mental health café) and the Munich Association against Depression.



Social Project with Café "Berg & Mental"



Students supporting "Tierheim München"

The Student Club "MBS Helps"

MBS Helps was founded in 2012 by then bachelor's student Sally Menken (now Schönack) and offers students from all programs an option to do good during their studies, give something back to society and stand up for people who are less well-off and are dependent on the help of others. The initiative focuses on planning and performing charity events: The first event took place in 2013 – a charity fashion show that raised more than EUR 15,000 for the Armich Hayil primary school in Ethiopia. The fashion event drew the attention of the Munich Chamber Orchestra (MKO) which holds an annual Munich Aids concert for Münchner Aids Hilfe e.V., a local Aids aid organization. The committed students gladly supported the MKO and organized the raffle at the event. Since that day, MBS students have supported the Aids concert every year.



MBS Helps "A Night into the Wild" Fashion Show



MBS Helps raffle at MKO's Munich Aids Concert

MBS Social Day and Staff Activities

MBS employees work every year on an MBS Social Day for a good cause. In the past years, they have sorted clothing donations for the wave of refugees, renovated the outdoor area of a daycare center or supported the Munich Tafel in distributing food to the people in need. Since 2019, every employee has also been allowed to use a working day to get involved in a social cause. Some employees supported the Fridays for Future demonstrations, others collected donations for World AIDS Day or supported the Tafel with Christmas donations. After the tragic fire incident in the Moria refugee camp in 2020, MBS employees started a donation collection campaign in cooperation with the refugee aid organization Erding (Flüchtlingshilfe Erding e.V.). MBS became the official collection point for donations in Munich for anyone who wanted to donate – MBS students, faculty and staff, but also the general public.



MBS staff members renovating a children's daycare



Clothing donations for the Moria refugee camp



"I am very happy that there are new students every year who want to show social commitment and continue the work of MBS Helps."

Sally Schönack, MBS Alumna and Founder of MBS Helps



"I just wanted to help the people who have been suffering on the European external borders for months, even years. It was incredible how many donations we were able to collect!"

Wiebke Lehnert, MBS Marketing and Communications Manager



"This project was very special to us because it was initiated by the students themselves. It shows that the stigma around mental health is finally breaking down."

Dominique de Marné & Lasse Münstermann, Owners Café "Berg & Mental", partner's of a Bachelor's Social Project in 2020

38

Social Projects have been organized by students from the bachelor's program since 2019.

20

Events and activities have been initiated, carried out or supported since 2019, including charities and donations through bake sales etc.

15,000+

People have been impacted by our social responsibility work, through direct and indirect outreach, open dialogue or tangible/financial support.

ENVIRONMENTAL PROTECTION



Environmental Protection is the second pillar of social sustainability. We take responsibility to keep progressing towards environmental protection and careful usage of resources in our daily functioning. We are a sustainable business school. We try to make the everyday experience at MBS as eco-friendly as possible. Beyond that, we take the onus to use our competencies as a business school to encourage and promote sustainability and environmental protection.



LEED Gold certificate for green building strategies awarded for entire campus in 2016



Company vehicle fleet reduced to 0 in 2019



Maximum use of stairs encouraged throughout the entire building



Waste recycling on entire campus initiated in 2020



Free branded cloth bags for all students, staff and faculty



Free reusable coffee cups for all students, staff and faculty



Free water dispensers and branded water bottles for all students, staff and faculty



MBS-branded merchandise either produced under sustainable conditions or fully eco-certified (e.g., GOTS certificate for all shirts)



PLANTING TREES WITH EVERY INTERNET SEARCH

1st University in Germany To Convert to Eco-friendly Internet Search

Ecosia is a non-profit search engine based in Berlin that uses its profits from advertising revenue to plant trees in areas threatened by deforestation. So far, they have planted over 124 million trees in 30 countries around the world. Ecosia focuses on tree plantation in areas such as Brazil, Indonesia and Madagascar, where they can have the strongest environmental impact.

Prof. Dr. Christian Schmidkonz introduced Ecosia as a conscious business example in class, and soon, an 'Ecosia on Campus' team headed by students was set up to implement the idea at Munich Business School. Today, Ecosia is the default search engine for all devices used at MBS.

What started as an on-campus campaign, has now become a change leader. The student-led project has successfully inspired the student body to use Ecosia as their internet search engine, even on their personal devices as well. Today, Prof. Dr. Christian Schmidkonz is invited by universities and organizations all over, to help set up an eco-friendly internet search at their facilities.

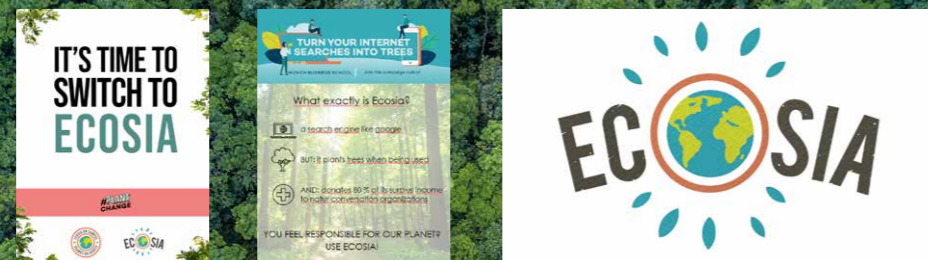
"Using an internet search engine that removes 1 kg of CO₂ from the atmosphere with each search because it invests in tree planting projects is a no-brainer. For a lecturer it is the responsibility to familiarize students with successful companies like Ecosia in detail in order to sow the seeds for a more livable future."

Prof. Dr. Christian Schmidkonz,
Academic Director
Master International Business



"Since MBS made the switch to Ecosia earlier this year, we at Ecosia have been contacted by a number of other universities across Germany, asking how they can plant trees with Ecosia as well. We're incredibly grateful for the staff and IT at MBS for implementing Ecosia. We can now together plant trees in biodiversity hotspots and parts of the planet where they are needed most."

Fred Henderson,
Project Coordinator, Ecosia



CLEANING UP THE ENVIRONMENT

In 2020, Munich Business School teamed up with the non-profit organization Orange Ocean e.V. and registered two locations in Munich for the World Cleanup Day, the world's biggest bottom-up citizen movement for the removal of environmental pollution and plastic waste. Students, faculty and staff spent a Saturday at the Isar river banks to collect trash and clean our beautiful city. The success of this event has led to an ongoing collaboration with the non-profit organization and was also featured on the World Cleanup Day website.



34,887 +

Search queries started with Ecosia since the start of the collaboration.

1,145

Trees planted due to using the Ecosia search engine at all MBS facilities since the start of the collaboration.

150 +

Kilogram of trash collected all over Munich during the World Cleanup Day 2020.

60 +

Students, staff and faculty from MBS participated in the World Cleanup Day 2020.

3,236

Impressions on LinkedIn, reporting about our activities in the World Cleanup Day 2020.

ECONOMIC VIABILITY



The business of business is business. But meaning and scope of the term business have undoubtedly changed in light of global societal challenges. We acknowledge our role in forming the managers of tomorrow – their minds (theory, knowledge), their hearts (responsibility) and their hands (hands-on experience, innovative thinking) – and we actively nourish and cultivate a start-up mentality at Munich Business School, particularly for social entrepreneurs.



SUSTAINABLE FASHION

VANILLA SAND
MBS alumna Corinna Dickenbrok



SUSTAINABLE HEALTHY TEA

UP TEA
MBS alumnus Maximilian Pütz



SUSTAINABLE WASTE MANAGEMENT

THE FORTUNATE PLANET
MBS alumnus Pascal Ritter



REUSABLE WATER BOTTLES

FLSK
MBS alumnus Patrick Bohrer



FOREIGN EDUCATION CONSULTANCY

VISA VISTARA
MBS alumnus Jaimin Shah



RENTAL SOFTWARE

CIRCULY
MBS alumna Victoria Erdbrügger



HEALTH AI-RADIOLOGY

DEEPC
MBS alumnus Dr. Franz MJ Pfister



PERSONAL UV PROTECTION

AJUMA
MBS alumna Annette Barth

SOCIAL ENTREPRENEURSHIP

MARK CHALLENGE

The Mark Challenge is a business plan competition powered by the International University of Monaco, looking for innovative ideas in the premium and luxury segment that offer both a positive ecological and social impact and which can be scaled up globally.

In a two-stage process, MBS students Catarina Capelo Moreira and Bernhard Franz not only advanced to the finals but also won the **Award for Best Business Plan with their product KOSHA**. The business idea aims at bringing sustainability and purpose to face sheet masks without compromising quality and experience. Currently, the business concept is being refined for market entrance, with the help of the sponsors of The Mark Challenge 2020: Relevance, Neos Chronos and Networking for Leaders.



Bernhard Franz,
Master International Business
(Luxury Management)



Catarina Capelo Moreira,
Master International Business
(Luxury Management)

Go Green is a global student competition, powered by electrical engineering group Schneider Electric in collaboration with AVEVA, to identify innovative and bold ideas for a sustainable and digital future in energy management.

Munich Business School students Samantha Mark and Philipp Wohlfart were announced as **winners of the German-speaking region of the Go Green Challenge**. In line with the brief that the idea must have a sustainability impact component and/or align with the SDG goals, the students chose to provide more seamless and convenient customer support for the installation and maintenance of Schneider's smart home products through their app. The idea was to lower the entry barrier for people with less technological know-how.

In addition to being offered a paid internship and mentoring opportunities at Schneider Electric, regional winners also go on to compete at the European level.



Samantha Mark,
Master Innovation &
Entrepreneurship



Philipp Wohlfart,
Master Innovation &
Entrepreneurship



INNOVATION FOR PURPOSE

In many cases, the consequences for those infected with the COVID-19 virus have been severe and during peak infection times, urgently needed medical equipment has not always been available. As a consequence, in March 2020, Munich Re and Fraunhofer Gesellschaft have launched the **Give a Breath Challenge** in search of innovative designs and blueprints for immediate and decentralized production of emergency ventilation equipment and oxygen concentrators.

The VividBreath team (PlastroMayer, Sendor, Nemeon, UNITY and the All India Institute of Medical Science) and MBS Professor Dr. Heiko Seif were able to convince the jury and won **the first prize** with their prototype for a clinically tested ventilator that can be easily and inexpensively manufactured worldwide in a pop-up factory. The oxygen concentrator is further being used for the development of new series of products by a leading German ventilator producer.

In accordance with the responsible use of resources, the team paid special attention to scalable production and a high level of functionality at the lowest possible costs. Many components of the device can be produced using 3D printing. The innovation is frugally produced with a **focus on functionality**, costing only between EUR 250-300.

The concepts of all winning teams are made available to the governments and partners around the world, for local production and application.



"The design of our product enables full and simultaneous treatment of up to six patients, even if the supply of stationary oxygen is not available."

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



45

Universities from all over Europe have sent students to compete in both events.

344

Students have participated in these competitions, covering a total of 54 nationalities.

120

Projects were submitted and considered by both juries in these competitions.

300,000

EUR were awarded to the VividBreath team, from a total of EUR 1 million prize funding available to all winning teams.

15,000+

Ventilators have been produced and sold to India, to date, with more ventilators produced and ready to be sold to South Africa soon.

250+

Hospitals in India, to date, have received ventilators to treat COVID patients.



MBA Business Project with FlixBus



Master SBC Business Project with Lobeco



Master SBC Business Project with Kinexon



Bachelor HR business project with EY



Bachelor HR Business Project with Condé Nast

STUDENT-LED BUSINESS PROJECTS

Across all programs at Munich Business School, students participate in business projects. In the master's and MBA program, this is a two-semester long group project where they work on real cases and challenges for companies – from start-ups to SMEs and multinational enterprises. This business project gives students the opportunity to plan, organize, conduct and control a project for a business partner and gain insights into the company. In this context, participants learn how to apply project management tools and methods on a real-life business problem as well as how to assess the quality and reliability of existing data or research findings based on their source, data collection method and analysis of the findings. In the past years, numerous collaborations have had a focus on responsibility and/or sustainability related topics.

A Few Highlights Around Responsibility

Orange Ocean e.V.

Development of a merchandising concept / business use case for Orange Ocean e.V., a local NGO working in the field of environmental sustainability (protection of the ocean from plastic pollution).

Heunec International

Review and evaluation of toy manufacturer Heunec's supply chains for compliance with the company's ethical principles and vision.

E.ON Digital Technology GmbH

Development of an idea, concept and (functional) prototype for a digital product that accelerates the adoption of e-mobility solutions.

UniCredit Group

Integration of human rights in the risk management process of a bank.

Blu Professionals GmbH

Analysis of a new business model based on the Feelgood Management (FGM) approach.

Haselhorst Associates Consulting

Development of a strategy to reduce CO₂ emissions at a German Tier 1 automotive supplier.

Zero Bullshit GmbH

Development of a new branding and communication strategy for the German sustainable snack brand Zero Bullshit.



"As a non-profit, we need to find innovative ways to create brand awareness and at the same time generate funding for our cause. The students designed a complete merchandise concept for us including a sourcing and supplier list, designs and an online shop – we were blown away by the creativity and social entrepreneurship!"

Eric Hall,
Co-Founder Orange Ocean e.V.



"The UN Sustainable Development Goals are important to us. We were very happy to receive an insightful project on the integration of social risks, their impact chains and relevance in the risk management process."

Mireille Khazaka,
Sustainable Finance CRO,
UniCredit/Hypovereinsbank



"The students contributed to helping us assess our current supply chain. The goal was to come up with alternative countries for production, based on ethical, social and environmental criteria. We were inspired by their drive to push us towards social impact. The students and I were quite surprised by the outcome their supply chain model provided."

Josephine Dransfeld,
General Manager, Heunec

A Selection of the Project Partners Since 2019



190+

Students have participated in business projects since 2019.

46+

Business projects have been successfully carried out and presented to companies since 2019.

100+

Ideas for business projects have been submitted by companies, large and small, to MBS, since 2019.



Logo and Icons: United Nations, 2015

TOWARDS A SUSTAINABLE WORLD

Acknowledging the relevance and urgency in preserving our planet, we have committed ourselves to contributing to the UN Sustainable Development Goals (SDGs) for improved health and education, reduced inequality and sustainable economic growth. We detail our commitment and our activities in the biannual UN Principles for Responsible Management Education (PRME) report that is available on their homepage.



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



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.



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



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

A TOKEN OF GRATITUDE.

As a small business school, we pride ourselves in our co-creation approach, where students, staff and faculty come together to produce meaningful content and materials. We want to express our sincere thankfulness towards all those who have helped make this impact report possible, from our impact officer MBS Professor Dr. Sophie Hieke and her student Ashlesha Pandit who helped develop and design this report to the many colleagues, friends and stakeholders inside and out of Munich Business School who were quick to support this endeavour. It is our community that shapes us and we will continue to give back by shaping the minds of tomorrow's leaders so they can take care of this very community.



Munich Business School



Innovative · Responsible · Globally Minded



Munich Business School

Elsenheimerstr. 61 · 80687 Munich · Germany



+49 89 547678-0



impact@munich-business-school.de



www.munich-business-school.de



munich-business-school.de/en/insights

