

Summer School: “Sustainability and Corporate Responsibility in a Globalized World”

July 20 – 26, 2008,
Leipzig/Wittenberg, Germany

The Wittenberg Center for Global Ethics (WCGE) (www.wcge.org) in collaboration with the HHL- Leipzig School Graduate School of Management (www.hhl.de), offers a Summer School “Sustainability and Corporate Responsibility in a Globalized World” for Graduate students and Young Leaders/Professionals from the 20th to 26th of July 2008 in both Leipzig and Lutherstadt Wittenberg,

Background

This summer school aims at giving the participants the opportunity to deliberate on ethical challenges and opportunities of the 21st century. The summer school will provide insights to the conditions that sometimes induce individual actors (in business, politics, media and civil society) to act in a way that is harmful to the community as well as – in the long run – for themselves and will offer conceptual tools how to deal with these impediments of social cooperation.

The lectures and case studies are aligned in order to deepen the understanding of the **Golden Rule: Invest in the conditions of social cooperation for mutual advantage** and its implications, which will be discussed along the following three topics; (1) corruption (2) marketing for the poor, (3) sustainability investment.

Furthermore, the participants will work in groups preparing presentations to be given in the presence of leading practitioners from business and politics.

Target Group

The summer school is limited to 50 participants and addresses future leaders in various fields (PhD/MBA students, young professionals).

Participants are going to receive certificates jointly issued by the Wittenberg Center for Global Ethics WCGE and the HHL- Leipzig School Graduate School of Management

Applicants need to include a short letter of motivation and curriculum vitae.

Please send your applications to Globalcooperation@wcge.org by the **15th of June 2008**.

Costs

Participants are expected to pay a participatory fee of €2000 as well as will be individually responsible for their transportation and accommodation costs. Depending on the Sponsorships made available, there might be possibilities for scholarships for at least 10 participants.

Contact

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Schedule

Sunday, July 20 (Leipzig)

Arrival of the Participants

Monday, July 21 (Leipzig)

Breakfast

- 09:00 Welcome and Introduction
- 09:15 Challenges to Global Leadership in the 21st Century
- 10:45 Coffee break
- 11:00 Conceptual Foundations of Ethics in Globalization
- 13:00 Lunch
- 14:00 Fishbanks
- 17:00 Theoretical Analysis
- 19:30 Dinner

Tuesday, July 22 (Leipzig)

Breakfast

- 08:30 Corruption as an Impediment to Social Cooperation
- 10:45 Coffee Break
- 11:00 The "Bottom of the Pyramid"-Approach and Sustainable Marketing
- 13:00 Lunch
- 14:00 Working Groups
- 20:00 Dinner

Wednesday, July 23 (Leipzig)

	Breakfast
09:00	Sustainable Investment
11:00	Coffee Break
11:15	continued
13:00	Lunch
14:00	Working Groups
19:30	Dinner

Thursday, July 24 (Wittenberg)

	Breakfast
09:00	Ethical Leadership and Governance in Practice: Meeting with representatives from politics, business and civil society (presentation from working groups)
11:00	Coffee Break
11:15	continued
13:00	Lunch
14:00	Presentations from practitioners
17:00	Final Discussion
18:30	Guided City Tour
19:30	Dinner

Friday, July 25 (Wittenberg; for non-HHL-participants only)

	Breakfast
09:00	Special Topic 1 (to be specified with the participants)
10:45	Coffee Break
11:00	Special Topic 2 (to be specified with the participants)
13:00	Departure