Redefining management education through innovations and innovative partnerships

26th CEEMAN Annual Conference
19. 21. September 2018, Prague
Our Vision

We want to justify on a scientific basis that there is no need for companies to decide between profitability and sustainability anymore, but a possibility to combine both.
Steps to achieve the Vision

**Practical Strategies**
- Developing practical strategies to prepare companies for the future

**Future Management Education**
- The proper training and education for future managers to realize the vision

**Combination of Profitability and Sustainability**
- Create a basis on which companies do not need to decide between profitability and sustainability

**Sustainable Leadership**
- Support the company internally with a supportive leadership team
An approach for sustainable management

Development of practical strategies to ensure success in the future

Implementation of this strategy in the company on all levels with a supportive sustainable leadership

As an output companies seem to be prepared for the future, due to constant integration of sustainability for example the attraction of top talents or an increase in operational efficiency
Sustainability at the CBS

Learning at CBS

Sustainability is part of all our lectures at CBS and is combined with economic topics.

CASM – Centre for Advanced Sustainable Management

The CASM as an institution to do further research and to set up the needed educational approach.

Events at CBS

Various events support Sustainability at the CBS, for example the ‘Ethics and Sustainability Award’ or the Sustainability Week.

The 8th International Conference on Sustainability and Responsibility

Responsible Leadership in Times of Transformation | November 14th -16th 2018 in Cologne, Germany