

# RESPONSIBILITY AND ETHICS IN MANAGEMENT EDUCATION FOR PRME CEE



**ERASMUS + Training 30.-31. August 2017**  
***University of Economics, Prague, Czech Republic***  
Hall: RB 209

According to global CEO surveys, responsibility and ethics are key factors for long-term corporate success. Thus, Sustainable Corporate Responsibility and Business Ethics are an increasingly important part of management education. Unsurprisingly, these topics have been regularly added to the curricula of many schools of business and economics.

Educational institutions in Central and East Europe still have room for improvement in this regard, which is why the PRME CEE steering committee has not only started an initiative to integrate ethical responsibility in their research and teaching programs but also seeks to share its experiences with the public and other institutions.

It has developed the related know-how in cooperation with the partner schools of Applied Sciences looking for deepening of competence in the field of Sustainable Corporate Responsibility and Business Ethics.

The training opens up new perspectives on corporate ethical responsibility to professors, politicians, educators, management trainers and leaders both in business and society.

## Unique Opportunity for Colleges

All participants of the free conference receive pedagogical and professional basis for developing their own seminars, workshops, or lectures on the issue of Sustainable Corporate Responsibility and Ethics in the management education at own universities, colleges, academies or other institutions.

The training language will be English.

**Guest speaker:** Prof. Dr. Mathias Schüz for Business Ethics from ZHAW University, Zurich.

**Coordinator:** Mgr. Dušan Kučera, PhD., MBA (University of Economics, Prague, ISBM institute),

**Application:** Your application send, please, to Dušan Kučera: [dusan.kucera@vse.cz](mailto:dusan.kucera@vse.cz)

*For the partner schools will be provided confirmation about training participation.*

*Other schools can apply for the partnership on this training.*

[www.vse.cz](http://www.vse.cz)

<http://isbm.vse.cz/english/>

## **Training PROGRAM at VŠE, Prague**

### **29.8.2017:**

Arrival to Prague

Accommodation

### **30.8.2017:**

9,00-10,00 Registration, Training materials

10,00: Welcome by the coordinator (*Dr. Dušan Kučera*)

Welcome by the rector of the University of Economics, Prague (*prof. Hana Machková*)

10,15-11,30 Topic /discussion: "*Ethical Responsibility in Management Education 1*" (*Prof. Dr. Mathias Schüz*)

11,30-11,45 Coffee break

11,45-13,00 Topic / discussion: "*Ethical Responsibility in Management Education 2*"

13,00-14,00 Lunch

14,00-15,00 *Examples of future oriented concept of city Prague*

16,00 – 18,00 *City tour focusing on the history of Charles University (Klementinum, Karolinum)*

19,00 *Dinner*

### **31.8.2017**

9,00 -10,30 *Examples for PRME CEE from Czech/EU companies according KPMG Prague*

10,30-10,45 *Coffee break*

10,45-12,15

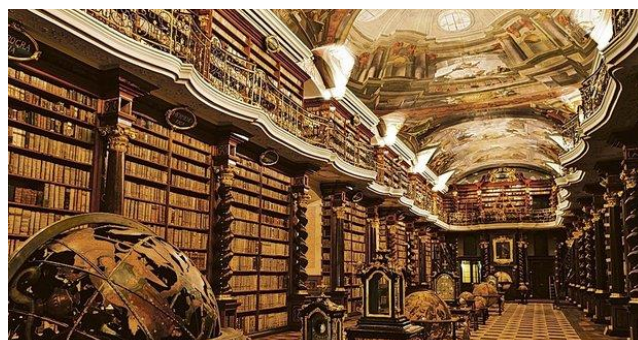
12,15-13,15 Lunch

13,15 – 14,45 *Applications in Business Schools (research/development/publishing of participants)*

14,45-15,00 *Coffee break*

15,00-16,30 *Steering Committee PRME CEE*

18,00 *Old Prague dinner*



## Travel and Accommodation

1. From the Airport of Václav Havel: Bus 119 to the end station and metro to the city center  
The second possibility is always Taxi (be careful with the price: 800-1000,- CZK)
2. From the Main railway station: 5 Min. walk to the right to tram station:  
The next station to the right direction under the highway (not to the center) is station "Husinecká" and 5 min. walk back to the University main building on Winston Churchill square. You can also walk 10 minutes to the school.

### Partner hotels:

Near to our University (10 min walk) is:

**987 PRAGUE HOTEL**, Senovážné nám.15\987, PRAGUE 1,

Reservations per email: [sales@987praguehotel.com](mailto:sales@987praguehotel.com) (Mrs. Knapkova has the info about VSE training organized by Dušan Kučera), <http://www.987praguehotel.com>

Reservation of 20 rooms /125 EUR



**Hotel Ariston / Ariston Patio**, Seifertova 65, Praha 3,  
[ariston@hhotels.cz](mailto:ariston@hhotels.cz)

Reservation of 5 room / 60 Eur



+ **many other hotels** in Prague according free choice.

Please, reserve your hotel as soon as possible, Prague is the wished destination of many tourists!

