



## **Globe Business College Munich announces winner of Business Ethics Scholarship**

*First winner of the scholarship is Sherryl Muthawady from Sri Lanka*

**Munich, 29<sup>th</sup> April 2008** – GBCM and Aidconnect are happy to announce the first winner of their Business Ethics Scholarship: Sherryl Muthawady, a 23 years old girl from the Sri Lankan capital Colombo, wrote the convincing essay on “Micro Financing in Africa”. Sherryl’s essay impressed the Committee the most. Interested students from all about the globe wrote essays on various Business Ethics topics and a jury selected the champion this month. The winning essay and an interview with Sherryl Muthawady will be published on the Aidconnect website [www.aidconnect.org](http://www.aidconnect.org).

“I can say that I learned a lot from all the research that I did and I was able to draw a connection with the problems that my own country is currently facing”, says Sherryl Muthawady. “I feel that I learned something that I can take back to Sri Lanka and hopefully, apply the concept to make a difference in the lives of Sri Lankans who are faced with poverty.”

Sherryl Muthawady is 23 years old and attends the second year of a three years programme at GBCM and she enjoys her studies a lot “The faculty and staff bring real life business situations to the lessons, which make the programmes vivid and interesting. Our Professors are cooperative and committed to help the students at all times, even off the job.”

### **Business Ethics – a major focus at GBCM**

Donna Barron, Director of Student Affairs at GBCM, outlines that the scholarship is primarily meant to encourage the students to extend their thoughts about ethical issues in the context of business activities. “We are really satisfied with the results. We received lots of interesting essays on various topics that are so important for business ethics. However, the most sustainable impact on this programme was to raise the students’ awareness of this issue. We got lots of positive feedback from the students and were glad to see how passionate they worked on their essays.”

Aidconnect supported this programme in order to highlight its organisation, the importance of CSR for companies and to raise the awareness of business ethics issues already for students.

### **AidConnect – Linking people who want to help**

The website [www.aidconnect.org](http://www.aidconnect.org) presents a variety of humanitarian development aid projects that were initiated by individual and small NGO. Organizers have the opportunity to promote their humanitarian activities to a large audience as well as exchanging their experiences with others. Likewise, it provides donors with information on current and potential projects as well as the opportunity to get into direct contact with the organizers.

“It’s important that the next generation learns about the necessity of humanitarian action”, said Shari Temple, vice-chair for AidConnect e.V. and managing director for Aidmatrix Europe. “It’s encouraging to see Globe College’s students showing lots of interest in the humanitarian activities and have been working with so much passion on their essays. It was a pleasure to read the results.”

### **GBCM – Practically Focused Business Education in the English Language**

The Globe Business College is a private college located in the centre of Munich offering business programmes taught completely in the English language. The college is collaborating with AidConnect and plans to strengthen this relationship in order to offer case study development and research support. Through the collaboration, GBCM students gain theoretical knowledge in their courses such as CSR, ethics and globalisation. At the same time, AidConnect benefits from the work undertaken by the College by finding students who intend to support their projects.

### **Application criteria for the scholarship**

Both new and existing undergraduate students at the Globe Business College Munich may apply for the scholarship. Since this project has been such a success, the next scholarship will be announced this year at the beginning of the winter semester.

### **About Globe Business College Munich**

The Globe Business College is a private college located in the centre of Munich. The College offers accredited Bachelor and Master programmes through partner institutions. All courses are taught completely in the English language and the focus is on high-quality, practically-oriented education. The environment and programmes are international in nature and the emphasis is on the individual student (there are a maximum of 15 students per class which means that students receive the attention they require to progress). The programmes are designed for individuals who wish to pursue a career in the international environment or potential entrepreneurs who wish to operate in a multicultural context. Further information can be sourced at [www.globe-college.com](http://www.globe-college.com)

### **About AidConnect e.V.**

The AidConnect e.V. organization operates an interactive communication and information platform to strengthen private engagements for development co-operations. The focus is the worldwide linking of people who are involved or want to get involved in humanitarian projects. By direct communication exchanges among individuals there can be more successful projects started and completed through the mutual learning processes. The general population can become more conscience of the goals and conditions of developing countries through more transparent project details. AidConnect is funded by the Accenture Germany Foundation and the Aidmatrix Foundation. Further information is available under [www.aidconnect.org](http://www.aidconnect.org).

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