



GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN



**LEUPHANA**  
UNIVERSITÄT LÜNEBURG

Development of a model of competencies required for sustainable economic performance among apprentices in business education

## KONWIKA

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# Program

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**Facts and Objectives about KONWIKA**

**Competence Model**



## Facts and Objectives about KONWIKA

# Sustainable Development

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Ideas of an  
oikos  
(antiquity)

Club of  
Rome

Brundtland-  
definition

Agenda 21

Rio+10/+20



„[A] development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (United Nations World Commission on Environment and Development, 1987, S. 24)

# Data



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# Objectives & Steps

**Development of a model of competencies required for sustainable economic performance among apprentices in business education**

identification of key areas and requirements for sustainable action in the selected occupations and areas of competency, like retail services, sales assistance for retail services; freight forwarding and logistic services, and office management

specification of a theoretically grounded model of competent sustainable action in business-related fields

development of tasks/items for measuring competent sustainable action in business-related fields, using different formats and modes of testing

evidence-based validation of the conceptual model of competent sustainable action in business-related fields

## Competence Model

# Key Areas

Analysis of the curriculums and job requirements in authentic business settings



Domain-linked behaviour-categories by a narrow relation to sustainability:

**1. Reducing operational  
environmental impacts**

**2. Rational and  
environment-friendly  
procurement, use and  
disposal/recycling of  
materials**

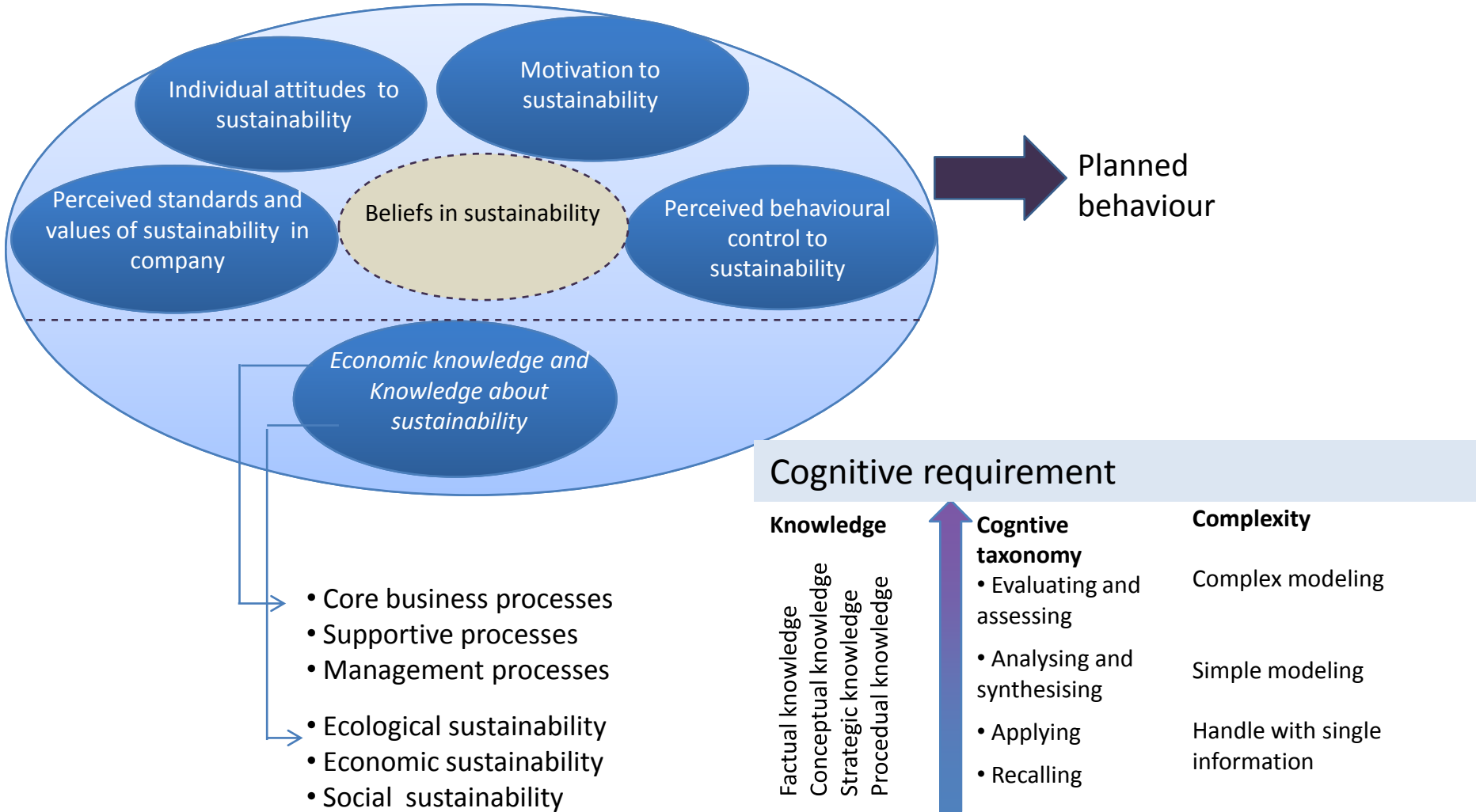
**3. Transport**

**4. Corporate Social  
Responsibility**



# Competence model

## Combination of tenets of Cognitive Psychology with Aijzen's Theory of Planned Behaviour





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# Thank you for your attention!