

United Nations Principles for Responsible Management Education

Sharing Information on Progress Report

2019



PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

Letter of Renewed Commitment

The Business Administration Department in the Faculty of Business Administration, Economics and Political Science – The British University in Egypt, is pleased to present its renewed commitment to the Principles for Responsible Management Education. We believe that the PRME's six principles are essential for the development of not only the students and staff members, but also for society at large.

As a signatory to the Principles, we believe in the value of social responsibility, ethics, governance and sustainability and hence advocate the implementation of such values in all areas of our activities.

Your Sincerely,

Prof. Wadouda Badran

Dean of the Faculty of Business Administration, Economics and Political Science



Background

As part of the strategic plan for the period of 2016-2021, the Business Administration Department along with the other two departments in the Faculty of Business Administration, Economics and Political Science, thrived to continuously commit towards achieving high levels of quality in teaching and learning, research and community service.

Accordingly, the Department has worked over the last two years to fulfil its vision, mission and values.

Vision

Our graduates are tomorrow's leaders

Mission

To be the leading faculty in Egypt and the region, by providing high quality UK education, satisfying both UK-QAA and NAQAAE quality standards and contributing to the development of our community through innovative research that impacts the education process and the welfare of the community.

Values

The University and Faculty's core values are:

- ❖ Academic honesty and integrity.
- ❖ Maintenance of high academic standards.
- ❖ Continuous quality enhancement.
- ❖ Mutual respect in a multi-cultural environment.
- ❖ Development of the University's community.
- ❖ Full engagement and involvement of staff and students.
- ❖ Transparent leadership and management.

Since the first SIP report submitted in 2017 and till the date of the current report, the Department is working on maintaining and enhancing its position:

1. After the first visit of officials from the National Authority for Quality Assurance and Accreditation of Education (NAQAAE)- a body created by the Egyptian government in 2007 to establish quality standards for its educational institutions – in 2017, the Department, along with the other two departments in the Faculty, received a visit from NAQAAE's representative in April, 2019 to conduct further audit to ensure the Department's fulfilment of quality requirements.

The Business Administration programme continues to offer six specialisations: Accounting; Finance; Human Resource Management; Marketing; Entrepreneurship and Sustainability, and International Business.

2. Before the start of Academic year 2017-2018, the Department, along with the rest of the university, has submitted their validation documents to a new validating partner in the United



The British University in Egypt

Business Administration Department



Kingdom, London South Bank University, which is one of the leading universities in UK in terms of Students' experience and employability. Since 2017-2018, the programme and certificates are validated by LSBU, in addition to the accreditation of the Supreme Council of Universities in Egypt.

2.1 As part of the validation process, it has been agreed to establish an exchange programme, where students from the Business Department spend the summer semester in LSBU. The mapping process took place in 2018 and the 1st group of students went during August 2018. The programme was successful and has been repeated in July 2019, with a larger number of students.

3. The Department conducted a revision of its programme and despite it was built to be reflective of the market needs, it has been decided to introduce a new programme with four cross-cutting themes, which are:

1- Entrepreneurship and Employability Perspective.

2-Sustainable Development Goals (SDG) and the Principles for Responsible Management Education (PRME).

3- International Aspect

4- Innovation and Technology enabled learning.

The new programme is currently under preparation and will be submitted to the Supreme Council of University in Egypt for accreditation.

4. Staff members are encouraged to take part in exchange programmes. Over the last two years, 5 PhD holders and 5 teaching assistants spent full semester at universities in different countries.



The Principles of Responsible Management Education

The Business Administration Department joined the PRME in 2015 and since then has done extraordinary work to fulfil its commitment towards the six PRME principles. The remainder of this report highlights the actions taken by the Department between July 2017 and July 2019.

PRINCIPLE 1 and PRINCIPLE 2: PURPOSE and VALUES

The Department continues to develop the capabilities of students to be future creators and contributors of sustainable value for businesses and society and to work for an inclusive and sustainable global economy. Staff members are encouraged to include the Sustainable Development Goals (SDGs) within their teaching material and urge students to participate in activities that articulate the principles of the SDGs. The SDGs are also included in various research initiatives of our Module Leaders and Teaching Assistants.

Driven by our faculty's dedication to waste diversion and helping meet our environmental goals, students were encouraged to use the open education resources (i.e., digitised materials offered through our partnering publishers, library and the Egyptian Knowledge Bank) to reduce paper waste generation.

Another contribution towards achieving the SDGs is contributing in “Literacy for all” Campaign that was launched at the University level and targeted the support staff. Module leaders, teaching assistant and students participated in delivering courses to participants over three years.

PRINCIPLE 3: METHOD

The Department continues to offer the major of entrepreneurship and sustainability to students. It offers as well module titled “Sustainable Development” at the Honours levels. The module aims at helping students to gain a deep understanding of sustainability issues facing businesses globally and locally; and analyse how businesses address environmental problems and social challenges in the context of sustainable development. The module’s main assessment is to prepare a sustainability report of an existing company, where students identify shortages of such practices and provide recommendation on how to embed it within the company’s system.

Another engagement of the Business Department with sustainable value is through supervising students’ work in this area; especially extra-curricular activities; for example, ENACTUS, which is an annual international competition that drives students to solve their society’s problems in the most sustainable way. In 2017 and 2018, the team won second place in the national competition. In 2018, the team won 1st place at Nawah, the Egyptian Innovation Award for Social Entrepreneurship. In 2019, the team won second place in “Finance in Motion” competition. Another example includes BUE students organising and participating in local and international competitions of the Hult Prize, held annually. In 2019, Hult Prize National and Regional competitions were held at BUR campus.



PRINCIPLE 4: RESEARCH

The staff members of the Business Department at the BUE continue to be engaged in research activities aimed at exploring the different social, economic and environmental sustainability issues on both the local and global scales. Moreover, the staff members of the Department are also engaged with students in research activities relevant to sustainable value through the supervision of their graduation projects that focus on the green economy, sustainability and ethical behaviour and practices of Egyptian organisations.

Moreover, the Department organised a series of scientific seminars that aimed at highlighting the latest research activities of staff members who would then share their results with colleagues, hence ensuring the knowledge spread across different disciplines. For example:

1. " Suggested conceptual logical framework, and dimensions for responsible leadership", by Dr. Safaa Shaaban, at the AOM Specialized Conference: Responsible Leadership in Rising Economies.
2. "The Three Facets of Sustainability in Higher Education: Leadership and Governance, Student Engagement and Community Inclusion" by Dr. Hadia Fakhreldin. At the 5th Responsible Management Education Research Conference Leadership Development for Advancing the Implementation of the Sustainable Development Goals, 2018.
3. "Features Affecting the Quality of Sustainability Reporting: an Empirical Study and Evaluation" By Ms. Noha Abdelrahman, proceedings of ISER 116th International Conference, (pp. 1-12). Venice, Italy, 2018.
4. "Knowledge, Skills and Pedagogy Components for Accounting Education Development in Egypt: (A Survey Research)" By Dr. Amani Hussein, a Journal article published in Accounting Research Journal, Alexandria University- Accounting Department. Volume 4, June, 2017.
5. "A proposed framework for applying sustainable supply chain management as an approach to improve Egyptian companies performance", a PhD thesis by Dr. Ola Mamdouh.

PRINCIPLE 5: PARTNERSHIP

The Business Department is also actively building ties and partnerships with local and international key players to broaden its exposure and academic networks. Examples include:

1. Partnership with Egyptian companies to provide support in their daily operations. Under this partnership, companies offered internships for our students.
2. Partnership with Al-Hassan Foundation. This resulted in organizing an event. The presentation given by Mrs. May Zein founder of Differently Abled foundation was about the experience of a life time commitment and perseverance to divert a crisis into a great light of positive energy. It was based on explaining all the activities of the foundation that have been recognized locally and lately internationally in Vienna by the UN to shed a light for all our students that life is still full of opportunities for everyone who knocks on the right door seeing a light at the end of the tunnel of any crisis.
3. Partnership with "street runners" and "Nada Foundation". This resulted in organizing a run to raise awareness regarding safer Egyptian roads. The aim of Nada Foundation to generate a list of minimal safety requirements to be integrated into the new Egyptian traffic law. Students and



staff from the university and from outside participated in this event including management, professors, teacher assistants, students, and staff.

4. Partnership with the Centre for Economics & Financial Research and Studies CEFRS, Faculty of Economics & Political Science FEPS Cairo University. This resulted in hosting a seminar under the title of: “ Sustainable Development: Trends and challenges”. The event was held at the British University in Egypt on 17th of February, 2019. The event was business and economics oriented and included invitees from both the public as well the private sector in Egypt as well as academic staff from different universities. The importance of the seminar arises from the fact that Sustainable development is the name of the game of our century. The world is faced with challenges in all three dimensions of sustainable development—economic, social and environmental including a vast area of energy sector industries. Sustainable Development is an enlightened venue to cross new trends and challenges of a period of economic, political, social and environmental volatility.

PRINCIPLE 6: DIALOGUE

Staff members in the Business Department engaged in several local and international debates and conferences tackling different issues:

1. “Business for Peace”; organised by the UN Global compact, 2018.
2. “The social dialogue of modifying Egypt's sustainable development strategy 2030”. That was launched in the institute of National Planning on Tuesday 23rd April 2019 by her excellency Dr. Hala ElSaid, the minister of planning, follow up and administrative reform and in the presence of other key figures in the Government.
3. Hosting guest speakers in campus during lectures or part of extra curriculum activities to share their experiences and establish dialogue with the students and staff members. For example:
 - Mr. Salem Masalha, An Ashoka fellow and founder of Click. Shared with the students his initiative to clean the Nile in Egypt and encouraged the students to participate.
 - Ms. Hala Abdel Wadood, Head of Public Relations and Corporate Social Responsibility at Orange Egypt. Ms. Hala discussed the significant role of corporate social responsibility in leveraging the brand's image and reputation in foreign markets. She spoke about Orange's engagement in many activities such as saving the environment, supporting the public, and taking care of the employees and being ethical. Ms. Hala described Orange's “Women Right to Sight” campaign launched in 2019 to support women in Upper Egypt.
 - Professor Ashraf El Sharkawy, ex-Minister of the Public Business Sector. He focused on the role of the government and policy makers in considering the issue of sustainability and the mutual benefits to the government and the businesses when being sustainable.