



# **PRME** SHARING INFORMATION ON PROGRESS REPORT 2018

# Table of Contents

## **Welcome** 1

Letter from the Rector

Letter from the PRME Representative

## **About Us** 2

Faculties in Numbers

Milestones

## **Our Core Values** 5

## **The Strategy of Our University** 6

Fostering Student Success

Applied Research for Business and Social Impact

Partnership with Enterprises

Sustainable and Responsible University

## **Sustainable and Responsible University** 8

Strategy Creation

Focus Areas

Management System

## **Sustainability Initiatives and Results** 10

Responsible Education and Responsible Research

Develop our Internal Community

Responsibility for the Natural Environment

Relations with External Stakeholders

## **Future goals** 14

## **Failure report** 15





### Letter from the Rector

**Dear Reader,**

*I am delighted that we can share our first SIP report with You since we have joined PRME. We know that this is the first step on our way but we are confident that we had taken the right path when we – the first university in the region – incorporated sustainability into our university strategy in 2017. There will be more about our process of strategy formation and we will also elaborate on our sustainability goals in this report. At the same time, it should be emphasised that a working group was formed to set our goals which allowed broad involvement of our internal community. It is of vital importance to understand that the only way we can guide our community towards a more responsible future is if every member of the community makes a contributions through cooperation. As the largest business university of Hungary we teach 16 thousand students which means that we have great responsibility to provide the right set of knowledge and mindset for our students before they enter the labour market. This is where we can make the greatest impact as a university of applied sciences and focusing on our core activities – education and learning – we can contribute to a responsible and more conscious society. We also know that change is a long and slow process but we are committed to show example to other institutions in our region to form close cooperation with our stakeholders and to share our knowledge to inspire change.*

*After reading this report we welcome You all to share your views, suggestions and questions which initiate further thought-building.*

*Thank You for your cooperation!*

*With warm regards,*

**Prof. Dr. Balázs Heidrich**

Rector



### Letter from the PRME Representative

**Dear Reader, Dear Colleagues  
and Dear Friends,**

*The PRME report is a factual one: it is built on data, goals and numbers to show the sustainability performance and commitment of the organisation. Nevertheless, let me share some personal thoughts with You because I have been attached to the sustainability process of the university since the first steps had been taken on this road. Throughout the years as an advisor on sustainability I was always guided by my conviction that companies themselves must approach sustainability and responsibility as a substantive, core value. While working with an enthusiastic team on the sustainability strategy of the university I knew that real impact can only be achieved if we give priority to sustainability. This is the reason why I am extremely proud that the leadership of the university supports this cause, ensuring all necessary support not only in the creation of strategy but also in the implementation. Signing up to PRME was also a conscious decision since we share the core values and these are presented in current report. Our second goal was to be able to learn from others and to add our contribution of best practices and good examples to responsible business conduct.*

*I hope more and more members of our internal community will share the sustainability initiatives in the future and will be looking for opportunities to achieve more progress along the strategic areas. Likewise for this, feedback from our external stakeholders is also highly valuable for us moreover close cooperation of the educational sector, the corporate and civil sectors is inevitable.*

*Thank You for your cooperation!*

*With warm regards,*

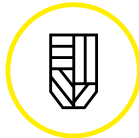
**László Radácsi, Ph.D.**

Advisor to the Rector,  
Co-Chair of BBS's Sustainability Council  
Director of Budapest LAB Entrepreneurship Centre

# About Us

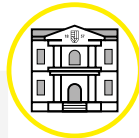
**1**

University



**4**

Faculties



**16000**

Students



**1**

Doctoral school



**8**

Master's programs



**11**

Bachelor's programs



**6**

Dual programs



**5**

Higher-level vocational trainings



**25+**

Postgraduate special training courses



**5200+**

Courses / semester



**400+**

Lecturers



**6 out of 10** colleagues have an academic degree

**788**

Employees  
(average statistics)



## Faculties in Numbers

**Faculty of Commerce, Hospitality and Tourism (FCHT) (2018 / 2019)**

**5180**

Active students



**127**

Lecturers



**4**

Bachelor's programs



**3**

Master's programs



**4**

Foreign language programs  
(English and German)







### Faculty of Finance and Accountancy (FFA) (2018 / 2019)

**6604**

Active students



**138**

Lecturers



**4**

Bachelor's programs



**3**

Master's programs



**2**

Foreign language programs



### Faculty of International Management and Business (FIMB) (2018 / 2019)

**3462**

Active students



**108**

Lecturers



**4**

Bachelor's programs



**3**

Master's programs



**5**

Foreign language programs  
(English and French)



### Zalaegerszeg Faculty of Business Administration (ZFBA) (2018 / 2019)

**443**

Active students



**33**

Lecturers



**3**

Bachelor's programs

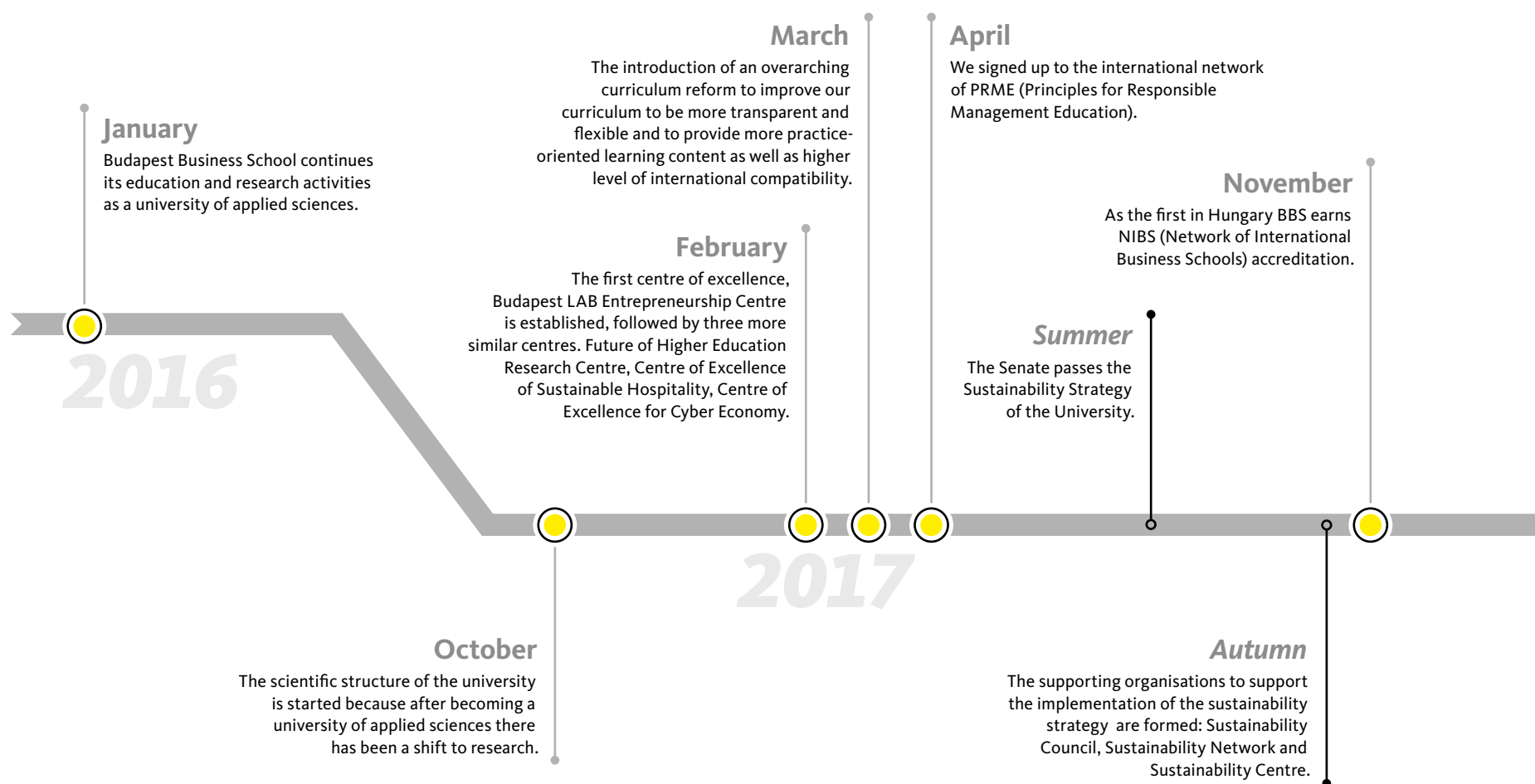


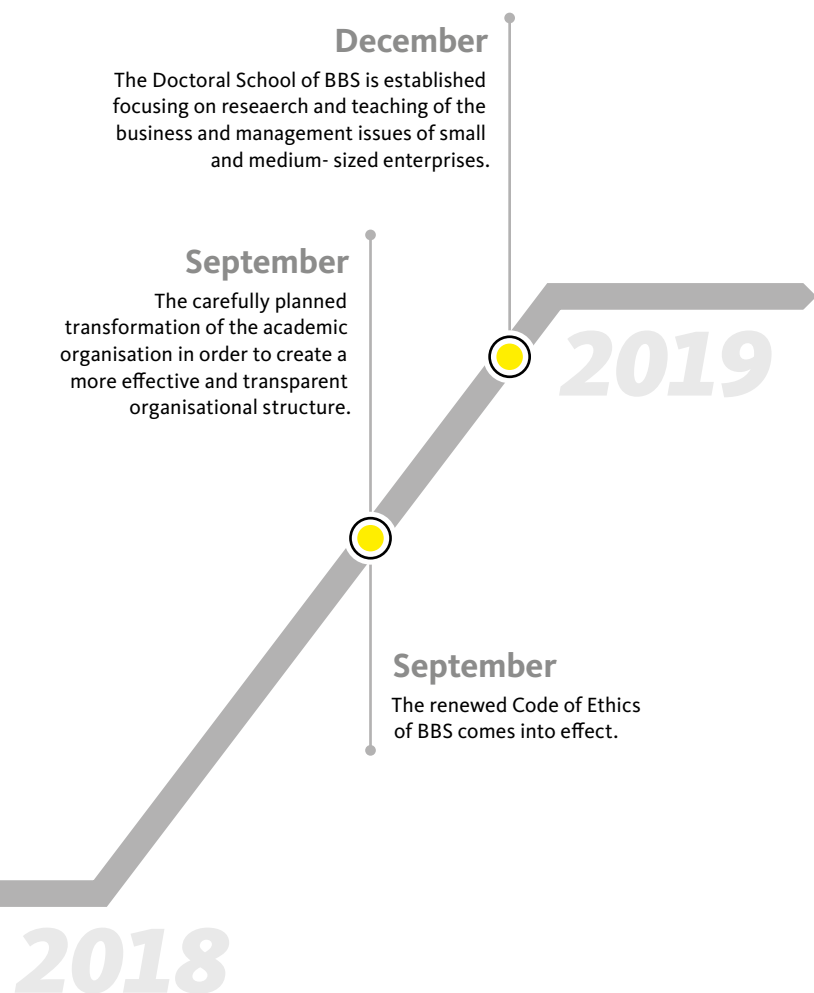
**1**

Master's program



# Milestones (2016-2019)





# Our Core Values

Budapest Business School contributes to the economic and social development by providing high quality study programs for future economists. As member of the network of universities committed to responsible management education (PRME – Principles for Responsible Management Education) we show exemplary sustainable development initiatives. An important element of these initiatives is being ethical towards our internal stakeholder groups (students, professors and other colleagues) and external stakeholders (maintaining authority, suppliers, competitors, local communities), and various stakeholder organisations.

## Modernity & traditions

BBS is a modern, innovative university which is proud of all its Faculties. It is open to new knowledge and it respects all its past and present students, professors, researchers and other staff.

## Quality & responsibility

In all areas of life such as studying, teaching, doing research or any other work as well as in our private lives we are seeking excellence and at the same time we take responsibility for our actions. We take great value on others and the environment and we support local communities.

## Partnership & respect

We cooperate with each other and with our partners. We also respect and help everyone and we stick together. The unity of our community is important to us.

# The Strategy of our University



The mission of Budapest Business School is to become a leading applied university of business sciences in the Central and Eastern European higher education area. Our mission hasn't changed but in order to further support it we had to set new strategic goals and we had to fine-tune the remaining ones by readjusting their focus. In the following section we will detail them. The new directions form the basis of our soon to be effective, new strategy.

## Fostering Student Success

Our students are given the opportunity for self-development which allows them in the coming years to continuously adapt to changing environmental realities even if they are to change profession but always strive for fulfilling their potentials. In order to support these future goals our lecturers provide methodological support as well as competence development opportunities. BBS has a long history of close cooperation with companies which means that companies representing the needs of the labour market are part of our efforts to prepare students for their future.

### Focus areas

- Qualitative improvements of the educational offers
- Balanced improvement of knowledge and skills
- Improving student life-cycle system
- Starting international accreditation processes (AACSB, ACEEU)

## Applied Research for Business and Social Impact

We intend to increase the economic and social impact of our research work, the number of our publications and their availability. As a result the applied university perspective can be strengthened.

### Focus areas

- The increase of high-quality scientific research and dissemination
  - Managing high-level Doctoral School
  - Knowledge map, support system
- Broadening the group of applied research projects
  - Encouraging applied research projects (Cooperation across faculties, partner involvement)
  - Academic and vocational conferences organised by BBS and supporting the participation in such events
- Developing high-quality education and talent management
  - Encouraging teachers to participate in research projects and developing teaching materials as well as creating individual self-development plans
  - Developing Scientific Students' Associations (TDK)
  - Developing Colleges for Advanced Studies



## Partnership with Enterprises

The strategic direction of our University, which sets our institution apart from the rest, is twofold: on the one hand we refer to our University as the advisor of entrepreneurs, and on the other hand we strive to become a more and more flexible organisation (Entrepreneurial University). The core objective of our University is not only to prepare students to become professionals working for large national and international companies but also to become self-employed entrepreneurs who become employers themselves.

### Focus areas

- Research
  - Strengthening our role as research experts of the Hungarian SME sector
  - Continuing the family business research program
  - Extending the sustainable enterprises topic of the Higher Education Program for Excellence to other participants of the sector as well
- Education
  - Strengthening strategic partnerships with SMEs
  - Planned and well-formed partnerships and cooperation with other universities
- Knowledge utilisation
  - Trainings and dissemination events to strengthen the development of entrepreneurships
  - Developing cooperation with the participants of the entrepreneurial ecosystem
  - Entrepreneurial and business events as sources of inspiration and knowledge sharing aimed at young people



## Sustainable and Responsible University

The sustainability strategy goal has become part of the everyday operation of our organisation so we must keep working to ensure that this goal remains a significant one. It should be the case in relation to our internal communities and our responsibilities towards our students and our cooperation with partners. Our goal in this strategic area is to become a regional leader in teaching sustainability carrying out research projects.

### Focus areas

- Responsible education and responsible research
- Develop our internal community
- Relations with external stakeholders
- Responsibility for the natural environment



# Sustainable and Responsible University

## Strategy Creation

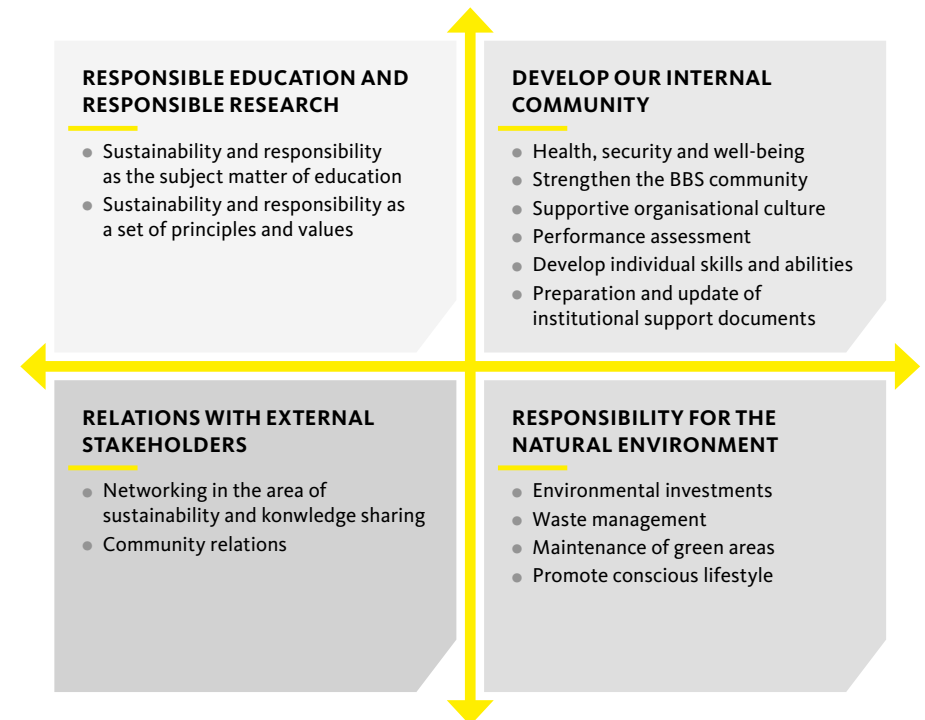
Responsible thinking is one of the traditional values of BBS. In order to incorporate this traditional value into institutional-level, the management of the University passed the University Strategy in 2016. One of the strategic goals of the strategy is the 'Socially responsible University'.

In order to achieve this strategic goal the management of the University initiated the formation of a Working Group to complete a separate Sustainability Strategy in January, 2017. The formation of the Working Group was supported by university and faculty-level management as well, which lead to a diverse group of internal stakeholders, employees, lecturers and students. The first step of the preparation of the strategy was to study best practices of foreign universities. The second step was to identify those projects which could be relevant for our organisation. The preparatory steps helped us with the identification of areas of impact which also showed us our main priorities. The result was our Sustainability Strategy which was passed by the management of the University in the summer of 2017.

The sustainability strategy serves as a guide on how we wish to support our community that is getting more coherent and is operating in a more and more sustainable manner. It is our objective to become a regional leader in sustainability as well as in its education and research.

## Focus Areas

The institution deliberately assesses, manages and communicates its social, economic and environmental impacts incorporating the findings into its operational, research and education strategy. The contents of sustainability and responsibility are determined by the core business at each organisation. In tertiary education, the core business covers education and research, which are extended by other responsibilities deriving from the organisational operations (e.g. environmental responsibility).





## Management System

BBS' sustainability activities are managed at multiple levels.

For the implementation of the strategy, in September 2017 the management of the university set up the BBS Sustainability Council of outstanding experts who agreed to work pro bono in the Council. The five external and two internal councils had been requested by the Rector and the Chancellor of the university. The university members of the council are Dr. László Radácsi rector's advisor and Dr. Balázs Sándor chief human resources officer. The main responsibility of the Council is to follow up the achievement of the intended goals of the sustainability strategy, to support the internal development and to participate in the communication of the positive results of our sustainability performance.

The Sustainability Network was also formed in September, 2017. It serves as the coordinator body of university level sustainability projects. The members of the network had also been requested by the management of the University. They are lecturers, students and other professionals of the University. Their main task is to monitor sustainability projects, to support internal communication and submitting new project ideas. The Sustainability Network received some new members in December, 2018. At the present the Network has 18 members.

Both the professional and operational support of these units, players and processes is provided by the Sustainability Centre, which was formed in October, 2017. The main responsibilities of the Centre are to provide support for communication on sustainability, continuous support of internal learning on sustainability, professional representation outside the university, measuring goal attainment and coordination of data on sustainability.



# Sustainability Initiatives and Results

## Responsible Education and Responsible Research

BBS's contribution to the economic and social development is through providing high-quality training programs for the professionals of the future. Sustainability is part of many of our courses for a long time but we are seeking to increase the occurrences of the sustainability concept in more and more lectures and seminars through case studies and best practices.

### *Main initiatives:*

#### Education

- We joined the international network of PRME in 2017 which is a commitment to responsible business education. We also participate in the work of PRME CEE Chapter through which we can focus more strongly on regional challenges and finding synergies.
- We are the first in our region who introduced the course 'Responsible and sustainable corporation' in 2017. The course is obligatory at all Bachelor's programs in business in all forms of training both in Hungarian and English.

- In other courses (e.g. Business Project Planning) we are pursuing more opportunities for students to work together with large corporations, social companies and non-governmental organisations to find solutions for challenging issues of sustainability.

#### Research

- We started a flagship research project in 2018 („Higher Education Program for Excellence”). The main focus of our research is the sustainability of SMEs including their ecological footprint and entrepreneurship run by people with disabilities.
- In 2017 our Centres of Excellence were established which support applied research and provide opportunities for publication as well as active cooperation with the business sector.
  - The Budapest LAB Entrepreneurship Centre – a centre supporting directly the strategic goal of becoming a 'business-friendly university', is focusing on supporting Hungarian small and medium-sized businesses through research and knowledge sharing, and promoting entrepreneurship in general.
  - Future of Higher Education Research Centre – its goals are to explore challenges and opportunities of higher education and identify the main trends of higher education.

- Centre of Excellence of Sustainable Hospitality – its goal is to broaden scientific knowledge of sustainable hospitality through research.
- Centre of Excellence for Cyber Economy – it is focusing on cyber economics, especially Industry 4.0.

#### Events

- In 2018 the first International Sustainability Scientific Conference was held at the Faculty of International Business and Management. 36 students had presented their research results in four sections: human rights and migration, sustainable agriculture and two more sections dealing with the environmental pillars of sustainability.
- In May, 2018 a cross-faculty student cooperation started as a Sustainability Day was held in our Zalaegerszeg Campus. Built on this event, an Autumn University called 'Green Cooperation' was held. It was a twice two-and-a-half-day event with more than 40 international students who travelled to our Zalaegerszeg Campus. There were lectures and presentations on sustainability, and also interactive development trainings and workshops.



## Develop our Internal Community

The basis of a responsible organisation is a strong organisational culture which supports ethical conduct inside and outside of the organisation.

### Main initiatives:

#### Code of Ethics

- In 2018 a new Code of Ethics was created with the broad involvement of our internal community. It is a collection of those basic principles and norms which are shared by our students, lecturers, researchers, and other staff.

#### Volunteering

- In 2018 we carried out a research on Volunteering. Apart from online questionnaires, we also conducted focus group interviews. We also initiated possible further cooperation with non-governmental organisations. Thanks to our cooperation we organise a Volunteering Week in the spring of 2019.

#### Events

- In accordance with our sustainability strategy we had several cross-university and faculty events. It is our main goal that participants of these events see many of the aspects of sustainability directly or indirectly.
- In December 2017 the Sustainability Centre together with some volunteers organised a Sustainability PopUpMeetUp. At the pop-up event we were discussing with students and employees about the channels through which they access information about sustainability, how much they know about sustainability and how they would prefer to receive information about it. During the program we used novel ways to communicate about sustainability. For example we wrote messages on mirrors and we used recyclable and reusable cardboard to advertise the event.
- In the spring of 2018 the university held its traditional Meetup of Generations event where the cooking competition was used to give food for those in need. We worked together with a civil society organisation of volunteers focusing on distributing donations across the city. For our employees we organised health check-ups and health consultations.



- In November 2018 we organised a workshop about the various aspects of sustainability during the Recruitment Camp organised by the FFA (Faculty of Finance and Accountancy).

#### Student initiatives

- In 2018 YES (Youth Enrichment Society) was formed. It was initiated by international students holding Stipendium Hungaricum scholarship. Their primary goal is to help young people, future leaders in developing critical, global thinking which is holistic. They also aim at developing leadership and entrepreneurial skills such as public speaking, debate, and English language skills.



## Responsibility for the Natural Environment

BBS is aware of the negative impacts of its operation on the natural environment. We are also aware that resources used by the university must be used consciously. We measure the environmental impacts of our operation and we pursue new environmental investments to decrease our environmental impact.

### *Main initiatives:*

#### Measuring our performance

- In the spring of 2018 the Sustainability Network and the Sustainability Centre worked together with the technical team of the university to create a recommendation for a university sustainability measurement system to keep track on our improving sustainability performance. The measurement system covers all of the strategic focus areas. Indicators will be added in the future and they will be also used to determine strategic goals.
- In October 2018 we joined GreenMetric, university ranking on sustainability, which organises information under six categories. On the list of 719 our university is 459th. There are 9 Hungarian universities on the list and we are the 5th among them.

#### Investments

- In 2012 a flagship project was realised at the Green Campus on Zalaegerszeg with the support of the Environment and Energy Operational Programme (KEOP 6.2.o.). Within the project the investments contribute to reduce considerably our environmental impacts and our operational costs. The faculty building has undergone a complete energy efficiency development which included thermal insulation, insulation of the roof and the heating system. An environmental management system was also introduced which lead to a reduction of waste at the Campus. By building a rainwater harvesting system which means that the water bill of the Campus is also considerably lower. An educational trail was also built which aims at strengthening environmentally conscious behaviour. The marked stations of the Educational Trail are: (1) Geothermal systems, (2) Complex energy efficient solutions, (3) Waste management, separate collection of recyclable waste, (4) Bicycle storage, cycling, (5) Water saving solutions, (6) Solar cell mini-power stations, (7) Environmental Management System.
- In 2018 the buildings were added solar cells covering all of our faculties.
- In December 2018 one of our employees initiated a project to place bird feeders and bird baths in the campus of the Faculty of Finance and Accountancy.
- From 2018 we take into consideration sustainability in procurement processes and selecting promotional gifts. The Sustainability Centre in cooperation with the financial team of the university created a list of recommendations for all our employees to help them in procurement processes.



#### Events

- Our Zalaegerszeg Campus organised a 'Biker Breakfast' in September 2017 and May 2018. The main goal of the program was to popularise city biking in order to support sustainability. All bikers got a delicious breakfast and had the chance to share their experiences about riding in the city.
- From 2018 at large university-level events such as Research Day and the Day of Hungarian Science we measure the carbon footprint of the participants arriving for these events.



## Relations with External Stakeholders

Research results and best practices collected through our external stakeholder relationships are incorporated both into our teaching materials and our sustainability practices.

### *Main initiatives:*

#### **International projects, cooperation**

- In November 2018 the Erasmus+ ISSUE (Innovative Solution for Sustainability in Education) project started with the aim of developing and implementing educational tools which are based on the principles of sustainability. We work in cooperation with 5 European universities and 3 professional organisations.

#### **Professional events in Hungary**

- In November 2017 and 2018 BBS was one of the supporting organisations of the Hungarian Sustainability Summit. We held two presentations and we also participated in a round-table discussion to shed light on the role of education in environmental awareness and sustainable development.

# Future Goals

As we have already emphasised, responsibility is one of the traditional values of BBS which we consciously incorporated in our strategy as well. In the last year-and-a-half our main goals were to prepare for future initiatives, measure the present situation and find out more about our internal stakeholders groups. In the next stage we start consciously building our sustainable future through building our internal system and cooperation with our external stakeholders.

## Responsible education and responsible research

- Adjusting to the core business activities we are to strengthen the presentation of sustainability topics, case studies and best practices in our courses, offering new courses in all the faculties and departments.
- Students are encouraged to include the topic of sustainability in research papers such as student theses, or papers written for the Scientific Students' Associations competition.
- We are looking into the opportunity to carry out a comprehensive, national research in the topic of sustainability and identify those areas where most value could be added. It could strengthen the reputation of the university.
- We also suggest rewarding exceptional research publications.

## Developing our internal community

- We establish a communications system along the cornerstones of the strategy which ensures the continuous presence of sustainability in our internal communication. It also strengthens the reputation of BBS.
- We continue the review of our internal processes and we provide support for a university-level sustainable operation through improved regulations and processes.
- We start the family-friendly university initiative based on our internal measurement results.
- We are seeking those opportunities and initiatives which have a real retaining effect on the internal community, leads to competitive advantage and leads to decreasing fluctuation.
- We further encourage our internal community to realize projects initiated by them. In order to support these we are working on a transparent and easy-to-use process.

## Responsibility for the natural environment

- We keep working on decreasing our environmental footprint at university-level. We also look for further possibilities of initiatives and we articulate development opportunities in relation to our Strategy.

- We put a lot of effort into the sustainability aspects of our events and we extend these efforts to all of our campuses.
- We start flagship programs which are unique in higher education to lead by example.

## Relationships with external stakeholders

- We further strengthen the representation of BBS both in Hungary and outside of Hungary by participating in various conferences and other events, and projects.
- We establish a university network with the participation of other institutions which shares the responsibility of a more conscious and more responsible higher education.
- We are organising our own sustainability festival and we also reinforce our relationships with the business sector and other stakeholders in order to support the other strategic goals of the university.



# Failure report

---

We are very proud of many of our achievements when we look back at the initiatives of the last couple of years but there were also unexpected situations or even failures. With other words not everything went perfectly well. Now we would like to share some of the lessons we learned. They might be useful for others.

We are lucky to have a very open and supportive community but the processes and the environment in which we operate constitute obstacles which are sometimes difficult to overcome or project realization takes much longer than originally planned.

We also must accept that the internal community is sometimes difficult to mobilise which might be because the topic of sustainability is not as important for them as it is for us but because they are too busy with other obligations or commitments. What we see already is that we need to establish a much stronger cooperation with the student organisations.

Our University is a huge organisation with a large number of reporting, recording and economic data collection responsibilities. As a result, there is a large pool of information, but there are certain issues which require a different way of thinking or improved systems and more rationality in general. These are necessary in order to make it clear for everyone that all the available information serves our needs and not the other way around. It would be highly important to be able to use them not only for planning but also for goal setting.



BUDAPEST BUSINESS SCHOOL  
UNIVERSITY OF APPLIED SCIENCES

We are looking forward to your feedbacks, comments.  
Please contact us:

**H-1055 Budapest, Markó utca 29-31.**  
**[www.uni-bge.hu](http://www.uni-bge.hu)**

**[facebook.com/unibge](https://facebook.com/unibge)**  
**[sustainability@uni-bge.hu](mailto:sustainability@uni-bge.hu)**