

Who?

17 students from RheinAhrCampus and exchange students from Mongolia, France, and Mongolia all take part in the course "International Business Simulations" and develop CSR-projects.



When?

The students at RheinAhrCampus in Remagen started the project in April and will finish it in July. During an Intensive Seminar in Turkey (20 May to 2 June) they will present and test their concepts of the project with students and lecturers from 12 different European universities.

What?

The Project aims at involving other universities in similar CSR-projects by pointing out what students could do within and outside regular classrooms.

Why?

Students put their academic knowledge into practice. They take responsibility in their simulated company and act as a real marketing manager, travel manager, event manager, or even as a CEO. They experience the challenges and opportunities of real life on this project.

Certificate

After the preparatory course and the excursion to Turkey all the participants will receive a certificate outlining their role and their individual input in this international project.

Partners Intensive Program, Turkey

Coordinator: Yasar University/Turkey

LYIT/ Ireland

Rzeszow University of Technology / Poland

Polytechnic Institute of Bragança / Portugal

Bradford College / United Kingdom

University of Amsterdam / Netherlands

Haute Ecole de la Province de Liège/ Belgium

Corvinus University of Budapest / Hungary

Radboud University Nijmegen / Netherlands

University of Patras/ Greece

KHLeuven / Belgium

University of Applied Sciences Koblenz/ Germany



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Corporate Social Responsibility

Respect & **A**cceptance
through **C**ommunication

Students from 12 European countries work together in international teams:

Students at RheinAhrCampus reach out to their community



Format of the Project

Participants of the course „International Business Simulations“ simulate a company which develops a CSR project for RheinAhrCampus. In order to reach out to the community the company founded several different departments, e.g. Marketing and Event Management departments.

Designing CSR concepts

The first company meetings were devoted to exploring the CSR phenomenon and to developing CSR ideas for RheinAhrCampus. The first two projects were worked out very quickly: organizing an international event at RAC for pupils of local schools in Remagen. The aim is to explain and demonstrate cultural diversity to the young visitors and to sharpen their awareness for fairness and equality in an international context. Numerous satellite projects were designed. They are all united by the "Table-Theme" – this metaphor was brought in by local artist Karin Meiner and her "Tisch-Transaktions-Projekt"

Realization of satellite projects

- School graduates invited to campus - 14 May. School leavers visited RheinAhrCampus and our exchange students met them at the "future table" where they explained future opportunities to internationalise themselves by studying abroad.
- Visiting „Curanum“ Residence for the elderly on 19 May and talking about **table manners** in different countries with the inhabitants. Learning from them how table manners have changed over the generations.
- Organize a **round table** for students from America who are visiting our campus on 27 June. Sit around a table and explore future opportunities for exchange: teaching staff mobility, student exchange, perhaps virtual classrooms between the two universities.

Marketing Strategy

Students created a good project name that has a message and can be connected to CSR: "Respect & Acceptance through Communication". Within a limited time frame students had to develop a marketing concept including media like web sites and facebook.

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First hurdles, first lessons

In the beginning it was very hard to define the suitable target audience. Another potential hazard was to find politically correct prizes for the kids who are going to take part in the activities. The main project with activities for the kids will take place during the „International Week“ with the Department „Sprachen/internationales“ in Remagen 11 – 15 June.

Seminar in Izmir, Turkey

Five participants of the course are going to present their goals and achievements in an intensive seminar in Turkey where they can exchange their ideas with 12 universities from all over Europe. The host institution is Yasar University. The seminar is supported and runs under Erasmus/Intensive Programs. The topic of the whole seminar is „Social Responsibility Education in Europe“. Students and lecturers from Germany are going to talk about „The Student as a Social Entrepreneur“.

Future perspectives

Our students want to have an impact on RheinAhrCampus life in the future. The "green table" on campus aims at acting ecologically. One of the ideas is to use environmentally friendly folders in class instead of the standard plastic ones which are cheaper but not recyclable.

Students of the course are also interested in how the campus could develop in the future. They are doing a survey about: "What our campus should look like in 2020? What do we want to change in terms of social inclusion?" All satellite projects are connected to the "Table Theme". For example the "intercultural table" where students from different cultures will sit at the table and talk about similarities and differences of their cultures.

Further projects to be realized:

- Kid's Table
- Flying Table
- Transatlantic Table
- Farewell Table
- Conference Table

