

# Sustainability Science Dialog

## Erfahrungen mit Nachhaltigkeit in der Lehre an der ZHAW



**Building Competence. Crossing Borders.**

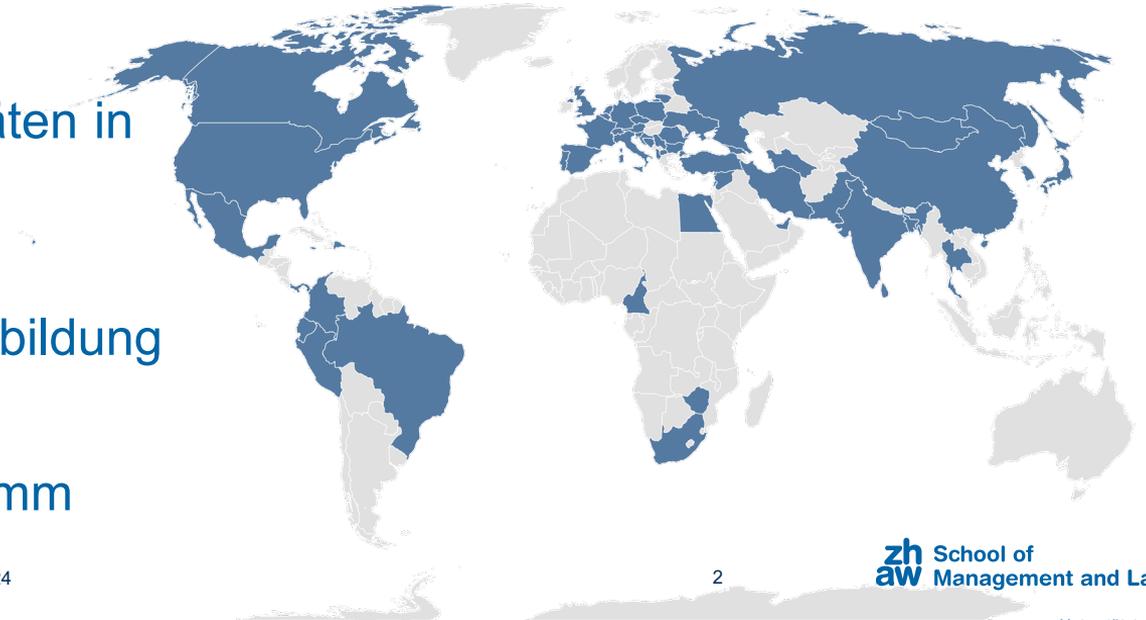
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# 1. Vorstellung des Lehrprodukts

## Studiengang Master International Business

- Vollzeit 12 Monate ohne Semesterpause
- Diversität (20+ Nationalitäten in einer Klasse)
- Wissensbasiert und kompetenzorientierte Ausbildung
- International anerkanntes Flaggschiff-Masterprogramm



# 1. Vorstellung des Lehrprodukts

Verankerung der Themen ethische und soziale Verantwortung und Nachhaltigkeit im Curriculum VOR dem Re-engineering

## MODULE OVERVIEW

Prior to Semester Start	<b>Business Boot Camp</b> 6 ECTS credits			
1 <sup>st</sup> Semester	<b>International Marketing</b> 3 ECTS credits	<b>Internationalization &amp; Innovation</b> 6 ECTS credits	<b>International Research Project</b> 6 ECTS credits	<b>Research Skills Camp</b> 6 ECTS credits
	<b>Advanced Research &amp; Consulting</b> 6 ECTS credits	<b>International Business Project</b> 6 ECTS credits	<b>Elective: Cultures &amp; Civilizations or Applied Business Ethics</b> 3 ECTS credits	
2 <sup>nd</sup> Semester	<b>International Economics, Politics &amp; Business Systems</b> 6 ECTS credits	<b>International Corporate Responsibility</b> 3 ECTS credits	<b>Advanced International Project 1</b> 6 ECTS credits	<b>Intercultural Management &amp; Leadership</b> 6 ECTS credits
	<b>International Risk &amp; Financial Management</b> 3 ECTS credits	<b>International Negotiation</b> 3 ECTS credits	<b>Advanced International Project 2</b> 6 ECTS credits	<b>Elective: International Business &amp; Human Rights or Luxury Management</b> 3 ECTS credits
3 <sup>rd</sup> Semester	<b>Master's Thesis</b> 12 ECTS credits			

# Re-engineering 2024

## 2. Was?

Eine der wichtigsten Veränderungen des Re-engineerings ist die Integration und der Ausbau der Themenbereiche ethische und soziale Verantwortung und Nachhaltigkeit in die regulären Business- und Managementmodule.

# 2. Was?

## MODULE OVERVIEW

Integration of Sustainability and Ethics Throughout the Whole Curriculum	Prior to Semester Start	<b>Business Boot Camp</b> 6 ECTS credits			
	1 <sup>st</sup> Semester	<b>Strategic Management</b> 6 ECTS credits	<b>Financial Management</b> 3 ECTS credits	<b>Research Methodology &amp; Skills</b> 6 ECTS credits	
		<b>Global Growth and Innovation</b> 6 ECTS credits	<b>Business Research and Consulting</b> 6 ECTS credits	<b>Risk Management</b> 3 ECTS credits	<b>Business Project 1</b> 6 ECTS credits
	2 <sup>nd</sup> Semester	<b>Global Business Environment</b> 6 ECTS credits	<b>Research Design</b> 3 ECTS credits	<b>Research Project</b> 6 ECTS credits	
		<b>Capstone: Creating Sustainable Impact</b> 6 ECTS credits	<b>Intercultural Management &amp; Leadership</b> 6 ECTS credits	<b>Business Project 2</b> 6 ECTS credits	<b>Elective: Luxury and Creative Industries or Frontiers of Technology</b> 3 ECTS credits
	3 <sup>rd</sup> Semester	<b>Master's Thesis</b> 12 ECTS credits			

## Program Structure

Ideally suited for professional development

This is a full-time course of study with strong practice orientation.

### CORE AREAS

<b>Sustainability and Ethics</b>	<b>Sustainability and Ethics as Integral Parts of the Curriculum</b> The modules incorporate sustainability, ethics, and circular economy topics and provide students with an understanding of the importance of those issues for the core business areas and show how to integrate those into an organization.
<b>Global Strategy</b>	<b>All Aspects of Global Strategy</b> Acquisition and application of knowledge and skills within the context of the international activities of companies and organizations.
<b>Intercultural Management &amp; Leadership</b>	<b>Acting and Leading in an Intercultural Setting</b> Knowledge of different cultures and ability to negotiate, integrate, and achieve targets with an intercultural group.
<b>Research and Consulting</b>	<b>Solid Research Skills</b> Analysis, scientific problem-solving, assessment of alternative solutions, and application in several projects.

# Überlegungen zum Re-engineering

### 3. Warum?

- Ethische und soziale Verantwortung und Nachhaltigkeit sollen nicht mehr isoliert (in stand-alone Modulen) behandelt, sondern direkt in den Bereich der Strategie, der Finanzen, der Marktumfeldanalyse etc. als Querschnittsthematik integriert werden.
- Nur so erhalten Studierenden einen realistischen, klaren und praktischen Einblick in die Umsetzung unternehmerischer Verantwortung.
- Thematische Integration, Erkennung von Zielkonflikten, Ausgleich von Interessenskonflikten etc.

# 3. Warum?

Arnim Wiek, et al., Key competencies in sustainability: a reference framework for academic program development.

## Fünf Kompetenzen:

1. Strategische Kompetenz
2. Systemdenken / vernetztes Denken
3. Normative Kompetenz
4. Antizipatorische Kompetenz
5. Sozialkompetenz



Vielen Dank.

