




Wroclaw University  
of Economics and Business

# PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)

SHARING INFORMATION ON PROGRESS REPORT

Wroclaw University of Economics and Business Academic years 2018/19 and 2019/20





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A portrait of Prof. dr hab. Andrzej Kaleta, a middle-aged man with grey hair, wearing a dark suit, white shirt, and patterned tie. He is smiling slightly. The background is a blurred indoor setting, possibly a library or office. There are blue decorative bars in the top left and bottom right corners of the page.

## Introduction by the WUEB Rector, prof. dr hab. Andrzej Kaleta

**The Wrocław University of Economics and Business is a university with a rich tradition. Its history reaches back to 1946. The University started its activities as an independent Private Higher School, then it was transformed into the Higher School of Trade and later into the Higher School of Economics in Wrocław. For 74 years, it has been educating experts in management, finances, accounting, international relations, economic analytics, IT in business, production engineering and food technology.**

Today the Wrocław University of Economics and Business is a dynamic, modern educational institution with a rich tradition of teaching, ambitious research, bold international initiatives and numerous partnerships all over the world. It is at the top of rankings assessing higher schools, being at the same time the best startup incubator. Its publications appear in prestigious and renowned indexed journals. The Wrocław University of Economics and Business offers a high quality education in Polish and English provided by an excellent team of lecturers and business practitioners. Due to cooperation with leading companies and organizations from different sectors, students have access to international internship and exchange programs. We offer 17 fields of study, including 4 in English, the Doctoral School and doctoral studies for foreigners. Our education combines business, economic and financial knowledge with IT hard skills. Students of the Wrocław University of Economics and Business benefit from the innovative teaching project called "Individual Business Program of Studies", which is focused on building the student-learning-business relationship. They have access to the latest IT technologies thanks to classes in the newly built Business Process Simulation Center, an option unavailable

at other Polish universities. The Wroclaw University of Economics and Business educates almost 13,000 students, PhD students and students of postgraduate studies. In the interests of the futures of its graduates, the University attaches great importance to the quality of study programs offered. It has successfully obtained international accreditation. We are in a small group of European universities with the EUA IEP certificate. The University also holds such accreditation and Polish and foreign certificates as: CEEMAN – International Association for Management Development in Dynamic Societies, EUA – Institutional Evaluation Programme (IEP), ACCA – Association of Chartered Certified Accountants, EPAS – European Foundation for Management Development Accreditation System, PKA – Polish Accreditation Committee, CFA Institute – Chartered Financial Analyst, CIMA – Chartered Institute of Management Accountants, EMOS – European Master in Official Statistics, AMBA – Association of MBAs.....

Consistent continuation of development projects initiated and carried out in recent years is of great importance for the future of our University, in particular when it comes to the development of science, teaching and works connected with the concept of implementation of social and environmental responsibility. The University, as a public institution, became engaged in these activities with the increase in students' and graduates' awareness that the environment and climate change is of crucial importance in the management of enterprises and public institutions. According to our plans, by 2030 our University will have become energy self-sufficient. The international organization called Climate Reality Project, which initiates and supports the green transformation of the energy industry all over the world, has chosen our University as a future leader of changes introduced in the scope of Renewable Energy Sources. We participate in this process through research and teaching and, practically, through the creation of a green campus and green investments. In the coming years the University will receive professional advisory support, becoming part of the Climate Reality Project community. The University as a leader of intellectual, social and economic life establishes the direction of activities conducive to the implementation of the Green Deal strategy at several levels: at scientific and teaching levels, as a campus and as an institution in contact with the environment. It also allows for the creation of a competitive advantage of the Wroclaw University of Economics and Business on the market of innovative staff education for the green transformation of the economy. It is one of the tasks set by the Rector's Strategic Forum 3.0., in which more than 30 young employees representing different communities interested in the long-term future of our University, take part.

Consistent continuation of development projects initiated and carried out in recent years, aimed at increasing the University's developmental potential and preparing it for difficult future challenges, is of great importance for our University. The strategy adopted is to be the university of business and the leader of changes, which means the university standing out in the region, carrying out original research significant for international science, developing competences of the future in a modern way and being a valued business partner as a source of talents, competences and knowledge.

We wish to express joy and pride that our University may build its future with the Principles for Responsibility Management Education (PRME) – the world's largest initiative allowing the cooperation of the United Nations with business schools. We are sure that it will contribute to many new initiatives aimed at educating a new generation of business leaders with management skills, with attention to challenges faced by business and society in the contemporary world. We believe that it is not only the basis for building further new projects inside our University, but also the inspiration for a wide circle of people and institutions.





## A few words about us

The pioneer of the Wrocław University of Economics and Business was the Higher School of Trade, established on the initiative and as the property of the Wrocław Association for the Advance of Economic and Trade Sciences on the basis of the Act of 1937 on privately owned schools of higher education.

In 1950 it was transformed into the Higher School of Economics, and in 1974 into Oskar Lange Academy of Economics. The current name of our University has been used since 2008, when on March 18th the Sejm of the Republic of Poland adopted the Act on the change of the university's name to the Wrocław University of Economics and Business. The University is not only a highly valued center of research in the field of economic, management and quality sciences, but also one of the largest economic schools in Poland, playing an important role in educating economists and carrying out research and work for the economy. It is also an active partner in international scientific and educational exchange.

## Total number of students {academic years 2018/2019 and 2019/2020}

### 2018/2019

total students	<b>11 154</b>
— women	6 837
— men	4 517
— foreigners	457
part-time students	4 871
full-time students	6 483
disabled students	151




### 2019/2020




total students	<b>10 636</b>
— women	6 364
— men	4 272
— foreigners	478
part-time students	5 010
full-time students	5 626
disabled students	123

## Total number of employees (academic years 2018/2019 and 2019/2020)

### as at 12/31/2018

 in total Women	<b>685</b>	 in total Men	<b>445</b>	 in total	<b>1 130</b>
administrative staff	326	administrative staff	159	administrative staff	<b>485</b>
research and teaching staff	233	research and teaching staff	240	research and teaching staff	<b>473</b>
teaching staff	74	teaching staff	32	teaching staff	<b>106</b>
research staff	2	research staff	9	research staff	<b>11</b>
library staff	50	library staff	5	library staff	<b>55</b>
senior staff	33	senior staff	13	senior staff	<b>46</b>
disabled staff	13	disabled staff	7	disabled staff	<b>20</b>

### as at 12/31/2019

 in total Women	<b>677</b>	 in total Men	<b>486</b>	 in total	<b>1 163</b>
administrative staff	349	administrative staff	177	administrative staff	<b>526</b>
research and teaching staff	222	research and teaching staff	219	research and teaching staff	<b>441</b>
teaching staff	87	teaching staff	42	teaching staff	<b>129</b>
research staff	4	research staff	5	research staff	<b>9</b>
library staff	52	library staff	6	library staff	<b>58</b>
senior staff	35	senior staff	15	senior staff	<b>50</b>
disabled staff	15	disabled staff	8	disabled staff	<b>23</b>

# Principle 1 – PURPOSE

**We will develop the capabilities of students to be future generators of sustainable values for business and society at large and to work for an inclusive and sustainable global economy.**



Signing the declaration of participation in the PRME initiative, we confirmed our aspirations for identification with the values included in the Principles for Responsible Management Education document. The idea to follow this path is reflected in the University development vision presented in the Development Strategy of the Wrocław University of Economics and Business (approved by Senate's Resolution no. R.0000.17.2015 of March 26 2015):

The Wrocław University of Economics and Business will be a modern, opinion-making and advisory educational and research unit, permanently embedded in regional, national and international areas, taking measures aimed at sustainable development with a considerable sense of social and ethical responsibility, friendly to employees, students and graduates as well as open to its environment.

The strategy of the Wrocław University of Economics and Business has been created on the basis of the diagnosis of the most serious development problems in the University's teaching and scientific activities. In the course of work on the strategy the following two standards were adopted: (1) strategic management pragmatism, (2) strategic management continuity. The first standard requires the University's authorities to develop the adopted aims of strategic programs by the determination of purposes together with deadlines for their implementation, budgets and task performers. The next standard requires the revision of strategic programs. Pursuant to these, currently works on the University's new strategy are in progress (Rector's Strategic Forum 3.0).

We also see the role of our University as a place of development of students' talents and skills being the basis for the creation in the future of sustainable and responsible conditions for functioning in business and society and defining and supporting activities connected with social responsibility. We express this by the creation of and voluntary compliance with regulations governing, for example, aspects connected with equality and diversity. The main documents containing the above mentioned issues are:

- Development Strategy of the Wrocław University of Economics and Business – which contains, for example, programs making it possible to ensure diversity in employment (Young Talent program and Internationalization program addressed to foreigners).
- University's Declaration of Social Responsibility – confirmation of the importance we attach to the social responsibility of science and teaching, thereby constituting the foundation for our University's operations.
- Erasmus University Charter for 2014-2021 for the WUEB, after the Decision of the European Commission to entitle WUEB the performance of activities within the Erasmus+ Program. The Charter is the confirmation of the fact that the WUEB meets all requirements for the Erasmus+ partner universities, and in particular it "respects the principles of non-discrimination included in the Erasmus+ Mobility Program and ensures equal access and possibilities for mobility of participants from all backgrounds".



- European Charter and Code for Researchers – these documents include regulations concerning, for example, lack of discrimination among employees and their social commitment. It is worth noting that (as it results from the study conducted for the purposes of the HR Excellence in Research report) both these criteria are fulfilled at the WUEB at a high level in the opinion of employees (lack of discrimination was assessed to be 4.25 on the 5-point Likert scale, while social commitment to be 3.93).
- University's Regulations of Studies, which contain, for example, provisions concerning conditions of studying for the disabled at the Wroclaw University of Economics and Business and the Senate's Resolution on rules of conduct in relation to disabled candidates for studies at the WUEB.
- Regulations for calculating, awarding and paying financial support benefits for students of the WUEB and Principles of awarding financial support benefits for PhD students of the WUEB.
- Conditions of studying for foreigners at the WUEB, which are available on the website in the tab concerning the enrolment of foreign candidates and, moreover, are governed by legal acts available on websites of the Ministry of Science and Higher Education, the Ministry of Foreign Affairs and the Polish National Agency for Academic Exchange.

Being a member of CRASP (Conference of Rectors of Academic Schools in Poland), we benefit from the Project of Good Practices in the scope of Support for Students with Disabilities at Higher Schools, being the result of works of the Commission for the Equalization of Educational Opportunities at CRASP.

The WUEB commitment to social responsibility also includes institutional support through the establishment of:

- the Rector's Committee for Social Responsibility ("Green Team"), whose tasks include, for example, undertaking initiatives from the scope of social responsibility of enterprises that support the fulfilment of the WUEB mission,
- the Rector's Representative for the Disabled, whose competences include the provision of assistance and support to the disabled being the University's employees or students.



## Principle 2 – VALUES

We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Values included in the Global Compact document constitute important foundations of the University's functioning and further development (although we are not its signatories). We fully identify with it. In our opinion, the platform for cultivating values and principles of our University's functioning constitutes structural changes in the WUEB implemented in the academic year 2019/2020. They will allow further development of our University.

The above mentioned changes resulted from new requirements included in the Law on Higher Education and Science. The process of the University's adaptation to new guidelines was long and very intensive. The introduction of changes and their compliance with the new regulations was the responsibility of the Rector, Vice-Rectors, Deans and Vice-Deans, who worked on the new structure and on the regulations of our University with full commitment. The undoubted achievement of this process was the collective development of proposals for changes and the joint search for solutions with maximum commitment of representatives of the University's different professional groups. The purpose of the new organization of the Wroclaw University of Economics and Business (fig. 1) is to support the collective management of the University and to ensure the participation of all employees in the creation of new conditions for the functioning of our University.

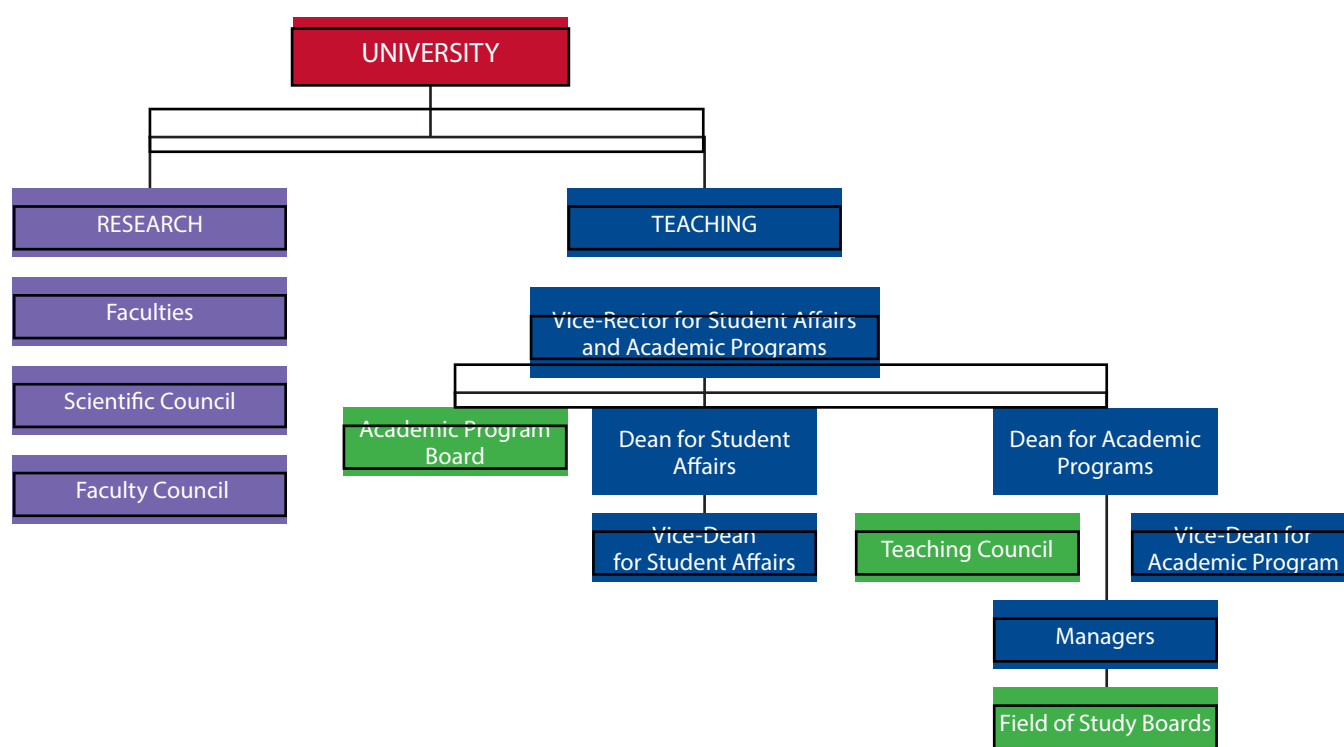


Figure 1: New structure of the Wroclaw University of Economics and Business

At the Wrocław University of Economics and Business, 3 faculties in the disciplines: management and quality studies, economics and finance, nutrition and food technology, were established:

- Faculty of Business and Management
- Faculty of Economics and Finance
- Faculty of Production Engineering

The consolidation of education at the University aimed mainly at increasing the participation of a wider group of the University's employees in these processes and collective decision-making took place. In accordance with the adopted Statutes, the following bodies were created to strengthen and support the teaching processes:

- Council for Education
- Councils for Teaching
- Council for Teaching of the University Branch
- Councils for Fields of Study.

As collective bodies, the above councils support the functioning of the University in educational processes and allow a large number of employees to co-shape the teaching concept.

We believe that the University's new structure will allow us to continue building strong scientific, research and educational potential as well as to develop values with which our employees, students, business environment and local community will identify.



# Principle 3 – METHOD

**We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.**

Keeping constantly in mind our University's mission: to be a leading center of creative thought and economic education in our region of Europe, we try to implement it successively in the course of our everyday activities as a member of the academic community. It is possible due to the established educational framework and processes allowing us to effectively gain experience, resulting in the future in responsible management.

From a broad spectrum of programs and subjects offered to our students through which they may develop their scientific passions and satisfy their interests in exploring the world of business, the following tables present programs and subjects that put particular emphasis on the issues of social responsibility and sustainable development (Tables 2 and 3).

Table 3: Subjects which address the issues of Corporate Social Responsibility and Sustainable Development (academic year 2019/2020)

Field of study	Degree	Subject
Economics	I	Fundamentals of Environmental and Natural Resource Economics
		Ethics for Economists
		Social Policy
		Markets for Ecological Products
		Sustainable Development
	Ecological Factors influencing Economic Activities	
	II	Development Economics
Spatial Development	II	Environmental Development and Protection
Master of Business Management	II	Ethics & CSR
Master Studies of Finance	II	Ethics
International Business	I	Corporate Social Responsibility
		Sustainable Development
Finance and Accounting (Faculty of Management, Computer Science and Finance)	I	Sustainable Finances of Business
International Economic Relations	I	Social Policy
		Corporate Social Responsibility
Management (Faculty of Economic Sciences)	II	Enterprise Social Commitment – Concepts, Methods and Tools
		Corporate Social Responsibility
		Ethics and Corporate Social Responsibility
Management (Faculty of Management, Computer Science and Finance)	II	Ethics and Corporate Social Responsibility
Management and Production Engineering	I	Ecology and Environmental Management
		Fundamentals of Environmental Protection
	II	Eco-business
		Green Chemistry
Tourism (faculty in Jelenia Góra)	I	Sustainable Development of Tourism
		Ethics, Human Being and Environment
Economics (faculty in Jelenia Góra)	I	Ethics, Human Being and Environment
	II	Development Economics
		Self-Government Social Policy
		General and Professional Ethics
Management (faculty in Jelenia Góra)	I	Corporate Social Responsibility
		Environmental Management
		Ethics, Human Being and Environment
		Sustainable Urban Logistics
		Sustainable Production and Consumption
		Sustainable Development and Life Quality
	II	General and Professional Ethics
		Ethics in Management
		Management of Social Responsibility and Relational Capital

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Economics	I	Fundamentals of Environmental and Natural Resource Economics
		Ethics for Economists
		Social Policy
		Markets for Ecological Products
		Sustainable Development
	Ecological Factors influencing Economic Activities	
	II	Development Economics
Spatial Development	II	Environmental Development and Protection
Business Economics and Finance	I	Ethics, Human Being and Environment
	II	Social Economics
		Local and Regional Social Policy
		General and Professional Ethics
International Business	I	Corporate Social Responsibility
		Sustainable Development
International Economic Relations	I	Social Policy
		Corporate Social Responsibility
Management	II	Ethics and Corporate Social Responsibility
Accounting and Controlling	I	Ethics and Corporate Social Responsibility
Management in a Modern Economy	I	Business Sustainability
		Ethics, Human Being and Environment
		Corporate Social Responsibility
		Strategies for Sustainable Development of the Organization
	II	Ethics in Management
		General and Professional Ethics
		Management of Social Responsibility and Relational Capital
Management and Production Engineering	I	Fundamentals of Environmental Protection
		Ecology and Environmental Management
	II	Green Chemistry

It is worth adding that the project of a new inter-faculty specialization, titled “Green Economy Leader”, is under way. The main purpose of this specialization is to prepare experts for the sustainable development of commercial and public organizations. The studies will be conducted in close cooperation with enterprises and public institutions aware of their roles both in reducing negative impact on the environment and in creating environmentally aware societies.

Within the scope of issues discussed during Bachelor’s and Master’s thesis seminars, many of our employees create the possibility for students to write theses referring to social responsibility and sustainable development. Although there is a large volume of detailed data which should be included here, it was decided that only general data will be presented. In the academic years 2018/2019 and 2019/2020, 152 employees made it possible to devote theses to such scope of topics at the Bachelor’s level and 176 employees at the Master’s level. This constitutes (based on the number of research and teaching employees employed as at 12/31/2019) approx. 35% of all research and teaching employees offering students the possibility to write theses on CSR and SD at the Bachelor’s level and approx. 40% of these employees at the Master’s level. Such a large number of thesis advisers allowing students to write theses on the above mentioned topics guarantee a broad view of these issues. Due to this, students may pursue their scientific interests under the supervision of a specialist in a given field. A wide range of topics from different thesis advisers results in a large number of theses written by our students on issues connected with CSR or SD. In the academic years 2018/2019 and 2019/2020, figures show 160 theses on such issues written at the Bachelor’s level and 172 theses at the Master’s level.



## Principle 4 – RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic value.



In 2018-2020, employees of the Wrocław University of Economics and Business focused their scientific and research activities on a number of projects connected with corporate social responsibility and sustainable development. The scientific effort has resulted in research grants allowing the performance of innovative research and further exploration of these research areas. The collective summary of grants is presented in tables 4 and 5.

Table 4: Grants from the National Science Centre awarded in 2018-2020

Type of competition	Topic	Author
National Science Centre Opus 16	Sustainable last-mile urban logistics and logistics of returns on the e-commerce market Perspectives of different groups of stakeholders	Dr hab. Maja Kiba-Janiak
National Science Centre Opus 16	Socio-economic, environmental and technical determinants of energy poverty in rural areas in Poland	Dr hab. Arkadiusz Piwowar
Miniature 2	Hiramatsu concept of “one village, one product” as an element of regional industrial specialization	Dr Anna H. Jankowiak
Miniature 2	Effectiveness of expenses for research and development in the ASEAN member states	Dr Paweł Dobrzański
Miniature 3	Role of local authorities in creating local business and innovation environment Perspective of the entrepreneurship ecosystem	Dr Anna Mempel-Śniżyk
National Science Centre Preludium 17	Business ecosystem of the environmental goods and service sector in Poland	Dr inż. Adam Sulich
National Science Centre Opus 15	Sustainable regional energy production – measurement of the implementation level and selection of the development strategy	Dr Magdalena Ligus

Table 5: Grants awarded within the INTEREKON project (The project is financed by the Ministry of Science and Higher Education in Poland under the program "Regional Initiative of Excellence" 2019-2022 project number 015/RID/2018/19 total funding amount 10,721,040.00 PLN)

Manager	Topic
Dr inż. Adam Sulich	Business ecosystem of the environmental goods and service sector in the Lower Silesia Province
Dr inż. Dominika Hadro	Impact of Directive 2014/95/EU on changes in reporting of CSR by companies listed on the Warsaw Stock Exchange
Dr hab. Dorota Teneta-Skwiercz, prof. of the WUEB	Development of employees' and students' cultural intelligence as a sign of the higher school's social responsibility
Dr hab. Alicja Somblik-Jęczmień, prof. of the WUEB	Diversity of employees in the multicultural and the multigenerational aspects Opportunities and threats
Dr Daria Elżbieta Jaremen	Readiness of Polish tourists to use the sharing economy platform
Dr hab. inż. Joanna Harasym, prof. of the WUEB	Creative sectors in the food industry and the creation of added value in the bioeconomy
Dr hab. Dorota Kwiatkowska-Ciotucha, prof. of the WUEB	People with disabilities in the open labor market Recommendations for management
Prof. Dr hab. Małgorzata Krzywonos	Bioeconomic aspects of production, distribution and use of bioproducts manufactured on the basis of biowaste and agro biomass
Dr hab. Marek Kośny, prof. of the WUEB	Sandwich Generation – characteristics of the phenomenon in selected European countries and its implications for employment policies
Dr Dorota Molek-Winiarska	Research on the impact of work organization ergonomics on the employee's well-being with the use of modern systems of human motion analysis
Dr hab. Magdalena Rojek-Nowosielska, prof. of the WUEB	Maturity of CSR in organizations

Our employees are also engaged in the European project titled Scaling up Co-creation: Avenues and Limits for Integrating Society in Science and Innovation (SCALINGS) within Horizon 2020. The SCALINGS project is implemented within a competition, the underlying idea of which is to involve society in the co-creation of science and innovations as well as in responsible research and innovation processes, which has become very popular recently. The key category in the research is the concept of co-creation and participation in the innovation creation process. The research will last for 3 years in 10 different regions of Europe. The particular research area concerns innovations connected with renewable energy in cities. The energy transformation is part of the green transformation of the economy, which is carried out on the basis of the development of new technologies. The transition to sustainable energy is a priority of the European Union and should take place as quickly as possible. The WUEB strives to attain a more competitive, safe and sustainable energy system and to achieve the long term greenhouse gas emission reduction objective by 2050.

Concurrently with our employees' great commitment and research potential, publication activities are expanded. The WUEB employee's publish scientifically valuable works on CSR and SD. Every year these works reach the number of several dozen documents, which makes it impossible to present detailed bibliographic data in this report.

The scientific achievements of the University's staff are recognized and very often awarded by foreign and national research units. As examples we can mention several awards granted to our employees in 2020:

- Excellent Science – Support for the scientific conference titled "Finance and Sustainable Development" granted to Agnieszka Bem, Ph.D. by the Ministry of Science and Higher Education,
- "Digitization and Dissemination of Doctoral Thesis of the Wrocław University of Economics and Business" within the framework of the competition titled "Social Responsibility of Science - Support for Scientific Libraries" and "Retroconversion of the Card Catalog of the Library of the Wrocław University of Economics and Business" within the framework of the competition titled "Social Responsibility of Science - Support for Scientific Libraries" awarded to the team of employees of the Main Library of the Wrocław University of Economics and Business by the Ministry of Science and Higher Education,
- "Experience-sharing of Visegrad Countries to Tax Avoidance Activity" grant awarded to Piotr Luty, Ph.D. by the Visegrad Fund,
- The Professor Alicja Jaruga Prize for the habilitation thesis titled "The Environmental Cost of the Product Life Cycle" awarded to Dr. hab. Michał Biernacki by the Main Management Board and the Scientific Council of the Association of Accountants in Poland.

## Principle 5 – PARTNERSHIP

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to jointly explore effective approaches to meeting these challenges.



Cooperation with local business leaders is of great importance for us, which translates into including in the program of studies classes run by renowned practitioners. Our students have an invaluable opportunity to meet practitioners and entrepreneurs may acquire students as employees for their companies. The WUEB is aware of the need to develop cooperation with business and social environments.

In response to dynamically changing situations in the labor market, legislative amendments, external partners' expectations and the University's needs, in 2018 the Business Cooperation Center was established on the basis of the University's Career and Professional Promotion Office. Its main purpose is to establish and maintain relationships with external partners and to support activities for and in cooperation with external partners. This purpose is fulfilled by two units of the Center:

- Section for Relations with Socioeconomic Environment – activities focused on cooperation with external partners, provision of relevant information and monitoring of processes in all aspects of the University's functioning (research, teaching, social activity).
- Career Services Office – activities focused on promoting job possibilities for students and graduates of the University, supporting their educational, professional and personal development and performing tasks to improve the skills expected by the labor market.

Supporting the University, the Center fulfils tasks targeted at:

- stimulation of processes of ongoing cooperation with partners from the University's environment, establishment of cooperation and its development,
- taking actions aimed at the development of relationships with entrepreneurs,
- intermediation in establishing contacts between students, the University, employers and labor market institutions, which includes traineeships, job and internship agency activities,
- implementation of development projects and programs in cooperation with business, including consultation of educational programs offered by the University and the increase of practitioners' involvement in the teaching process,
- support for students/graduates through career counselling, career coaching and therapeutic consulting,
- coordination of the process of involvement of the University's outstanding graduates in diversified forms of the most talented students' scientific and professional career development,
- examination of needs and expectations of the socio-economic environments,
- organization of university-business seminars and conferences for the exchange of experience and the promotion of the University's achievements,
- coordination of the information flow between the socio-economic environments and the University's organizational units in a manner ensuring professional service from the beginning to the end of the process.



Among the most important activities realized by the Business Cooperation Center in 2016-2019, there are:

- Companies with which we cooperated on an ongoing basis: 764
- Meetings with companies: 119
- Promotion and information campaigns organized at the University: 34
- Companies that took part in Job Fairs: 203
- Job, internship and apprenticeship advertisements: 4,477
- Participants of professional activation: 264 (21 training sessions)
- Participants of training for student interest groups and organizations: 321 (23 training sessions)
- Participants of internship training sessions (for students and employers): 1,062 persons
- Companies that took part in the catalog of employers: 76
- Mentors and mentees who took part in the Mentoring Program: 81 mentors/86 mentees
- Participants of the graduate survey: 1,395
- Number of individual consultations: 2,140

To meet the demands of the labor market and in appreciation of the knowledge of external experts, the University invites institutions from its socioeconomic environment as its partners for undergraduate and graduate programs and postgraduate programs. As part of this cooperation with business partners, teaching processes are carried out in the following fields:

- Management in Modern Economy, and Business Economics and Finance, with 34 organizations as their expert partners, including but not limited to: Polish Bank (Bank Polski), Wamar, Jelfa, Polish Social Insurance Institution (ZUS), Kuehne+Nagel, Statistical Office in Wroclaw, National Bank of Poland.
- Accounting and Controlling, which is an ACCA-accredited program, has as its expert partners: Accountants Association in Poland, Avanta Auditors & Advisors, HLB The Global Advisory and Accounting network, KPMG, Rödl & Partneri TaxAGroup.
- Economic Analytics – a graduate program, with curriculum for its Public Statistics specialty certified by European Master in Official Statistics (EMOS).

Additionally, the University invites business representatives to teach classes within fields of study other than those specified above, which gives the students an opportunity to gain state-of-the-art knowledge in the areas in which they pursue education.

The University also organizes training preparing students for entering the labor market and functioning within it. The original training cycle is carried out by employees of the Career Office – the Business Cooperation Center and by business practitioners. In total 264 people took part in three editions of activation training in the period 2016-2019.



**The initiative which without a doubt successively affects the improvement of relationships with the environment and business is the WUEB Business Incubator – inQUBE, which performs expert functions for companies and is the place of creation of business start-ups.**



inQUBE is highly committed to supporting Wrocław entrepreneurs, offers them valuable business consultations and advice taking into account changing formal and legal reality and provides analyses supporting entrepreneurs. It offers a wide range of events and conferences. Meetings are conducted not only by the University's employees, but also by representatives of the business world. The Business Incubator still operates during the spread of COVID-19. It organized several webinars on the pandemic, for example a webinar on the anti-crisis shield introduced by the Polish Government and a webinar on how to take out a loan during the pandemic.

Another interesting project is the Great Battle for Start-up! Together with the Lower Silesia Development Fund, the Business Cooperation Center of the Wrocław University of Economics and Business once again took part in the competition for the most interesting business ideas. The competition ambassadors are winners of last year's edition of this event. Magdalena Rajchelt-Zublewicz, Jakub Zublewicz and Karolina Kosowicz from the University of Economics and Business presented an idea for the distribution of ecological cleaning products and cosmetics in disposable glass packaging. Today, the Refeel company is preparing to launch the product onto the market and the Lower Silesia Development Fund has supported the start-up with funds of approx. 220,000 PLN.

Summarizing the operations of inQube, it may be said that it is a place that actively supports enterprising people through such activities as:

- changing ideas into start-ups,
- supporting entrepreneurs in refining business ideas,
- providing assistance in the creation of solutions that can be incorporated into everyday life and used to start a company,
- providing comprehensive substantive support in the scope of carrying out business,
- initiating decisions on becoming an entrepreneur and providing motivation,
- providing support in the commercialization of ideas, products, services and innovations,
- initiating the creation of project teams in business and science,
- searching for attractive sources of co-financing of entrepreneurs' activities,
- cooperation with accelerators and funds of Seed Capital and Venture Capital,
- support offered to companies at their early stages of development,
- creating a mutually supportive community that shares information and inspires,
- supporting entrepreneurship, innovation, creativeness and self-employment.

## Cooperation with graduates

- Over the years of its operation, the Wrocław University of Economics and Business has gained a large number of graduates. Today, our University has three associations of former students of the University of Commerce, the University of Economics, the Oskar Lange Academy of Economics in Wrocław and the Wrocław University of Economics and Business.
- Since December 2008, the Office for Graduates' Affairs of all of the above universities has been operating and developing dynamically. The Office aims to deepen and strengthen the ties between the graduates of the University of Commerce/the University of Economics/the Oskar Lange Academy of Economics in Wrocław/the Wrocław University of Economics and Business and to contribute to their integration within a community that can give even clearer evidence to its surroundings that its members make a significant contribution to the development of the city, the region and the country, as well as the faraway communities in which they may live.
- In 2018 the WUEB Rector, at the request of the Association of Graduates of the University of Commerce, the University of Economics, the Oskar Lange Academy of Economics in Wrocław and the Wrocław University of Economics and Business, set up the Council of Graduates. The Council is a collective body chaired by the President elected by its members. The Council constitutes a forum of cooperation between the Wrocław University of Economics and Business and the graduates of the University of Commerce, the University of Economics, the Oskar Lange Academy of Economics in Wrocław and the Wrocław University of Economics and Business. The Council's purposes include: creation and reinforcement of ties between the University and graduates, involvement of the Council members in the organization of integration events and events promoting the University, supporting the University in the scope of directions of education and development, providing advice on professional matters, enriching the University's educational offer, promoting the University's image and signaling to the Rector needs in terms of program and staff occurring in connection with changes in the economic environment.
- The next association is the Business Club of Graduates of the Wrocław University of Economics and Business, which was created in 2013 at the initiative of graduates of our University. Its primary activity is to promote entrepreneurial attitudes in the academic environment. The Club also comprises graduates of the University of Commerce, the University of Economics, the Academy of Economics in Wrocław. The Club members are young business people who have their own companies, people holding managerial positions in small and medium enterprises and highly-qualified specialists from various fields. In September 2017, members of the Business Club of Graduates together with a group of the University's students, graduates and employees as well as entrepreneurs, initiated the Rebel Campus – the co-work and community of enterprising people. In February 2018, members and friends of the Business Club of Graduates formed a group initiating an elite mentoring program within the Business Individual Study Program (BIPS).

The third association operating at the University is the Association of Graduates of Executive MBA Program which gathers the graduates of Executive MBA Program of the Wrocław University of Economics and Business in an organization supporting regular contact, exchange of experiences and mutual support between colleagues. The Association was created on April 14 2018. In 2019 the Reunion of Graduates of Executive MBA Program of Wrocław University of Economics and Business was held.

Being aware of the importance of relations with graduates, who are a huge investment in the future, the University builds its image campaign in cooperation with them. The campaign titled: Science Strengthens Strength of Character (Horace), whose protagonists are graduates of the Wrocław University of Economics and Business, was launched in October 2020. Our graduates are our strength and prestige. By influencing the development of the world economy, they prove the value of knowledge gained at the WUEB.

# Principle 6 – DIALOG

**We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.**

A number of conferences and meetings on the issues of sustainable development and corporate social responsibility are organized by different units of our University. Examples of such conferences are:

- Corporate Social Responsibility. Profit vs. Common Good, which is a cyclical scientific conference creating the platform for the exchange of experiences, discussions and scientific inquiries in the scope of corporate social responsibility issues; in 2018 this conference celebrated its 10th anniversary, on the first day of which an expert debate concerning the PRME issues was held,
- The International Conference FINANCE AND SUSTAINABILITY 2018 Wroclaw, Poland. The Finance and Sustainability conference covered a variety of issues related to recent financial problems among which were: corporate finance, public finance, monetary and fiscal policy issues and risk management. In the sustainability field, we wish to cover issues related to sustainable finance, the transition to a green economy, corporate sustainability and sustainable development.
- The International Conference FINANCE AND SUSTAINABILITY 2019 Wroclaw, Poland. The conference Finance and Sustainability became a part of public debate about climate and renewable energy issues in Poland and in the world. The financial system is already in transition driven by economic and financial strategy oriented towards long-term sustainable and climate-resilient development and also by the digital revolution.

Taking into account the University's social responsibility principles, the Wroclaw University of Economics and Business encourages the University's community and partners to get engaged in pro-social activities. Examples of areas of commitment, initiatives and dialog include:

- Our employee's membership in the Polish Committee for Standardization of ISO (in the technical committee on social responsibility),
- Signing by the WUEB the arrangement with the leader of the Climate Reality Project concerning the campus transition to renewable energy by 2030. It is worth noting that the WUEB is the first Polish university cooperating with the Climate Reality Project. Our University will participate in this process intellectually through research and teaching and, practically, through the creation of a green campus and green investments.
- Creation of a team – the Rector's Committee for Social Responsibility (Green Team), whose representatives undertook discussions with the management of the Sustainable Development Department of the Municipal Office in Wroclaw concerning the cooperation in the scope of sustainable developments and the idea of smart and green cities.
- Appointment of the representative for the disabled, whose main tasks include:
  - the analysis and assessment of the University's preparation for services for the disabled;
  - assurance of equal opportunities for the disabled in access to education and employment at the University;
  - submission of requests to the Rector in matters connected with the disposal of resources of the Support Fund for People with Disabilities;
  - giving opinions on requests addressed to people performing managerial functions at the University and managers of organizational units employing disabled employees;
  - coordination of the performance of tasks of the Section for Serving People with Disabilities;
  - initiation and organization of the University's cooperation with other entities in the scope of activities for the benefit of the disabled.

Supporting dialogue with children and young people interested in economic education, the Wrocław University of Economics and Business co-organizes the following: the Children's University of Economics and the Academy of Young Economists. They are concerned with economic education for children and young people and are supported by the Foundation for the Promotion and Accreditation of Economic Education in Warsaw in cooperation with the Wrocław University of Economics and Business. Undertakings of the Children's University of Economics and the Academy of Young Economists are aimed at promoting knowledge and building economic awareness among children. The educational offer of the Children's University of Economics is addressed to the fifth and sixth grade students of primary schools and the offer of the Academy of Young Economists to the seventh and eighth grade students. There are also meetings for parents devoted to educating and shaping attitudes of the youngest children. Students of the Wrocław University of Economics and Business help in the Children's University of Economics and the Academy of Young Economists as volunteers. Their task is to ensure work support for lecturers and young students. The support of group guardians consists of the efficient organization of each meeting and care during workshops. Young students supported by students of the WUEB during workshops have the opportunity to see what cooperation, good organization and time pressure mean. Children are eager to gain knowledge and skills when they see their practical real-life applications.





In the academic year 2018/2019 (November-April), the 2nd edition of the School of Local Leaders titled Local Alliance Leader took place. The School organizer was the Research and Development Center of the Territorial Unit of the Wrocław University of Economics and Business. The honorary patronage over the project is held by Cezary Przybylski, Marshal of the Lower Silesia Province. The content-related patron is Dolnośląski Fundusz Rozwoju Sp. z o.o. The main purpose of the project is to strengthen cooperation between the Wrocław University of Economics and Business together with its students and local government authorities of Lower Silesia at the regional and local levels in the scope of the creation of knowledge transference. Students participate in training, lectures, workshops, study visits and classes with a tutor. The final result is the preparation by small groups of reports for Lower Silesian communes, containing the analysis and proposals of solutions for a specific challenge from the scope of social and economic practice. From the point of view of teaching, the project effects include:

- development of skills and competences in the scope of interpersonal communication, negotiations, diagnosis, analysis of and solution to problems, innovativeness, preparation and performance of presentations as well as change management,
- preparation of students for performing different roles in local communities and project teams, including the role of a leader,
- preparation of students for taking responsibility for social and economic initiatives at the local level,
- providing students with knowledge of conditions for local development, shaping pro-active and innovative attitudes and skills in solving problems, in particular those occurring in local communities.

An important effect is the impact on the integrity of Lower Silesia through the stimulation of bottom-up initiatives, development of entrepreneurship and networks of cooperation as well as strengthening cooperation between the WUEB teaching and research employees and local government units in the region.

Students of the ENACTUS science club at the WUEB achieved a great success – their innovative project was awarded in the finals of the Enactus Poland competition. The “Needle You Need” project is based on the cooperation of the University’s students, students of the University of the Third Age, members of Wrocław senior citizen clubs and the Łucznik company, within which members sew from unused pieces of fabric unique blankets, which become more and more popular among recipients. In 2018 the Enactus club was again on the podium, winning the title of the 3rd best student start-up. The “Make Taste Not Waste” project is focused on the issue of wasting food and life pursuant to the zero waste principle. Students created a mobile application which will allow the reduction of food wasted in catering establishments and also organized culinary workshops. On June 3 2019 at the Enactus Poland 2019 competition held in Warsaw, our Enactus science club won 2nd place with their “Let Me Bee” project. The project attracted a lot of interest among the public and the jury. This time, the Enactus club’s project was aimed at protecting the interests of beekeepers and fruit growers.

Other events promoting Corporate Social Responsibility and Sustainability at our University are:

- organization of the Fair Trade Day at the campus,
- organization of the lecture on “Cultural diversity in business. Polish investments in Arabic countries and Arabic countries’ investments in Poland” within the Business Education Forum,
- organization of the Fair Trade Film Festival at the campus,
- preparation of the exhibition commemorating the Rana Plaza disaster,
- cooperation with the Eco Development Foundation in the organization of workshops for students of Wrocław universities devoted to sustainable development to mark the Fair Trade Day,
- cooperation with the Wiosna Association in the organization of workshops for volunteers connected with the projects: “Szlachetna Paczka” (Noble Parcel) and “Akademia Przyszłości” (Academy of the Future),
- workshops on sustainable development run by Shooka Bidarian – the Climate Reality Project representative (2018).

The end of the report is a good place for summary. On behalf of everyone involved in the preparation of this document, I want to express joy and pride that we may present you our activity and commitment in responsible management education. It is difficult to express in words a great deal of work performed by all members of our academic community in order to implement initiatives described in this report. Nevertheless, we hope that the information presented here will be of interest to you and if you share our enthusiasm for further pursuing implementation of interesting ideas, we may be sure that our reality will only be better.





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