



MBA | CP

# Corporate Responsibility & Business Ethics

Master of Business Administration – 4 semesters, part time, 3 semesters, full time  
Certified Program – 2 semesters, part time | Seminar – 6 days

[www.donau-uni.ac.at/mba/responsibility](http://www.donau-uni.ac.at/mba/responsibility)

**PRME**

**MBA Krems**





# The New Way of Doing Business

Today´s business world needs managers who are aware of their responsibility towards society and the environment and who are prepared to contribute to a sustainably economic system. Increasingly managers are faced with the challenge of decision making within a complex ethical framework and measuring actions against the social responsibility of their company. Stakeholders expect managers to act responsible when pursuing company goals and strategies as well as in respect of their business environment and society. Therefore managers need a solid knowledge of ethical business theories enabling them to direct their companies, achieving accountability, transparency and sustainability.

This program focuses primarily on addressing issues at the business level, but also includes consideration of topics such as general economic and ethical management and leadership. The syllabus addresses corporate responsibility and business ethics with relevant new approaches: at macro, meso and micro levels. The first three modules of the program discuss and analyse three levels of Business Ethics: Economic Ethics, Corporate Responsibility & Ethics, and Management Ethics. For their fourth module students may choose a single module of another program of Danube University Krems that deals with related topics, thus allowing students to strengthen their individual skills or to become an expert in their preferred field.

Participants will be provided with a strong theoretical and analytical background with the possibility to demonstrate developed skills and knowledge through specific case studies. The students will be taught by an international faculty consisting of corporate ethics officers, consultants and leading academics in the field of business ethics.

„The Corporate Responsibility and Business Ethic MBA gave me the fundamental basis and reflexion opportunities to further foster and effectively implement these important values and tools in business development. There is a very good complementarity between all modules.“



**Sandra Jen**

Independant consultant environmental policy & law



# Preparatory Courses

The „Basics in Management“ preparatory courses prepare students for the MBA Program (online and onsite courses). The topics are Economics, General Management, Cost Accounting, Management Accounting, Mathematics & Statistics.

## General Management – Core Curriculum

The General Management Core modules are a mandatory part of the Danube Professional MBA program and cover state-of-the-art economic and management science related topics in a high quality master-level. Students of the program are provided with all relevant knowledge, methods and instruments to be prepared for management and leadership positions.

### Management Competences

Business Analytics & Research Methods, Management Economics & Global Business Environment, Controlling & Reporting, Corporate Financial Management, Strategic Management & Competitive Analysis, Marketing Management, International Business, Managing Complexity, Project Management.

### Leadership Competences

Business Ethics, Managing People, Leadership

## Specialized Curriculum

### Module Economic Ethics

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> This module deals with the interrelation between ethics and economics on a system's level. Basic ethics knowledge is combined with business administration and economics to give participants an overview of modern economic ethics approaches. While historical developments are described where necessary, and a strong theoretical background is provided, a major focus is on recent case studies of ethical dilemma situations in business and the economy. Ethical decision models, ethical company structures and cultures, and organizational questions of ethics are presented. A study and research travel provides participants with a deeper understanding of ethical and responsible business. After finishing this part of the course, participants are able to discuss economic ethical problems on a high theoretical level and know how to combine ethical considerations with actual business problems, especially in terms of strategic CSR measures and organizational change.

### Module Management Ethics

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> This module deals with the individual level of managerial decision making. It centers on the stakeholder approach to management and teaches methods to operationalize stakeholder management. Communicative strategies regarding the building of reputation in our media society are another important focus. Different leadership models and their implications for ethical management are presented and case studies and scenarios of ethical dilemma situations will help participants train their ethical personality and decision style. The special case of human capital management represents one potential scope of application. After completion of this part of the course, participants will have a subtle understanding of their role as responsible managers in a "stakeholder society". They will be able to develop stakeholder strategies and communication policies with special regard to company reputation. This module includes company and bank visits in the context of micro financing.

### Module Corporate Responsibility & Ethics

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> This module deals with the eco-responsibility of businesses. The theoretical background of Corporate Social Responsibility (CSR) is highlighted from different standpoints of responsibility, and an instrument for measuring CSR based on the approach of Alternative Nobel Prize winner Alice Tepper Marlin is shown in practice. Furthermore, different approaches to evaluate businesses while setting up CSR will be discussed. Companies need to be transparent on their values and strategic goals and take responsibility for their environmental and social impacts, especially when being listed as ethical investments. Participants learn how companies manage responsibility in their supply chain, how they monitor the related performance and what makes their sustainability reporting trustful and successful. A broad view to CSR in Europe and a specific method to install CSR in small-and-medium sized enterprises will close the module. Both, the instrument and the method will encourage the participants, based on a theoretical framework, to enrich their business life with CSR.

### Module Compulsory Subject Choice

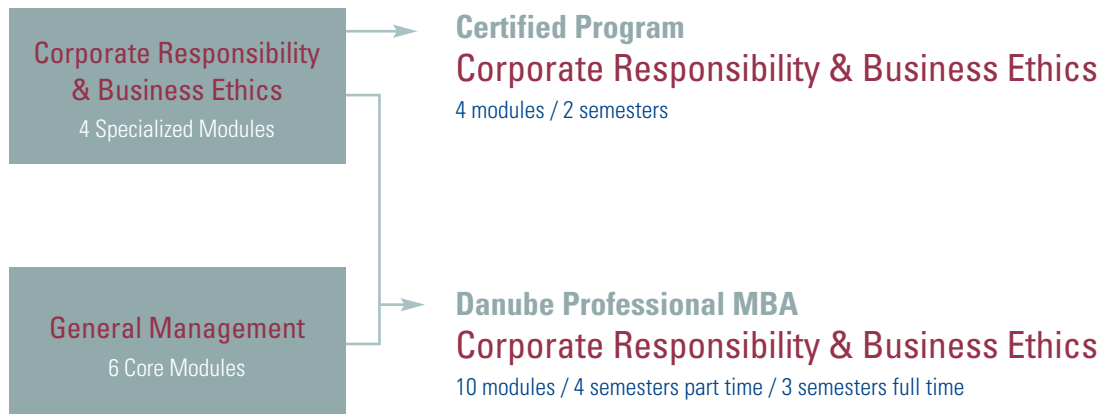
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In consultation with the program coordinator you may choose one module of the following programs of Danube University Krems (vacancies provided):

- > Intercultural Competences (german/english)
- > International Relations (german)
- > Migrationsmanagement (german/english)
- > Menschenrechte / Human Rights (german)

# Faculty

- > Univ.-Prof. **Ulrich Thielemann**  
MeM - Berliner Denkfabrik für Wirtschaftsethik e.V., Berlin, Germany
- > Dr.<sup>in</sup> **Christine Jasch**  
Institute for Environmental Management and Economics, Vienna, Austria
- > **Leopold Seiler**  
Seiler Asset Management, Vienna, Austria
- > Dr. **Mark Esposito**  
Grenoble School of Management, Grenoble, France
- > Univ.-Prof. **Walter Schiebel**  
University of Natural Resources and Applied Life Sciences, Vienna, Austria
- > Dr. **René Schmidpeter**  
Bertelsmann Stiftung, Germany
- > DI **Roman H. Mesicek**  
Programme Director Environmental & Sustainability Management,  
IMC Fachhochschule Krens
- > **John J. Aston**  
Managing Director, astoneco management, Bucharest, Bulgaria
- > **Evelina Lundqvist, MBA**  
Founder and CEO, The Good Tribe AB, Sweden & Austria
- > DI (FH) **Michael Bauer-Leeb MSc, MBA**  
Project manager, researcher Austria, The Good Tribe AB, Sweden & Austria



„Joining the Corporate Responsibility and Business Ethics MBA program was one of the best decisions during my career. Besides providing the latest and comprehensive Business Administration program, it gave me a sound base from which to take on current and upcoming challenges in management and economics.“



Mag. **Hermann Pamminer, MAS**  
Head of CSR, European Affairs and Tourism Politics  
Casinos Austria



# Corporate Responsibility & Business Ethics, MBA

## Target group

This program targets any business professionals who deal with ethical situations and/or moral decision making. Chief executives, CSR managers, compliance managers and community affairs managers, managers who want to understand how organisations can put ethical commitments into practice as well as consultants and accountants who want to develop their competence in business ethics and corporate responsibility.

## Degree

Master of Business Administration – MBA  
90 ECTS

## Accreditation

Our main objective is to offer our students a high-ranking Professional MBA program. To this end, the accreditation agency, Foundation for International Business Administration Accreditation (FIBAA), reviewed our state-recognized MBA program and verified its quality. More information: [www.fibaa.de](http://www.fibaa.de)

## Language of Instruction

English

## Duration of Studies

6 General Management Modules (6 days each)  
4 Specialized Modules (6 days)

## Rolling Admission

More information you will find here:

[www.donau-uni.ac.at/mba/responsibility](http://www.donau-uni.ac.at/mba/responsibility)

We expect you to have an academic degree or proof of adequate professional qualification. Additionally, a good working knowledge of the English language is required.

## Course Location

The General Management modules take place at Danube University Krems.

One Specialization Module will take place at Steinbeiss University Berlin, Germany.



## Danube University Krems The University for Continuing Education



## Students with professional experience

Students at Danube University Krems have high standards. On average, they are 40 years old, possess several years of professional experience and mostly also advanced educational qualifications (from a university, a college of applied sciences or an academy).

## Innovation and the highest quality standards

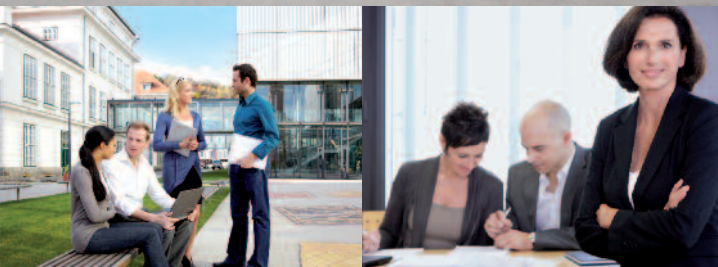
Danube University Krems devotes itself to the societal, organizational and technological challenges of our time, developing innovative study programs that are both market and client oriented. All programs offered by us are characterized by the highest quality standards, the combination of scientificity and practice-oriented approaches as well as by innovative teaching and learning methods.

## Research for teaching

Danube University Krems is first and foremost dedicated to transferable and application-oriented research in specialized subject areas. Furthermore, our research activities ensure vigorous cooperation with universities, businesses as well as other public institutions.

## Unique studying environment

Danube University Krems is situated 80km away from Vienna and lies in one of Europe's most beautiful cultural landscapes - the Wachau river valley. The state-of-the-art converted building of the former Stein tobacco factory, a typical industrial structure dating back to the early 20th century, as well as the new facilities located on the Campus Krems offer an open-space environment conducive to innovation and motivation.



Danube University Krems is specialized in academic continuing education and offers exclusive master's programs and courses in the fields of • Medicine, Health and Social Services • Economics and Business Management • Law, Administration and International Affairs • Education, Media and Communication as well as • Arts, Culture and Building. With more than 8,000 students and 16,000 alumni from 90 countries, Danube University Krems is one of the leading providers of structured courses throughout Europe. The university combines more than 15 years of experience in postgraduate education with innovation in research and teaching. Krems is located in the unique natural and cultural landscape of the Wachau Region, eighty kilometers outside of Vienna.

**Danube University Krems**  
The University for Continuing Education



## Personal Advice and Application

Andrea Hörtl

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Department for Management and Economics  
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### Imprint

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