Hochschule Reutlingen
Reutlingen University

2018 Report on Progress

UN Principles for Responsible Management Education

PRME

This is our **Sharing Information on Progress** (SIP) Report on the Implementation of the **Principles for Responsible Management Education**

Introductory Note

This is our fourth report on progress in implementing the PRME principles at Reutlingen University. We tried to present our current projects, lessons learnt and future objectives as comprehensible as possible for other PRME members as well as the broader academic community interested in responsible management (education). That is why we concentrated on priority projects. The report therefore does not pretend to present a concluding description of all PRME-related activities at Reutlingen University. We decided to switch languages between German and English to address the diverse audience group. At the end of each chapter, we added some reflections from the perspective of the office for ethics and sustainability. This is our personal opinion and does not necessarily reflect the organization's point of view. We consider this proceeding as valuable contribution to debates among PRME-peers.

We consider our work in general and this report in particular as "work in progress". Thus, we are more than happy if people from within or outside Reutlingen University comment on this report, ask questions or give further advice. Feel free to contact us!

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Prof. Dr. Hendrik Brumme: Bildung aus Verantwortung

In den aktuellen Struktur- und Entwicklungsplan (2017-2021) der Hochschule haben wir „werteorientiertes Lernen und Lehren“ als wichtiges Teilziel aufgenommen. Warum? Wir haben für uns vier Handlungsfelder definiert:

1. Stärkung der Unternehmen durch das Ausbilden von optimal vorbereiteten Führungskräften, Spezialistinnen und Spezialisten –auch für den internationalen Markt;
2. Stärkung der Unternehmen durch angewandte Forschung, Innovationstransfer und Beratung;
3. Stärkung der gesellschaftlichen Weiterentwicklung durch Stimulation innovativer Gründungen und das Besetzen zukunftsrelevanter Themen;
4. Weiterentwicklung der Hochschule Reutlingen als attraktive Arbeitgeberin.

Für alle vier Bereiche ist „werteorientiertes Lernen und Lehren“ ein zentraler Baustein. Von Führungskräften wird weit mehr erwartet als exzellentes Fachwissen. Wir möchten an der Hochschule Persönlichkeiten entwickeln, die Problemlösungen ganzheitlich angehen, die sich der zunehmenden Ressourcenknappheit und dem Klimawandel bewusst sind, die kreativ arbeiten und die gewohnt sind, sich in heterogenen Teams abzustimmen.
Das Reutlinger Forschungsinstitut (Reutlinger Research Institute, RRI) und das Weiterbildungsinstitut (Knowledge Foundation@ Reutlingen-University, KFRU) sind wichtige Instanzen, die mit den Zukunftsthemen unserer Zeit verantwortungsbewusst umgehen und ihren Teil zur Erforschung und zum Wissenstransfer beitragen.
Das Thema „Social Entrepreneurship“ ist ein immer wichtig werdender Aspekt für innovative Gründungen, den wir gesondert fördern.
Und schließlich kann eine Hochschule nur so stark sein wie ihre Mitarbeiterinnen und Mitarbeiter. Dessen sind wir uns bewusst. Neben der Vereinbarkeit von Familie und Beruf, die wir mit dem Audit „familienfreundliche Hochschule“ regelmäßig unter Beweis stellen, liegen uns die Fortbildungsmöglichkeiten für Mitarbeiterinnen und Mitarbeiter sowie die frühzeitige Erkennung und Gegensteuerung von gesundheitsgefährdenden Situationen (Stichwort: Burn-out-Prävention) bei Führungskräften besonders am Herzen. Als Ausdruck unserer Wertschätzung zahlen wir seit 2017 Boni an außerordentlich engagierte Mitarbeiterinnen und Mitarbeiter aus.

All diese Maßnahmen zur Erreichung unserer als Gesamtorganisation entwickelten Ziele und Visionen sehen wir in direktem Einklang mit den sechs Prinzipien einer verantwortungsbewussten Management Bildung. Daher bekräftigen wir aus voller Überzeugung unsere Mitgliedschaft im PRME-Verbund.

The continued efforts in integrating value-driven learning and teaching at Reutlingen University is both part of my vision as re-elected President as well as the result of a participatory process of developing common aims and priorities. The renewal of our commitment to PRME as important platform for exchange and create knowledge upon responsible management education is a logical step for our organization as well as a personal pleasure.

Prof. Dr. Hendrik Brumme
President of Reutlingen University

Principle 1 | Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society and to work for an inclusive and sustainable global economy.

Team for Ethics and Sustainable Development

We consider the team for ethics and sustainable development as crucial booster for mainstreaming the idea of global responsibility in its various facets at Reutlingen University. Its work contributes to developing the capabilities of students to be future generators of sustainable value for business and society.

What has happened though in the team since 2016?

The ethics officer and the consultant for ethics and sustainable development are still the same. This is important to highlight as at all other universities of applied sciences in the region Baden-Württemberg the consultant moves after two years because of limited contracts. The rapid changes in staff result in a great loss of tacit organizational knowledge. In this context, no news of new staff is good news.

This stability and experience of the team in Reutlingen fuels a kind of outstanding position in the region. Both the ethics officer and the consultant are members of a regional task force that intends to strengthen the regional ethics and sustainability program and that lobbies for continued financial resources and staff positions from public sponsors.

Nevertheless, we want to mention one setback in terms of staff development here. The consultant at Reutlingen University is a part-time (50%) position. Due to the variety of tasks, the team asked the Board to enlarge the position towards 75%. The President rejected this request because of financial constraints.

Currently, the position of the sustainability officer is vacant but we are looking forward to welcoming a new colleague within the next semester.

"Ethikum" Certificate & Social Credits

The "Ethikum" certificate and the organization of the extra-curricular courses and workshops are still the priority fields of activity for the consultant *[for further details see our last report]*. The resonance is still positive from those students who are interested in a holistic approach towards theirs study objects and take part in our courses.

During the last two years a parallel development strengthened the arguments of the team for ethics and sustainable development: AACSB and other accreditation agencies expect from outstanding universities and business schools offers for students that foster critical reflections, ethical behavior, social competencies, communication skills, and so on and so forth. Students from various study programs are obligated to attend such courses and collect a certain amount of social credits. The study program "Change your perspective" that is organized by the team for ethics and sustainable development offers the needed courses for the students. The faculty textile and design accepts ethic credits students receive when taking part in "change your perspective"-courses. The faculty administration converts them directly in social credits.

Learning in a Social Context

Since 2017, the ethics and sustainability program offers student groups and societal actors a platform to present themselves –both at the central online learning platform (RELAX) of the university and at a face-to-face information event. Student groups and societal actors have

formulated the increasing challenge to find engaged students that take responsibility for others in their free time.

The team for ethics and sustainability took this need seriously and installed the platform "social learning". The following groups take the chance to present themselves:

- Lebenshilfe mit BAFF, Kaffeehäusle und FEDER *(societal group that integrates people with disabilities in its work)*
- Asylcafé Reutlingen *(societal group that takes care of refugees)*
- Studierendeninitiative oikos *(student group that fosters an awareness on sustainability issues)*
- Flüchtlingskomittee der Hochschule *(student group that takes care of refugees)*
- School Support Team der ESB *(student group that organizes tutors for homework supervision in schools)*
- students4students *(student group that takes care of international incoming students)*
- Meditationstechniken als Baustein zwischen Sinnsuche, Arbeitsorganisation, Burnout-Prävention *(mediation techniques that prevent burn-out)*
- LGBTI-Netzwerk der Hochschule *(the lesbian, gay, trans- and intersexual network of the University).*

Unfortunately, the social learning experience is not (yet) part of regular seminars and lectures at the university. Thus, the outlined social learning projects cannot be qualified as service learning projects. Yet, in order to offer students the possibility to get ethics or social credits for their engagement, the consultant for ethics and sustainable development organizes a colloquium each semester. During a one-day colloquium, students present their social learning experience and discuss their individual experiences with others. As input, they get to know the Sustainable Development Goals of the United Nations. The overall aim of the colloquium is that students reflect their individual contribution to realize the global goals.

Objectives 2016 and beyond

In the last SIP report, we formulated three objectives: presenting a research paper at the PRME research conference, developing a code of conduct, and establishing an alumni-network. Unpleasingly, we realized none of them in a satisfying manner. In the following passage, we outline the various reasons – not as excuse but as reflection upon obstacles for working on implementing the PRME principles.

The idea of doing substantive research on our daily practices is a personal motivation of the ethics officer and the consultant. Officially, doing research is not part of the job descriptions. That is why the President favors that we work on other projects with higher priority. At the end, the period with the November 2016 conference was too short. This summer, however, we wrote a first paper on "ethics and sustainable development in public administrations" (in German). We regard our approach to link philosophical theories on ethics with political developments and individual behavior on sustainability as fruitful. Thus, continuing on this way is an objective 2018.

The development of a code of conduct was a request from outside the team. We considered such a process as chance for creating awareness and support for the values incorporated in the PRME principles. We put great energy and workforce in the preparation as we intended a broad participatory process to develop such a code. We undertook several workshops with faculty members to give an overview on aspects of ethics and sustainable development in general.

Besides, we put great efforts in extracting and developing concrete ideas for linking the philosophical and political perspectives to hands-on projects in the various study programs. The ethics officer, Prof. Banke, formulated the learning goals referring to “ethical behavior”, which had been formulated as distinct learning goal for the AACSB-process. The development of a code of conduct, however, has not taken place yet. If the faculty decides to continue on this path of grass-roots participation and if the faculty asks again for assistance we are prepared to support the process.

The establishment of an alumni-network is still on the agenda of the consultant. The realization failed simply because of personal time constraints and parental leaves. It is definitely still an objective for 2018.

Finally, the most crucial objective for this report is to improve our campaigning and public relation measures. Far too often, students feedback that the “change your perspective”-courses are interesting but the majority of fellow students would not know about the program. Students often do not read mails anymore. There are too many events and extra-ordinary projects and lectures that our offer does not attract enough attention.

Summary[1]

Best successes	Worst disappointments	Next steps/ objectives
- Membership at regional taskforce for strengthening the ethics and sustainability program. - Expanding and improving the social learning platform.	- Rejecting the step-up of the consultant’s part-time position. - Not developed code of conduct and refusal of the faculty for intense participatory process.	- Continued research as method of reflecting daily practices in implementing PRME. - Establishing an alumni-network. - Improving the public relation of the “change your perspective” program.

[1] The icons originate from www.boomle.com.

Principle 2 | Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Flagship Courses/ “Anchor Courses”

The identification of flagship or we call them now “anchor courses” has been the top priority project of the last two years. The 2016 report describes this project as objective, which we developed at a PRME implementation workshop in Copenhagen. It aims at outlining the regular lectures and courses in the various study programs that cover already PRME-related topics today. In doing so, we anchor our extra-curricular “change your perspective”-program to regular lectures and courses. That is why we changed the title. Besides, the new one has not a military connotation.

The Idea

The underlying intention of the identification of anchor courses is multi-sided.

First, it reveals that issues such as global warming, renewable energy systems, ethical aspects of artificial intelligence systems, etc. are already part of the regular curricula at Reutlingen University. Thus, the implementation of the PRME principles does proceed autonomously from the team for ethics and sustainable development because it makes sense for a broad range of professors, researchers and faculty members.

Second, by knowing the PRME-related topics in the students’ regular course work the team for ethics and sustainable development is able to adjust the offers for students in the “change your perspective”-program accordingly.

Third, the characteristic of being an anchor course is that students might obtain ethic credits for attending it. Students need 100 ethic credits to receive the Ethikum certificate. Thus, they get kind of advanced credits for taking a course or lecture they need to attend anyway. The team for ethics and sustainability hopes that as a result more students attend the “change your perspective” courses and finalize the Ethikum certificate as it gets easier.

Fourth, the “change your perspective”-program becomes more visible as professors promote the possibility to receive ethic credits for attending the anchor courses.

Finally, the identification of anchor courses raises awareness that Reutlingen University highlights and appreciates PRME-related lectures and courses. In doing so, we hope that professors that do not have such course modules yet start thinking about changing their curricula. A fundamental curriculum change would occur.

The Steps Already Taken

The factual identification of anchor courses in all study programs of the five faculties of Reutlingen University has been an enormous workload. As a first step, an assistant analysed the syllabi handbooks of all study programs. She made comments and suggestions which courses upon her opinion are potential anchor courses. The consultant for ethics and sustainability screened the list of potential anchor courses in a second step and visualized the results in a demonstrative chart. The charts were the fundamental documents for meetings of the ethics officer, the consultant for ethics and sustainable development, and the deans that mark step three. Please find the complete list of charts in the annex of this report. The intention of the high-level meetings was to double check the list of potential anchor courses. We were happy that all deans we met invited us to the boards of the faculties to promote further the idea. Finally, we gave presentations at the boards of four faculties. The resonance was very positive.

Next Steps to Go and Objectives 2018

The next step is to contact the respective professors and lecturers of the potential anchor courses and to ask if they agree that their course becomes an anchor course for the "change your perspective"-program. Besides, the lecturer must give insights how intense he/ she addresses PRME-related topics in his/ her lecture or course in order to decide upon the amount of ethic credits students may obtain. Finally, the consultant for ethics and sustainable development creates a flyer that lists all anchor courses and describes the idea of the project.

As the consultant has still a 50%-position, the identification of anchor courses for all five faculties exceeds its capacities. Thus, the objective for this year's report is to continue with the project but concentrate on the largest faculty, the ESB Business School.

Lessons Learnt

The most crucial lessons learnt is the enormous energy and workforce the project requested. The potentials of the anchor courses are great but it takes time to identify and assess them in terms of ethic credits.

Another important lesson learnt is that the acceptance of the deans and board members increases if the project does not demand extra work from the lecturers. The workload of professors and lecturers is already very high and for most of them, it further increases due to professional demands. Thus, the identification of PRME-related courses should emphasize that it does only document already existing teachings.

The faculties that are involved in accreditation procedures were particularly interested in cooperating with the team for ethics and sustainable development. As soon as the identification of anchor courses fosters strategic goals of the faculty, such as successful accreditations, its realization becomes far easier.

Summary

Best success	Worst disappointment	Next step/ objective
- Very positive resonance at the presentations of the anchor courses in the boards of the faculties.	- Limited workforce that impedes a comprehensive identification of anchor courses in all faculties.	- Flyer with anchor courses for the ESB Business School.

Principle 3 | Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

“Go Green”

During the last two years, we launched a campaign to reduce the ecological footprint of the university. In order to fit into the general spirit of the internationally oriented university and to mesh with other big events, such as “go life” (the closing ceremony for graduates) we called the campaign “go green”.

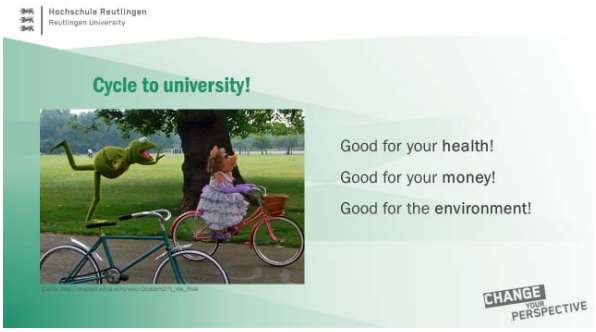
Initially, the caretakers contacted the team for ethics and sustainability and complaint about trash of coffee-to-go cups in classrooms, open windows and hot heating, burning lights etc. We framed this typical collective action problem as integral part of the ecological footprint of the university. Aiming at creating a feeling of ownership by students and staff for tackling the well-known misbehavior, we made a call for ideas. The winner teams of this competition received attractive prices.

Unfortunately, only very few proposals were sent in. The winner team (the student initiative oikos), however, made a marvelous video to raise awareness on the ecological consequences of throwing cigarette stubs away instead of throwing them in the specific bins. The video is still visible on the facebook account of the student initiative:
https://www.facebook.com/OikosReutlingen/videos/1512704568801188/

The issue of smoking on the campus (in front of offices where staff is disturbed) and the trash of cigarette stubs all over the place annoy a great amount of staff. Thus, a second project of the student initiative oikos has received considerable positive resonance. The students sprayed blue spots on all cigarette stubs which made the campus areal very colorful. The action made visible how much trash is spread on the campus.

Further Projects and Objectives 2018

Aiming at increasing the input for ideas to reduce the ecological footprint of the university the consultant for ethics and sustainable development made use of a talk at the Germany meeting of oikos international. Engaged students from various universities came to Reutlingen for sharing knowledge and best practice examples on sustainability issues. In a session on “the role of the administrative staff of the university”, I invited the students after my talk to develop catchy slogans to increase the awareness about the interconnectedness of leaving the windows open, the heating hot and the lights burning, and the ecological footprint. We used the creativity method 6-3-5 to receive as many ideas as possible. The result was fascinating. The following slogans and memes are the best ones:



As next step and further idea to advertise the slogans, we will ask the Board of the university if we might show the slides on the projectors in the classrooms when running up and shutting down.

Referring to the cigarette stubs problem, the team for ethics and sustainable development considers placing five wooden benches with a back wall and roof at the campus. The benches should function as smoking areas. Consequently, the rest of the campus is smoke-free. The back wall should channel the smoke away from office windows. Moreover, the roof shall increase the attractiveness of using the smoking areas, particularly in rainy and winter times.

The Canteen

The second priority project of creating educational environments that enable effective learning experiences for responsible leadership is reforming the canteen. Our aim is to make vegetarian and vegan menus more attractive for members of Reutlingen University to reduce the CO2-emissions concerning (meat oriented) food. Until now, we started several attempts to convince the operating public agency, *das Studierendenwerk Tübingen-Hohenheim*, to change menu plans, reduce the prize for vegetarian and vegan menus, or to make the alternatives to a meat menu simply tastier.

The main obstacle for organizational changes is the regional network within the *Studierendenwerk* operates. The agency organizes both the development of the menu and the purchasing of the ingredients regionally. Thus, there is only little flexibility for the head cooks in each canteen to make variations in the menu. The central office of the *Studierendenwerk* in Tübingen pursues a strict purchasing and prize policy.

The team for ethics and sustainable development has organized several lectures to raise awareness for the connection between CO2-emissions and individual nourishment. In the last two years, we revived the institution *Mensa-Beirat* – an organ for communicating, and exchanging information, expectations, perspectives and insights for restrictions. The *Mensa-Beirat* consists of the head cook of the Reutlingen canteen, a representative of the friends of the university, two representatives of staff, and the consultant for ethics and sustainable development. It meets approximately three times per semester. The organ discussed the following topics that illustrate room for improvement:

- more variations in (vegan) food;
- seats outside for eating;
- declarations of the origin (regional or not-regional) and CO2-emmissions at the central menu board;
- time shifted lunch breaks for the students to improve the work-flow and reduce the crowding;
- prize reductions for vegetarian food and salads and/ or rise in prizes for meat;
- food offers during the summer break.

The head of cook addressed and partly realized already the two aspects that listed first. A realization of the other ones requires a decision either from the *Studierendenwerk* or from the Board of the university.

The student's union is also interested in reflecting on and improving of both the user behavior and the offers of the canteen. To this end, they launched an opinion poll among students and staff about individual attendance behavior, satisfaction with the offers, potential acceptance for rises in prizes, and further wishes.

The results were dissatisfying and fueled the change initiatives of the head cook and his team in the Reutlingen canteen.

In order to intensify the direct communication of canteen consumers and the head of cook, the *Mensa-Beirat* installed guided tours through the kitchen. Each semester two tours take place at minimum. Staff and students appreciate the opportunity to look behind the scene and to ask direct questions about origin, quality, and preparation of the meals.

The consultant for ethics and sustainable development published the basic facts and frequently asked question on the internet as additional channel for communication.

Further Projects and Objectives 2018

As long as "the big players", namely the *Studierendenwerk* and the board of the university, do not take action for a better cooperation, the *Mensa-Beirat* continues to realize small projects. The consultant for ethics and sustainability brings the following ideas into the next discussions:

- food facts on comparing the CO2-emissions of meat and vegetarian food as table roll-ups in the canteen;
- appeal to minimize the individual use of plastic bags for take-away articles;
- organizing a cook event with a regional star cook.

Lessons Learnt

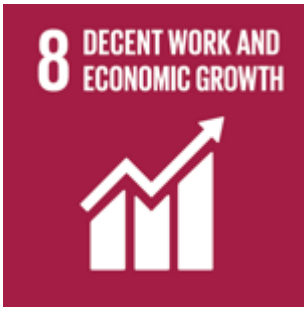
Both the go-green-campaign and the canteen activities show two similarities. On the one hand, change is tremendously difficult as different stakeholder need to cooperate and take supporting decisions. On the other hand, the vast majority of students, staff and professors are interested in the quality of the canteen and the littering of the campus. Somehow, the topics are in the air. The challenge for the future is to make use of the grass-roots support for organizational change.

Summary

Best success	Worst disappointment	Next step/ objective
- Oikos awareness campaign for cigarette stubs - Slogans to reduce the ecological footprint	- Non-cooperation with the head of the operating company of the canteen	- Slides with slogans shown at the classroom projectors - Wooden benches as smoking areas - Food facts on table roll-ups in the canteen etc.

Principle 4 | Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



Only this year, Reutlingen University launched a new publication format to inform the public about its current research projects. The research activities at our university has risen 650% over seven years. That makes Reutlingen University one of the strongest research institutions of higher education in the state of Baden-Württemberg. In the number of academic publications in 2016, Reutlingen University has become member of the European University Association (EUA). This SIP report will not duplicate the re:search magazine.

For detailed information, see https://www.reutlingen-university.de/fileadmin/user_upload/HSRT_Forschungsmagazin_01_RZ_web_04.pdf.

In order to highlight PRME-related research activities at Reutlingen University for this report, the following chapter outlines three promising projects that aiming at advancing our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Energy Transition – Virtual Power Station Neckar-Alb

The research activities at Reutlingen University put particular focus on the transition to renewable energies. What are the challenges, what kind of solutions are there?

Frank Truckenmüller –professor at the faculty technics- develops and tests new concepts for the transition to renewables. According to him, the energy supplies of the future will be decentralized and flexible. A restructuring of our energy systems becomes all the more urgent as climate change is reality. Prof. Truckenmüller works in a team with researchers like Prof. Stefan Tenbohlen and Prof. Alexander Sauer of the University of Stuttgart. Thus, the development of solutions for energy supply problems caused by climate change occurs by cooperating with other universities in the region.

Among Prof. Truckenmüller's exemplary projects is the virtual power station Neckar-Alb. The underlying idea is that renewable energy is nowadays produced in a decentralized way: public institutions put photovoltaic components on their roofs; private people have fuel cells in their basements etc. Prof. Truckenmüller assumes for Germany 40 million prosumers in 2050. Prosumers are individual persons that produce and consume energy. Only today, renewables are able to deliver 80 gigawatt – the peak of energy demand in Germany. For around 130 hours per year renewables produce more energy than needed. The most crucial challenge for realizing the energy transition is a flexible use of renewable energy: how can we light the rooms when the sun is not shining. For a stable use of renewables the storage and battery systems have to be further developed. The virtual power station is a kind of playing ground to test the effects of feeding in energy in the energy market and monitor the prize developments at the energy stock markets. Herewith, professors and students but also companies and components manufacturers learn about the practical implementation of the energy transition. In February 2018, the minister for environment and economy of Baden-Württemberg officially opened the virtual power station.

The Work of Tomorrow

How will we work in the future? And how will we make a success of the transition to a new working world? These questions are at heart of Prof. Arjan Kozica's personnel research. He is professor of Organization and Leadership at the ESB Business School. He was awarded with the Reutlingen University Research Prize for his work.

The overall research project has two components. On the one hand, Prof. Kozica studies with his colleague Prof. Maud Schmiedeknecht the impacts of external consultants to organizational changes towards sustainable development. On the other hand, he supervises the research project of Dr. Daniel Thiemann, a post-doc psychologist. He is investigating the effects of digitization on the workplace of tomorrow. New modes of working with teleworking and home office facilitate opportunities to combine work and family life. At the same time, the blurring borders between private and professional life and the wish of some chefs for permanent reachability of staff ("ubiquitous working") foster psychological diseases. The introduction of digital elements in the working procedures requires comprehensive change management processes within an organization: staff needs special training, the organizational culture changes, procedures are re-organized, units are re-structured, and possibly staff will be dismissed. The research project "DigiTraIn 4.0" tackles these aspects and seeks to deepen the understanding of how the chances of the digitization of the workplace can be used whereas the risk can be minimized.

A Navigation System for Blind People

The idea of a navigation system for blind people occurred as side effect of Prof. Cristobál Curio's research on self-driving vehicles. When self-driving vehicles enter the urban space they need to learn how to see. Vehicles must recognize in advance how people at the side of the road behave – and react instantly. The informatics professor studies human behavior in his Motion Capture Lab – just as it's used in Hollywood films.

His master student in Human Centered Computing Thomas Gulde made use of these insights and transferred them to help blind people to navigate. A research team at the University of Osnabrück has invented a belt that send gps-signals to blind people by vibrating. This navigation assistance has been developed for the outdoor-area. Within rooms it cannot be used as the belt-gps does not recognize chairs, tables or other obstacles. Thomas Gulde developed a camera-based system which helps vision-impaired people to get a goal in the inside-area with the help of the vibrating belt. Prof. Curio and his research team work further on this topic. A next step would be, for example, to allow blind people to autonomously determine theirs goals and start the gps-navigation by voice signals.

As Prof. Curio's research is based on human centered data he addressed the team for ethics and sustainable development to install an ethics commission at Reutlingen University.

Objectives 2018

The reflected assistance of setting-up an ethics commission is one of the next objective referring to research activities. We are currently in discussions with the research team to clarify the specific tasks, frequency of meetings, legal framework and role within the research and publication procedures of such a commission. After the summer break the research team will contact the President with the propsal and ask for administrative and/ or financial assistance. The team for ethics and susatinable development takes an active role in preparing and supporting the high-level meeting.

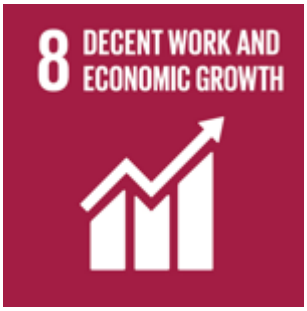
As described in chapter one, our own research project on "university social responsibility" (USR) stucks because of lacking personnel resources. It is definitively an objective 2018 to further develop the approach to link philosophical theories on ethics with political developments and individual behavior on sustainability. The team for ethics and sustainable development will put efforts in clarifying an institutional arrangement to pursue the research project. This might lead to an autonomous application for third-party funds and/ or link the USR-project to existing research groups at Reutlingen University.

Summary

Best success	Worst disappointment	Next step/ objective
- Numerous top-level research projects that correspond with PRME principles.	- No valuable institutional setting for "university social responsibility"-project, yet.	- Clarifying such an institutional setting - Supportive assistance of setting-up an ethics commission.

Principle 5 | Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Intensifying Contacts to Sustainable Business Corporations

The number and variety of topics offered students in the "Change your perspective"-program is constantly growing. The concrete courses of the winter semester 2018/19 are the following:

Tue Gutes und rede darüber!
Das Kolloquium des Ethik- und Nachhaltigkeitsprogramms
Vorstellung der eigenen Praxiserfahrung aus sozialem Engagement und Diskussion über gesellschaftliche Wirkung.
Leitung: Dr. Ulrike Baumgärtner
Termin: Do., 07.02.2019: 9.00 – 17.00 Uhr, Hochschule Reutlingen, Raum wird auf RELAX bekannt gegeben.
30 EP

Get involved!
Infoveranstaltung über soziale Lernprojekte zur Anrechnung für Ethikum & social credits. Mischen Sie sich ein!
Leitung: Dr. Ulrike Baumgärtner
Raum 20-216

Fair Shopping in Reutlingen
Der Workshop bereitet einen Einkaufsratgeber vor, [illegible] Reutlinger Geschäfte mit öko-fairen Produkte oder Dienstleistungen anzeigt.
Leitung: Christina Körner
Teil 1: Welche Geschäfte sollen im Einkaufsführer erscheinen?
Fr., 12.10.2018: 9.00 – 17.00 Uhr, Raum 20-220
Sa., 13.10.2018: 9.00 – 17.00 Uhr, Raum 20-220
Mo., 14.10.2018: 14.00 – 18.00 h, Exkursion zu einem Reutlinger Geschäft
Teil 2: Welche Infos / Formate brauchen Verbraucher*innen?
Fr., 07.12.2018: 9.00 – 17.00 Uhr, Raum 17-13[illegible]
[illegible] Raum 17-133
Mo., 10.12.2018: [illegible] (Auswertung), Raum 17-133
22 EP

Do it! Förderung sozialer Kompetenz
Erprobung und Verfeinerung sozialer Kompetenzen im Umgang mit unterschiedlichen Menschen.
Leitung: Frank Jänicke
Termine:
Di., 16.10.2018: 18.00 – 20.00 Uhr, Raum 20-216
Di., 18.12.2018, 18.00 – 21.00 Uhr, Raum 20-216

Komplexe Gesprächssituationen meistern –
Kommunikation als soziale Kompetenz
Angemessenes Auftreten in Konfliktssituationen. Effektive Moderationstechniken. Wichtige Aspekte der Körpersprache.
Leitung: Arabella Hellmann
Termine:
Fr., 09. – Sa., 20.10.2018 englisch! (in Koop. mit RIO)
Fr., 23. – Sa., 24.11.2018 deutsch
freitags 8.30 – 18.00 Uhr, Raum 20-220
samstags 8.30 – 17.00 Uhr, Raum 20-220
22 EP

Welches Klima hinterlassen wir unseren Kindern? Entscheiden Sie heute!
Simulation des UN Weltklimarates
In der Simulation können Sie Ihr Nachhaltigkeitswissen über den Klimawandel anwenden und Sie erleben hautnah wie schwierig die Verhandlungsführung und die politische Kompromissfindung ist.
Leitung: Prof. Florian Kapmeier
Termine:
Do., 25.10.2018: 18.00 – 21.30 Uhr, Kreisbildungswerk und Haus der Familie, Pestalozzistr. 54, Raum 3
12 EP

Werteorientiertes Leadership –
Vorteile eines systemischen Führungsansatzes
Wie wirkt sich lösungsfokussiertes, anerkennendes und motivierendes Leadership auf die Unternehmenskultur aus? Geübt wird das u. a. in Planspielen.
Leitung: Bettina Schmidt
Termine:
[illegible] 14.00 – 18.00 Uhr, Raum [illegible]
Sa., 27.10.2018: 9.00 – 17.00 Uhr, Raum 20-220
17 EP

Nachhaltigkeit in der textilen Kette
(Exkursion Trigema)
Lernen Sie Herausforderungen und nachhaltige Ansätze in der Textilproduktion beim Hersteller Trigema kennen.
Leitung: Kai Nebel
Termine:
Do., 03.05.2018: 16.00 – 20.00 Uhr (Einführung)
Fr., 04.05.2018: 9.00 – 18.00 Uhr (Exkursion)
18 EP

Ethik für Einsteiger
Vom gesellschaftlichen Suchen und persönlichen Finden von Glück
Die Beschäftigung mit dem Phänomen „Glück" erfolgt auf ganz unterschiedliche Weise. Philosophische Texte, Indikatorensets für Statistiken, psychologische Studien und das Glücks-Tagebuch bringen Licht ins Dunkel.
Leitung: Dr. Ulrike Baumgärtner / Julia Heilig
Termine:
Mo., 29.10. / 26.11. / 17.12.2018 / 28.01.2019
15.30 – 17.45 Uhr, Raum 20-024
18 EP

Überzeugend. Packend. Originell ... Souverän bei Science Slam und Kurzpräsentation
Hilfreiche Tipps und Coaching in Videoanalysen – für einen kurzen und knackigen Auftritt bei einem Science Slam.
Leitung: Ralf Haberski
Termine:
Fr., 30.11.2018: 14.00 – 18.30 Uhr, Raum 17-U15
(anschl. Get-together)
Sa., 01.12.2018: 10.00 – 15.00 Uhr, Raum 17-U15
16 EP

Menschenrechte in der Textilbranche – was passiert in den Produktionsländern?
Der Workshop gibt einen Überblick über Arbeitsrechtsverletzungen entlang der textilen Kette mit besonderer Betrachtung von Frauenrechten und Frauendiskriminierung.
Leitung: Elke Klemenz (FEMNET)
Termine:
Fr., 08.02.2019: 9.00 – 17.00 Uhr
Sa., 09.12.2019: 9.00 – 17.00 Uhr
Hochschule Reutlingen
Raum wird auf RELAX bekannt gegeben.
19 EP

Anmeldung und weitere Infos zu Terminen und Räumen auf RELAX unter studierenplus.

Außerdem

Vortragsreihe Studium Generale
1+1 EP
Info unter: www.reutlingen-university.de/aktuelles/termine
Teilnahme pro Vortrag 1 EP.
Einseitiges Protokoll über den Vortrag, zusätzlich 1 EP.

Veranstaltungen des Referats für Technik- und Wissenschaftsethik (rtwe)

Online-Seminare:
(Je nach individuellem Workload bis zu 45 EP möglich!)

NEO / Künstliche Intelligenz, Ethik und Nachhaltige Entwicklung
bis zu 45 EP
Start: Mo., 09.10.2018
Leitung: Prof. Dr. Michael Wörz

EOS / Einführung in die Ethik
45 EP
Start: Mo., 09.10.2018
Leitung: Prof. Dr. Michael Wörz

Blockseminare:
Infos unter: www.rtwe.de

Globale Dynamik und nachhaltige Entwicklung
Termin: 29.11. – 02.12.2018 in Freiburg

Einführung in die nachhaltige Entwicklung
Termin: 19/20.01.2019

Virtuelle Akademie der Nachhaltigkeit

Diverse Online-Angebote finden Sie hier:
www.va-bne.de/index.php/de
Für Fragen zu Prüfungen und Anrechnung von Ethikpunkten wenden Sie sich an das ENE-Team.

Our experience shows that courses that imply a partnership with a business corporation are particularly attractive for students. That is why the team for ethics and sustainable development intensified these contacts. Next semester students have the opportunity to develop a shopping guide for ecological and fair products. In this course they learn how to proceed methodologically to clarify definitions of "sustainable" business corporations. Besides, they visit best practice corporations and build up tight contacts to like-minded business actors.

The seminar "Nachhaltigkeit in der textile Kette" incorporates a field trip to a textile corporation that produces exclusively in Europe. We offer the seminar in this format for three semesters now. Students highly appreciate the direct conversation and discussions with the enigmatic business leader and owner of the company Trigema. Although he realizes several aspects of sustainability there are aspects that counter PRME principles. Often students write highly reflected papers on this two-sided business leader and the working practice in his company.

Social Entrepreneurship – "Spinnovation"

The Ministry of Education and Research in Baden-Württemberg provides 8 million Euro (from 2016-2019) to establish a start-up culture at universities. Reutlingen University received 1,7 million Euro for the project "spinnovation – entrepreneurship meets education" that was set up by Reutlingen University, the University Aalen, and the University Stuttgart. The project demonstrates that the participating universities inspire and support students to start-up a business. One aim of the project is to mainstream entrepreneurial thinking in the lectures and to fuel a positive atmosphere for start-ups. Another one is to support students that have already first ideas for a start-up with specific workshops and coaching to continue successfully on their way. At Reutlingen University, the team for start-up and career services counts four people.

Last year, the team strengthened the area of social entrepreneurship. One team member dedicates his work on inspiring students to set up a start-up that contributes to make the world a better place. Unfortunately, this development of the start-up and career services did not result in a tighter cooperation with the tam for ethics and sustainability yet.

For more information on the project, see: https://spinnovation.info/hochschule-reutlingen/

Social Responsible Education - Talks at Bad Wimpfen

This summer, the consultant for ethics and sustainable development performed the keynote speech at a network meeting of social responsible business companies and non-governmental organizations. The talks at Bad Wimpfen take place in the local monastery –a highly inspiring location. The event is organized by the city, the Department of Commerce for Baden-Württemberg, and the association of saving banks. In the keynote speech, I took Sustainable Development Goal 4 -quality education- as initial point for outlining the "change your perspective"-program at Reutlingen University as example for implementing the goal as well as the PRME principles. Our overall aim is to educate responsible leaders that change the business world to a better and to prepare young people to work for responsible companies and organizations that meet at the talks in Bad Wimpfen. After my speech a number of workshops took place with best practice examples.

The resonance was very positive and I exchanged first ideas for cooperating in a third-party-service learning project that I describe in the next passage as objective 2018.

Objectives 2018

After my speech at the talks at Bad Wimpfen a representative of IBM proposed an idea for a service learning project with three partners: a business partner (namely IBM), a societal partner (a NGO) and an academic partner (Reutlingen University). The overall idea is that students develop IT-solutions for enhancing the work of non-governmental organizations with the professional expertise and assistance from IBM. If we manage that the project fits to the regular academic coursework, the learning effect for students could be tripled. First, they learn to apply theoretical knowledge to practical challenges. Second, they get to know the world and opportunities for IT-solutions from the business partner. And third, they get engaged in the work of a NGO and support them by facilitating working procedures. The objective 2018 for this report regarding "partnerships" is to develop a coherent and convincing concept.

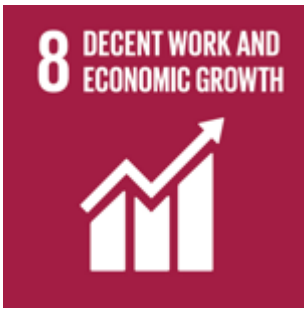
In 2016, I described potential dark sides of tight partnerships with business corporations regarding restricting dependencies for a university that stands for impartial research and teaching. The intended installation of transparent criteria for sponsoring rooms or degree programs at Reutlingen University has not yet taken place because of other priority activities. The validity and relevance of the formerly formulated objective, however, remain. Thus, the team for ethics and sustainable development intends to work on a proposal for the Board.

Summary

Best success	Worst disappointment	Next step/ objective
- Intensified contacts with sustainable business corporations in the “Change your perspective”-program.	- Non-cooperation with the “spinnovation”-team, yet.	- Third-party service learning project. - Proposal for sponsoring criteria.

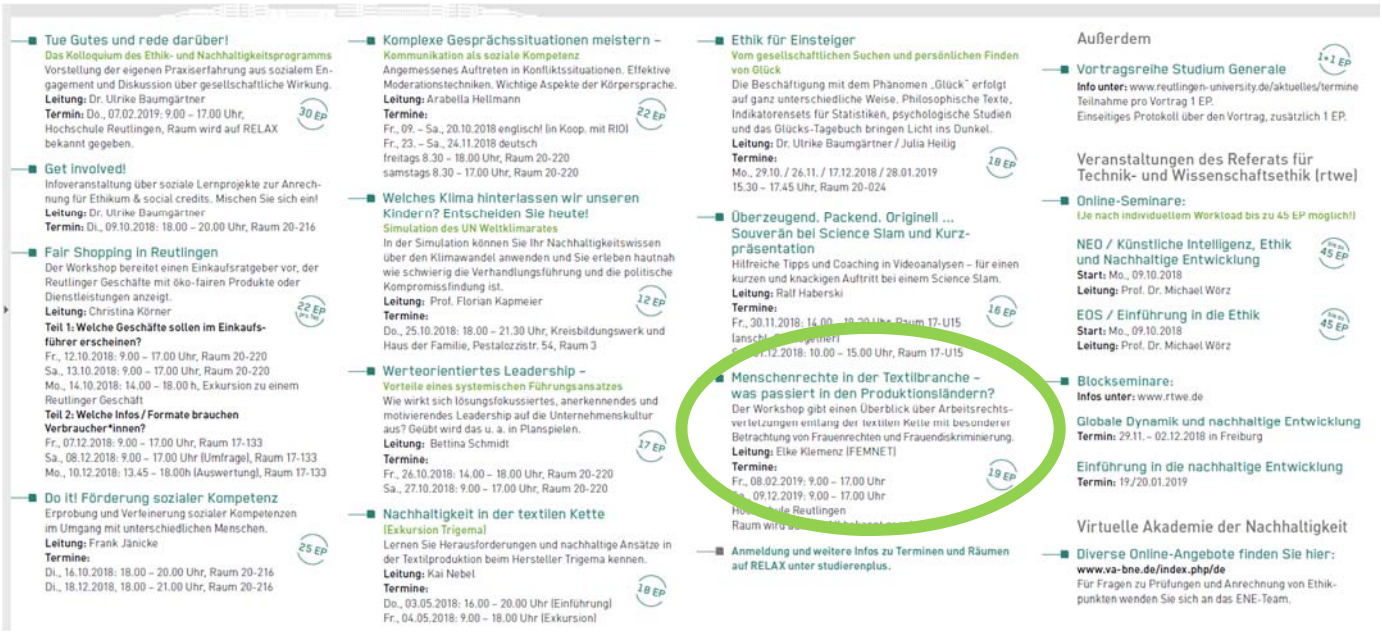
Principle 6 | Dialogue

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



FEMNET Workshop

In the last two years, we intensified also the cooperation with civil society actors. FEMNET, a non-governmental organization that works for ameliorating the working conditions particularly of women in the textile industry, offers a week-end workshop in our “change your perspective”-program. Students appreciate the intense and comprehensive know-how of the lecturer about the working conditions in the producing countries of the fashion world.



Tue Gutes und rede darüber!
Das Kolloquium des Ethik- und Nachhaltigkeitsprogramms
Vorstellung der eigenen Praxiserfahrung aus sozialem Engagement und Diskussion über gesellschaftliche Wirkung.
Leitung: Dr. Ulrike Baumgärtner
Termin: Do., 07.02.2019: 9.00 – 17.00 Uhr, Hochschule Reutlingen, Raum wird auf RELAX bekannt gegeben.
30 EP

Get involved!
Infoveranstaltung über soziale Lernprojekte zur Anrechnung für Ethikum & social credits. Mischen Sie sich ein!
Leitung: Dr. Ulrike Baumgärtner
Termin: Di., 09.10.2018: 18.00 – 20.00 Uhr, Raum 20-216

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Di., 18.12.2018, 18.00 – 21.00 Uhr, Raum 20-216
25 EP

Komplexe Gesprächssituationen meistern –
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Leitung: Prof. Florian Kapmeier
Termine:
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Fr., 08.02.2019: 9.00 – 17.00 Uhr
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Teilnahme pro Vortrag 1 EP.
Einseitiges Protokoll über den Vortrag, zusätzlich 1 EP.

Veranstaltungen des Referats für Technik- und Wissenschaftsethik (rtwe)

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Leitung: Prof. Dr. Michael Wörz
45 EP

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Start: Mo., 09.10.2018
Leitung: Prof. Dr. Michael Wörz
45 EP

Blockseminare:
Infos unter: www.rtwe.de

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Termin: 29.11. – 02.12.2018 in Freiburg

Einführung in die nachhaltige Entwicklung
Termin: 19./20.01.2019

Virtuelle Akademie der Nachhaltigkeit

Diverse Online-Angebote finden Sie hier:
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Für Fragen zu Prüfungen und Anrechnung von Ethikpunkten wenden Sie sich an das ENE-Team.

Our Public Lecture – “Studium Generale”

The “Studium Generale” is a series of public lectures at Reutlingen University that facilitates the dialogue among members of different universities, the interested public audience, and civil society actors. The various speeches shed light on different aspects of global social responsibility and sustainability. That’s why we choose title “Verantwortung für die Gesellschaft” – responsibility for society.

Reutlingen University, the Theological University, the friend’s association as well as the Christian community organize the series of public lectures. Since 2017, the study program “social work” at the “Evangelische Hochschule Ludwigsburg” is situated on the campus of Reutlingen University. Thus, the organizing team and hosting consortium of the “Studium Generale” invited the colleagues to participate and contribute to the “Studium Generale”. The enlarged cooperation among very different institutions of higher education turned out to be very fruitful as the perspectives on a global responsible and sustainable society get even more colourful with the new colleagues.

The overall aim of the series of lecture is that members of the different universities or external lectures contribute to a deeper understanding of current debates by giving insights in his or her research. For a better impression of the concrete topics, I listed the program for the next semester.

Hochschule Reutlingen
Reutlingen University

Mittwoch, 5. Dezember 2018, 18.15 Uhr
Hochschule Reutlingen, Gebäude 9, Raum 005

Menschen und autonome Systeme – wie passt das nur zusammen?

Schon lange ist das „Autonome Fahren" in aller Munde. Erste autonome Fahrzeug-Prototypen werden bereits auf den Straßen erprobt. Die Begegnung von autonomen Fahrzeugsystemen und Fußgängern stellt jedoch noch ein wesentliches Problem dar. Auch in hochautomatisierten Industrieumgebungen müssen Robotersysteme für eine direkte Zusammenarbeit mit dem Menschen „kollaborativ", adaptiv und sicherer ausgelegt werden. In seinem Vortrag geht Cristóbal Curio der Frage nach, ob und wie autonome Systeme und Menschen tatsächlich miteinander kommunizieren können. Er erläutert, welche gesellschaftlich relevanten Innovationen sich aus dieser Fragestellung ableiten lassen.

Anschließend an den Vortrag lädt Professor Curio in das neue „Motion Capture 4.0"-Labor der Informatik ein, wo zukünftige Technologien schon vor ihrer Realisierung mensch-zentriert untersucht werden können.

Prof. Dr.-Ing. Cristóbal Curio

ist Professor (insbes. Kognitive Systeme) an der Fakultät Informatik der Hochschule Reutlingen. Der Neuroinformatiker erforscht wahrnehmende Assistenzsysteme parallel zu Mechanismen menschlicher Wahrnehmung mit Methoden der künstlichen Intelligenz und mit Hilfe interaktiver Simulationen.

Veranstalter

Hochschule Reutlingen
Reutlingen University

Theologische Hochschule Reutlingen

ekhg

Campus Reutlingen e.V.
networking since 1855

Evangelische Hochschule Ludwigsburg
Campus Reutlingen

Weitere Informationen

www.reutlingen-university.de/aktuelles
www.ekhg.de (Semesterprogramm)
www.campusreutlingen.de (Veranstaltungen)
www.th-reutlingen.de

Kontakt

Hochschule Reutlingen
Alteburgstr. 150
72762 Reutlingen

Dr. Ulrike Baumgärtner
ulrike.baumgaertner@reutlingen-university.de

Bettine Seng
seng@campusreutlingen.de

www.reutlingen-university.de

WINTERSEMESTER 2018/2019

Studium Generale

der Reutlinger Hochschulen

Mittwoch, 24. Oktober 2018, 18.15 Uhr
Theologische Hochschule Reutlingen,
Friedr.-Ebert-Str. 31, Aula (Lehrgebäude)

Künstliche Intelligenz und Ethik – Zur digitalen Transformation der Gesellschaft

Wenn man heute Schülerinnen und Schüler fragt, was sie einmal beruflich machen wollen, lautet die meist genannte Antwort: „Irgendwas mit Medien". Dieser Wunsch folgt aus der ständigen Präsenz einer Technologie in den Köpfen von „Digital Natives". Diese fürchten, ohne ihr Smartphone den Weltzugang zu verlieren. Die technischen Fortschritte der Künstlichen Intelligenz (KI) bieten immer weiter reichende Dienstleistungen an, die man gerne in die „Optimierung" des eigenen Lebens einbaut. Aber auch Unternehmen, Krankenhäuser, Behörden, politische Parteien sowie Militärs entdecken die Effizienz- und Wettbewerbsvorteile der KI. Es stellt sich die Frage, ob diese „digitale Transformation" der Gesellschaft wie ein unaufhaltsamer Tsunami über die Menschen hinweg rauscht und die Spaltung von Gewinnern und Verlierern verstärkt. Oder ob (und wie) dieser Prozess gestaltet werden kann, dass er für möglichst viele Menschen eine „nachhaltige Entwicklung" ermöglicht. Was kann die Ethik dazu beitragen, dass Menschen ihr Schicksal noch in der Hand behalten? Oder ist dieser Zug schon abgefahren?

Prof. Dr. phil. Dipl.-Ing. (FH) Michael Wörz

ist Ingenieur und Philosoph und leitet seit 25 Jahren das Ethikprogramm an den Hochschulen des Landes Baden-Württemberg. Er sieht sich selbst als systemtheoretisch informierten Ethiker, der mit dem Instrumentarium des Sokratischen Dialogs Alternativen für Menschen in der modernen Gesellschaft erkundet und darin das jeweils Beste zu identifizieren sucht.

Mittwoch, 7. November 2018, 18.15 Uhr
Theologische Hochschule Reutlingen,
Friedr.-Ebert-Str. 31, Aula (Lehrgebäude)

Internet of Things – a Look at the Producer-Side

(Vortrag in englischer Sprache)

The inclusion of digital technology (mobile/cloud computing, Internet of Things, big data analytics, etc.) into formerly mostly physical products is on the rise. The capabilities of these technologies provide endless opportunities to create such smart connected products as smart fridges, connected cars, wearables etc. Yet, producers struggle with separating meaningful use cases from mere gadgets. Do people really need a smart toothbrush? Ainara Novales reports on the impact of this digital transformation for previously physical product manufacturers. She posits that instead of only focusing on user-oriented use-cases, manufacturers of physical products looking to digitize them should also understand producerside use-cases: uses of digital technologies in products that benefit not the user of the product, but the manufacturer. Ainara Novara will introduce the concept of smart, connected products, motivate the need for manufacturers to think about relevant producer-side use cases and propose a list of these use cases.

Ainara Novales

is a research assistant at ESB Business School, Reutlingen University, and a PhD Candidate at Rotterdam School of Management, Erasmus University (Netherlands).

Mittwoch, 21. November 2018, 18.15 Uhr
Hochschule Reutlingen, Gebäude 9, Raum 040

Automatisiertes Fahren – Ein alter Traum oder die Zukunft der Mobilität?

Automatisiertes Fahren, elektrifizierte Antriebskonzepte sowie neue Geschäftsmodelle für die kooperative Mobilität in der „Sharing Economy" sind die aktuell wichtigsten Trends im Automobilsektor. Diese drei Themenkomplexe können nicht völlig unabhängig voneinander betrachtet werden, da sie an vielen Stellen eng verzahnt sind. Darüber hinaus ist in dieser globalen Branche stets die internationale Perspektive von großer Bedeutung. Den Schwerpunkt des Vortrags bilden die Grundbegriffe, die technischen Entwicklungen und Hintergründe sowie die Herausforderungen beim automatisierten Fahren. Dabei wird auch der anspruchsvolle Schritt von Autobahn-Anwendungen hin zum überaus komplexen Verkehrsgeschehen in städtischen Umgebungen eine Rolle spielen. Zudem wird Ulrich Eberle die Unterschiede zwischen „Automatisierung" und „Autonomie" erklären und Herausforderungen analysieren, die nicht nur technischer Natur sind: Bei aller Technologiebegeisterung muss immer der Mensch bzw. seine Fähigkeiten und Bedürfnisse als Maß der Dinge im Fokus der Aktivitäten bleiben.

Dr. Ulrich Eberle

ist „Senior Project Lead Advanced Technology" bei Opel Automobile / Groupe PSA und konzentriert sich auf neuartige Methoden und Konzepte für die Entwicklung und Validierung automatisierter Fahrzeuge sowie neuer intelligenter Mobilitätssysteme. Er war Mitglied der Arbeitsgruppe „Wasserstoffspeicherung" für das Nationale Innovationsprogramm der Bundesregierung sowie der „Fuel Cells and Hydrogen Joint Undertaking", einer Partnerschaft der Europäischen Kommission und der europäischen Energie- und Transportindustrie.

Objective 2016 and beyond

Campaigning, campaigning, campaigning…. As noted already in the last report we still have the impression that large parts of our target audience groups –students that attend our "change your perspective"-courses as well as interested local people that hear our public lectures- do not notice our offers. In the 2016 report, we thought about increasing our presence in the social media. We tried to get an own facebook-account for ethics and sustainability within the University's social media presence. This attempt, however, failed as the department for public relations prefers a centralized social media campaigning. As a result, we inform them about attractive lectures, activities, and projects and the department for public relations posts it. Sometimes, students take earlier initiative and post news from the ethics and sustainability office in their facebook-communities.

The team for ethics and sustainability goes back to basics. We seek to foster individual invitations for public lectures and face-to-face advertisement for the "change your perspective"-program. To this end, an assistant screens potentially interested business corporations, education institutions, and civil society actors. We aim at building up a well-suited network for invitations and news. Additionally, the consultant for ethics and sustainable development will try to get five minutes for advertisement in the beginning lectures at the faculty.

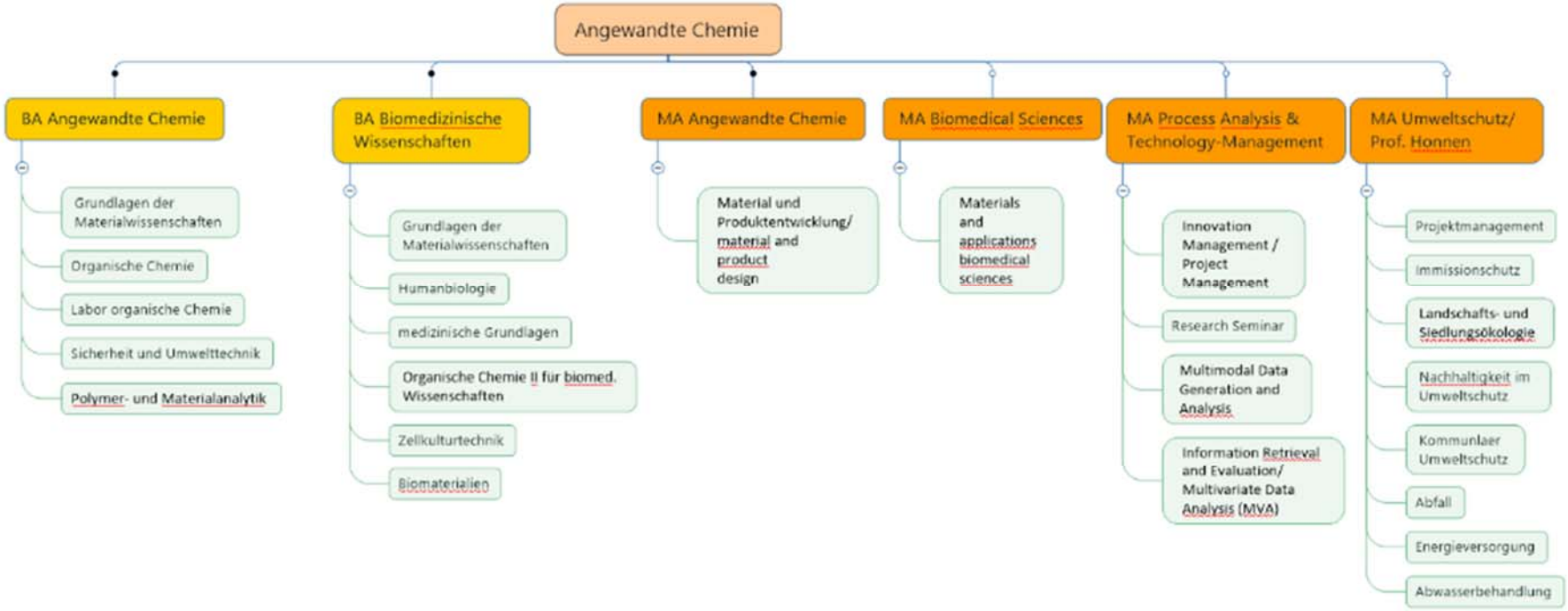
Summary

Best success	Worst disappointment	Next step/ objective
- Intensified contacts with civil society actors for the "change your perspective"-program. - Enlarged organizing team making the "Studium Generale" even more multifaceted.	- Unemployed target groups for our lectures, projects, and activities.	- Individual invitations in addition to mass mailing, flyer distributions, and poster advertisement.

Annex

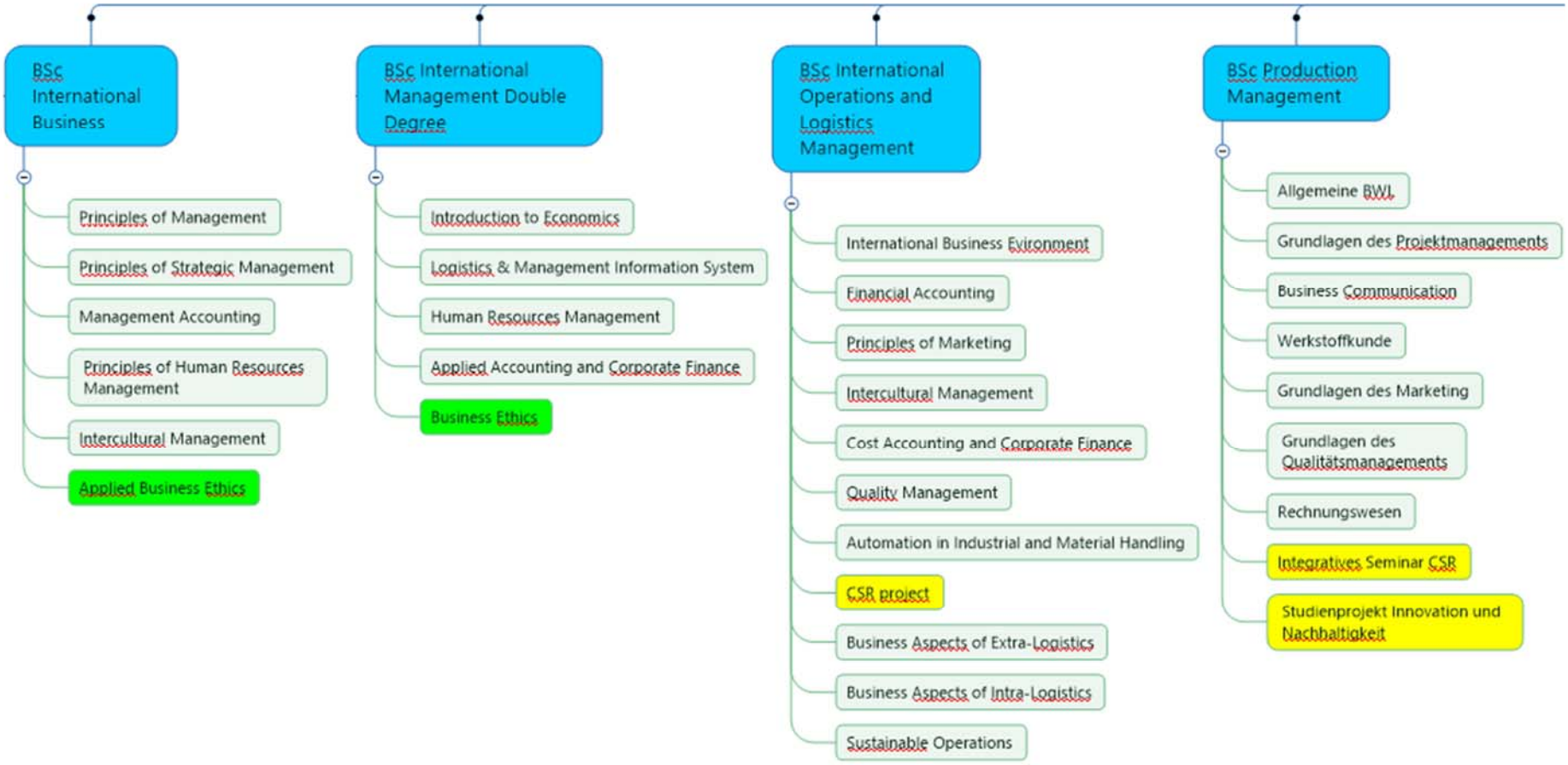
Potential Anchor Courses at each Faculty of Reutlingen University

AC
Angewandte Chemie



ESB BUSINESS SCHOOL

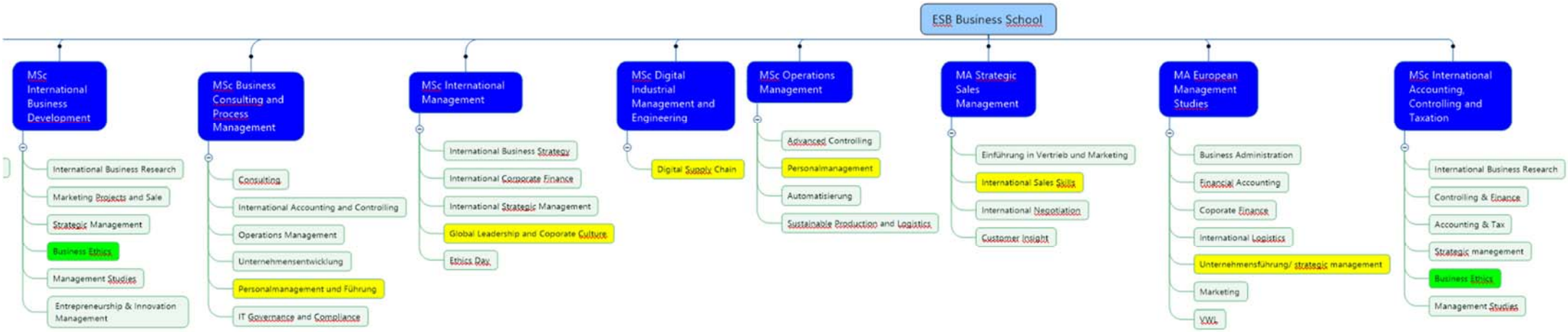
B.A.-Study Programs[1]



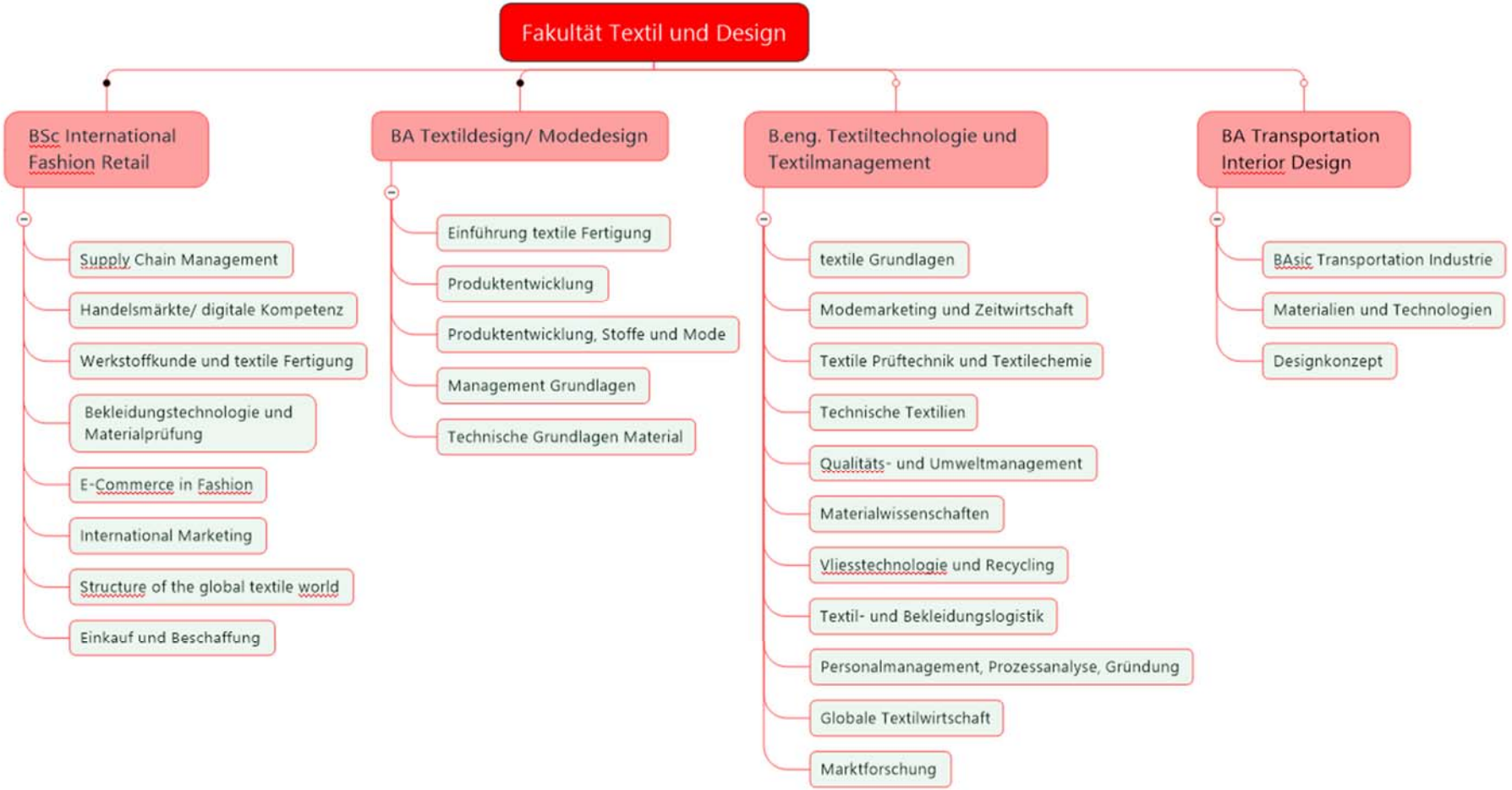
[1] The responsible professor for the green highlighted modules did already agree that his/ her course will be announced as anchor course. The yellow highlighted modules are the first-choice anchor courses in the respective study programs but the consultant for ethics and sustainable development still needs to contact the responsible professors.

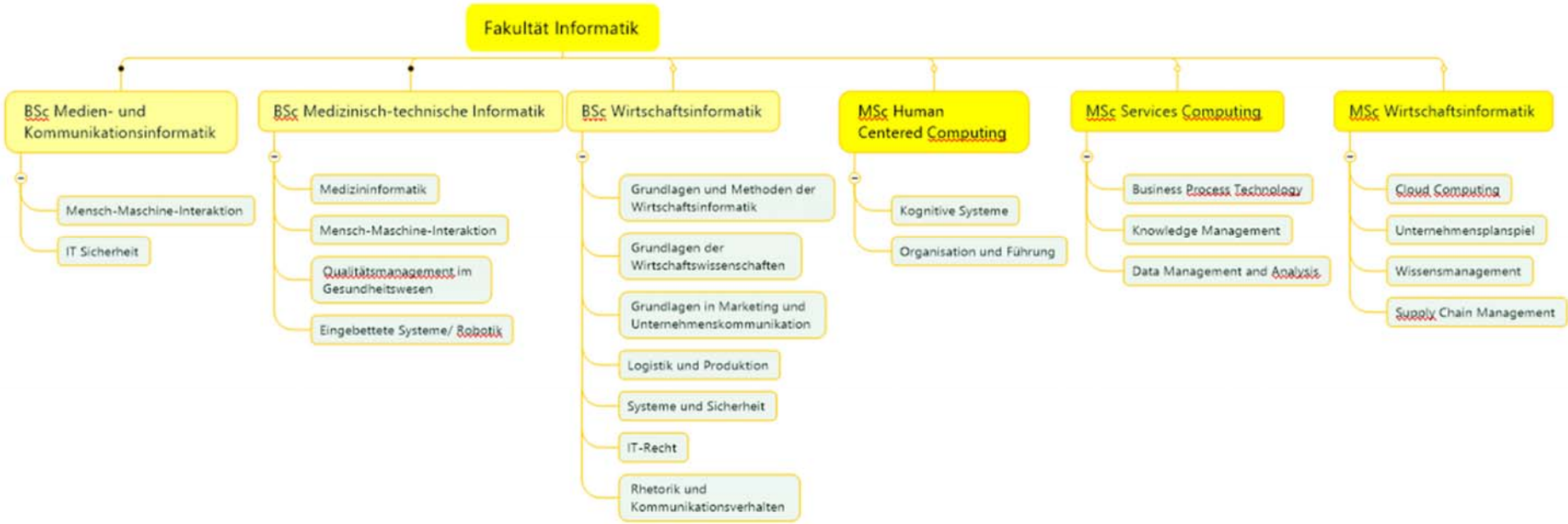
ESB BUSINESS SCHOOL

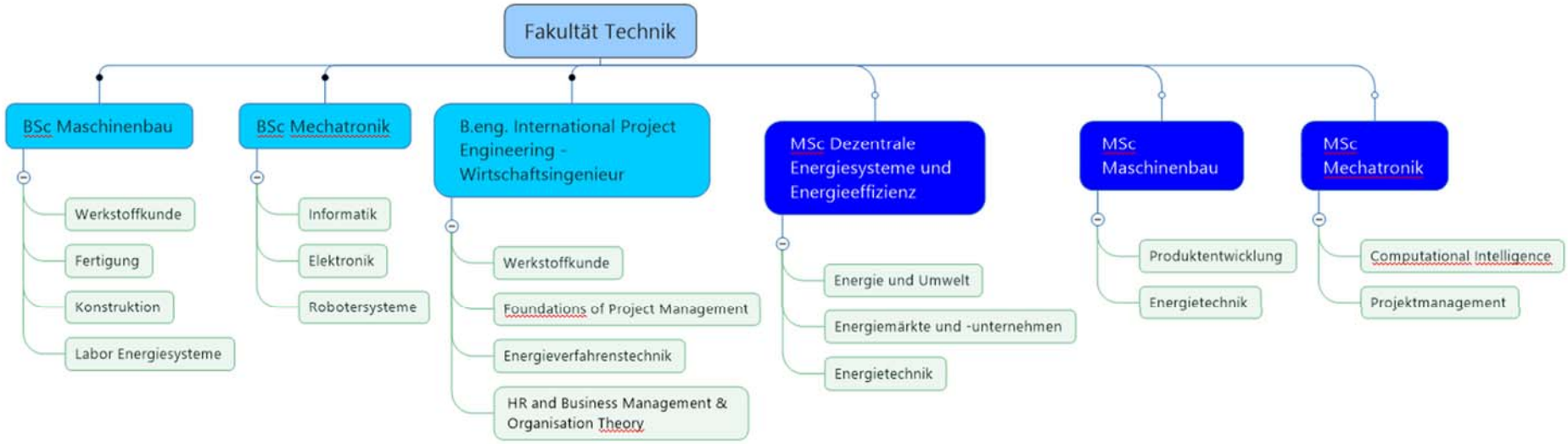
M.A. Study Programs



TD
Textil & Design




Fakultät Informatik
BSc Medien- und Kommunikationsinformatik
Mensch-Maschine-Interaktion
IT Sicherheit
BSc Medizinisch-technische Informatik
Medizininformatik
Mensch-Maschine-Interaktion
Qualitätsmanagement im Gesundheitswesen
Eingebettete Systeme/ Robotik
BSc Wirtschaftsinformatik
Grundlagen und Methoden der Wirtschaftsinformatik
Grundlagen der Wirtschaftswissenschaften
Grundlagen in Marketing und Unternehmenskommunikation
Logistik und Produktion
Systeme und Sicherheit
IT-Recht
Rhetorik und Kommunikationsverhalten
MSc Human Centered Computing
Kognitive Systeme
Organisation und Führung
MSc Services Computing
Business Process Technology
Knowledge Management
Data Management and Analysis
MSc Wirtschaftsinformatik
Cloud Computing
Unternehmensplanspiel
Wissensmanagement
Supply Chain Management


Fakultät Technik
BSc Maschinenbau
Werkstoffkunde
Fertigung
Konstruktion
Labor Energiesysteme
BSc Mechatronik
Informatik
Elektronik
Robotersysteme
B.eng. International Project Engineering - Wirtschaftsingenieur
Werkstoffkunde
Foundations of Project Management
Energieverfahrenstechnik
HR and Business Management & Organisation Theory
MSc Dezentrale Energiesysteme und Energieeffizienz
Energie und Umwelt
Energiemärkte und -unternehmen
Energietechnik
MSc Maschinenbau
Produktentwicklung
Energietechnik
MSc Mechatronik
Computational Intelligence
Projektmanagement