

Newsletter



ISSUE 02
SEPTEMBER 2010

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In this issue of the Master and Management and CEMS Club Newsletter, the topic is "Make a Difference". Be it either socially or professionally, every little initiative can be outstanding. We encourage you to participate in the presented activities, as well as share any idea you might have in making a difference.

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DIARY DATES

SUNDAY 12 SEPTEMBER 2010
COOGEE BEACH TO BONDI BEACH WALK -
FESTIVAL OF THE WIND

MONDAY 13 SEPTEMBER 2010
HELP FOODBANK

MONDAY 13 SEPTEMBER 2010
IMPROV THEATRE GROUP

FRIDAY 17 SEPTEMBER 2010
SPRING BREAK

THURSDAY 30 SEPTEMBER 2010
DEADLINE FOR SUBMISSION VIDEO PROJECT

MAKE A DIFFERENCE

BY TIBOR VON MÉREY

Master of Management and CEMS gives a hand to Foodbank

As CEMS & Master in Management People, we are certainly one of the lucky ones to be here - let's take our time to give back to the ones that really could use a hand. We'll help them out to package and stock the groceries people in need will receive. On Monday, the 13th of September, we'll need between 10 and 15 people max - tell your friends and make a difference. Foodbank Warehouse 152 Newton Road Wetherill Park NSW 2164 8:30am-2:00pm For any questions, contact Tibor: 0451 838 044

"Foodbank is a not-for-profit organisation which collects surplus, salvaged and donated food and grocery products from the food industry and distributes it via charitable welfare agencies, to people in need.

As one of the world's largest food exporters and the fifth richest nation on the planet, it probably seems incongruous to many Australians that there is a large food gap in Australia between those with enough food to eat and those without. The reality is that some 2 million Australians will go hungry at some point over the course of a year and of which over 50% are children. Foodbank is the largest hunger relief charity in Australia. It distributes food that would otherwise go to waste for a host of good reasons in what is an efficient and integrated food chain." www.foodbanknsw.org.au



GLOBAL VALUES STATEMENT

The CEMS Global Values Statement (GVS) is an explicit declaration of the core values of CEMS. As CEMS students, we stand for more than academic excellence and an international outlook: Being part of the CEMS community implies a commitment to being responsible leaders and Global Citizens, recognising the influence that we may have on those around us. The GVS is a Student Board driven project, taking into account input from the student body, Executive Board, Strategic Board, Corporate Partners, Alumni, and Language Experts. From the institutional side, the GVS is complemented by the UNPRME as well as the inclusion of Social Partners (e.g. NGOs) in the CEMS Alliance. The spirit with which the GVS is signed is the most important element of this initiative. It is assumed that all GVS signatories will respect and honour their pledge because they believe it is right rather than because they fear negative consequences.

"As a lifelong member of the CEMS community, I hereby commit to uphold and be guided by the following principles:

The pursuit of excellence with the highest standards of integrity, humility and ethical conduct

Professional responsibility and accountability in relation to society and the environment

Drawing upon the value of cultural diversity with respect and empathy

My decisions and actions, both now and in the future, will reflect this Commitment to Global Citizenship that I make here today."

THE CEMS GLOBAL VALUES INITIATIVE

THE CEMS SOCIAL RESPONSIBILITY TEAM (CEMS STUDENT BOARD)

The Global Values Statement is intended to give graduands the opportunity to pledge to uphold the core values of the CEMS Community in their professional lives.

CEMS will sign the UN Principles for Responsible Management Education (UNPRME) at the Annual Events, and integrate Social Partners (in addition to Corporate Partners) into the Alliance.

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An initiative of the UN Global Compact:

"Principles for Responsible Management Education"

Over 300 management education institutions have signed:

"As institutions of higher education involved in the development of current and future managers, we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions."

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

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

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

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.

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

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

PROJECT MANDATE: THE CEMS VIDEO PROJECT

BY CEMS STUDENT BOARD

At the last student board meeting in Warsaw, we decided to produce a CEMS video for the next graduation ceremony in Rotterdam. The basic idea is that each local CEMS community produces a "funny short clip" that will then be merged with the other clips into a 2 to 3 minutes video.

So how does it work?

We would like to ask you, dear CEMS club members, to guide and motivate your local cemsies to produce one funny/silly/catchy/shocking/informative/enthralling 10 seconds story about the following topic:

- The CEMS Experience In 10 Seconds –

You can produce it either during the block seminar or at a later point in the semester. However, we would like to ask you to do it as soon as possible and to send us the result before the 30th of September. Yes, this is the deadline. September 30th! Hopefully (we are still negotiating), an ad agency will then merge the videos together, add fancy transitions between them and make the whole thing nice and proper for the annual event in Rotterdam.

We hope you guys love the idea as much as we do and that you are willing to participate in this film experiment. We know, that there are lots of things to do once the semester has started and therefore appreciate your efforts even more! As a little incentive we can tell you already: each school that hands in the video will gain points for the cems club award and also, there will be an award for the best video itself! On the next page you find some detailed information for the video concerning stuff like format or process .

This is it for now! Can you please send us the contact of one person in your local cems club that is willing to supervise the project in your school? We look forward to hearing from you!

Best Regards,

Ludo, Thomas and Andri



Guidelines

We would like to ask each local cems club to produce one video

- that is not shorter than 8 and not longer than 15 seconds
- that has at least 5 cems people in it
- that does not include animations, inserts or powerpoint (basic and well visible titles over the picture are ok)
- that does not include music
- that has flawless sound quality if there are voices or sound effects
- that has no more than three or four different shots (<4 cuts respectively)
- that has something local in the picture (like the Eiffel tower in paris)
- that does, please, not promote irresponsible drinking, and yes, also no drugs please
- that is shot on DV (minimum requirement) or HD (preferred). The more professional the camera the better. Maybe your school has a video club or uses cameras to tape classes that you can borrow!

Ideally the person responsible for marketing in your CEMS club takes care of this little project.

Once the film is made we would like to ask her/him to send it

- until september 30th (yes, the deadline!)
- via Rapidshare (www.rapidshare.com)
- to "Andri" (andri.hinnen@student.unisg.ch) AND Ludo (sb@manjot.fr)
- in the original format of the camera (dv or mov or mpeg or whatever)" AND a .mov file, please.

IMPROV THEATRE GROUP

BY MARKUS WIDERØE

Start-up for UoS Master of Management and CEMS club's own improvisational theatre group

Do you want to feel more comfortable holding unprepared presentations and stump speeches? Or perhaps you looking for an outlet for your creative intelligence? Now you have the opportunity to develop these abilities with joining the newly started MoM/CEMS improvisational theatre group (improv for short)!

Oh, so you say that you haven't heard of improv before? No problemo! Improv can be described as unrehearsed theatre. The actors are making up the scenes on the go - which is good because this means no work other than the scheduled jams. The participants will join once a week for up to 2 hours and will do different games and short scenes. It's a good way to challenge yourself, however the only one who will do the pushing is you. In other words, it's only based on your own participation. Having done acting before is absolutely no prerequisite - most improv actors join in their 20ies and have little or no acting experience before.

If this sounds like something you want to do join the "The Sydney CEMS Improvteers" group on facebook - or call/text Markus Wideroe on 04 2021 2165. We are currently meeting on Mondays between 16:00 - 18:00 at Merewether Lecture Room 4, but this is inclined to change.



ACKNOWLEDGEMENTS

BY VLAD IONITA

You have seen in this issue of the Master and Management and CEMS Club Newsletter some great initiatives our colleagues took and made a difference. Therefore I would like to use this opportunity to thank everyone who got involved in different projects and activities. In addition, I would also like encourage students to share their ideas with us and participate actively in transforming them into amazing events. If you have any suggestions of activities or ways in which we could improve our experience this semester, please don't hesitate to contact us.

FACULTY OF
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