

## **Sustainability Testimonial of the International Business Study Program**

The International Business Program community believes that sustainability shall be a basis for modern business globally. Therefore the International Business program pursues to become a devoted advocate for sustainability in all undertaken actions. Through the active participation of all IB stakeholders (students, faculty, alumni, business, international partners, local schools) the study program seeks to encompass actions that match 7 out of 17 Sustainable Development Goals (SDGs) adopted by all United Nations Member States in 2015, among which:

- quality education,
- gender equality,
- decent work and economic growth,
- industry, innovation and infrastructure,
- reduced inequalities,
- responsible production and consumption,
- climate action.



International Business Study Program aims the increase the number of youth and adults who have relevant skills, competencies and knowledge for employment, decent jobs and entrepreneurship. To do so, IB Management Board annually introduces new additional workshops, lectures and projects which reflect the current market needs and improve the student's skills.

The International Business Study Program strives to eliminate gender (as well as racial, ethnic, disability status or geography) disparities in education and ensure equal access to education. Students are recruited based on non-discrimination and equality rules. Workshops with alumni which were provided for candidates and current students were always provided by both female and male alumni. Gender

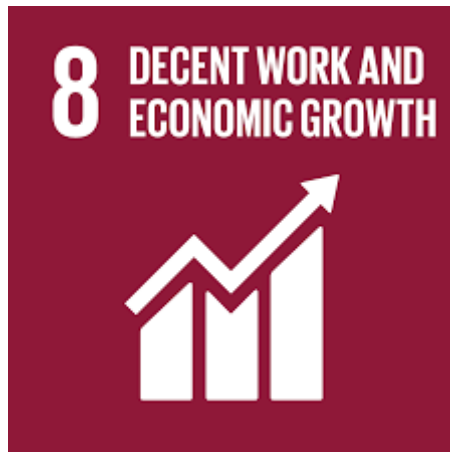
equality is promoted among students, faculty and management boards. The Program Advisory Council is composed of both female and male members, while the majority is of female representatives.

It is one of the IB Study Program's underlying pillars to provide high-quality education which is up-to-date and answers current global challenges. We create an inclusive IB community, which is a professional, open environment, stimulating entrepreneurship, creativity and relevant skills among students and faculty. Therefore, there are full courses introduced (eg. CSR), as well as materials within the majority of basic courses (eg. Gender equality case studies, sustainable consumption readings, etc.) which aim at the promotion of sustainable development, sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and culture's contribution to sustainable development.

International Business Study Program employees take part in various international projects for example under the Erasmus+ umbrella as well as other European funding schemes. Therefore it ensures to substantially increase the supply of qualified teachers, including through international cooperation. It is planned to further encourage IB Faculty to take part in international and interdisciplinary initiatives to exchange good practice and further improve the quality of teaching.



International Business operations are devoted to women empowerment. It can be visible through the composure of The Management Board, Advisory Council or general faculty. All courses, additional activities, Research Club's activities aim at women's full and effective participation and equal opportunities for leadership at all levels of decision-making.



International Business Study Program is aiming at annual development of its activities and structure. Therefore it is consulted with all the stakeholders: the students, the alumni, the practitioners as well as all international partners. Moreover, the IB community believes that the EFMD accreditation process is a continuous improvement process that also enables the IB program to constantly develop according to the highest standards. All these actions aim at development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises.



The International Business Study Program enhances scientific research among the faculty and the students. On one hand, each course shall be based on recent scientific papers from an international background, but also published by the faculty themselves. On the other hand, students are encouraged to be scholarly active through activities in IB Research Club. Moreover, IB faculty thrive to modernise the teaching tools by taking part in international projects and universities networks. As a result of the projects, innovative teaching tools (like the ConuMee app, Prominace platform) are available for IB faculty to use within the courses.



The International Business Study Program believes that there is enormous strength in being a part of the global network. Visiting professors are invited from an international background. The projects within IB encompass countries of different development statuses (eg. Russia, Chile). Candidates for the program originate from different regions of the whole world. Therefore, IB Study Program empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or another status.



The International Business Study Program helps students understand sustainable development in different contexts: environmental, social, cultural and above it all economic. It is done during the courses through case studies, reading materials and discussions, as well as during additional activities and projects. Moreover, it promoted among faculty and students to take sustainable actions, like using electronic materials when possible or consuming responsibly. Through proper dissemination of knowledge, scholarly findings and discussions, the IB Study Program ensure relevant information and awareness for sustainable development and lifestyles in harmony with nature.



It is an International Business Study Program's main goal to provide students with the knowledge and skills that address the complex challenges of the modern world. One of the challenges is sustainable development and combating climate change. Therefore, the interdisciplinary approach is incorporated, whose aim is to improve education and raise awareness about human and institutional capacity on climate change. Appropriate case studies and reading are incorporated within the curricula to disseminate the knowledge concerning climate actions undertaken by consumers, businesses, local, national and international organizations and NGOs. Additional events are planned that aim at raising awareness. In the 2021/2022 academic year International Business Study Program will be engaged at Digital Sustainability Fairs organized as a partner event with Internet Governance Forum. It will be an international event whose main goal is to raise awareness about possible ways of becoming sustainable as a consumer, business or human while using digital channels.